

Please find enclosed:

My resume detailing relevant work and /or academic experience ,as well as subject matter knowledge to join , represent a SO /AC or Independent Expert on ICANN's CCT Review Team.

Resume of Phil Buckingham.

CEO, Dot Advice Limited , a gTLD strategic, financial advisory and consultancy.

I was one of the 28 members of ICANN's Implementation Advisory Group for Competition, Consumer Trust and Consumer Choice (IAG CCT) convened in October 2013 by the ICANN Bof Directors to evaluate 66 metrics proposed by the GNSO and ALAC. After 8 months and many hours of volunteering our Group presented the metrics to be used by ICANN's CCT Review Team of the review of the new gTLD Program, as mandated by the Affirmation of Commitments Section 9.3

The Group evaluated each metric on its feasibility , utility and cost effectiveness.

Its evaluation considered data available to the Review Team both internally from ICANN as well as that which may be acquired from T/P sources.

My company is Dot Advice Limited . We are a strategic, financial gTLD consultancy, having advised many gTLDs applicants (incl IDNs , brands , geos and generic applications) on their strategy , business models, financial questions and the financial evaluation . We achieved a 100% pass.

The first gTLDs have been in operation since October 2013 , over 2 years now. Dot Advice has now been tracking all individual TLDs and the industry as a whole since October 2013. We now have key financial stats , analytics , data and reports from weekly gTLD(s) registration data via ICANN's CZDS centralised zone file data service.

The AOC 9.3 states ICANN will ensure that as it contemplates expanding the top level domain space , the various issues that are involved (incl competition, consumer protection , security , stability , sovereign issues and rights protection) will be adequately addressed prior to implementation.

If , when new GTLD have been in operation for one year ICANN will organise a review that will examine the extent to which the introduction or expansion of gTLDs has promoted competition , consumer trust and choice as well as the effectiveness of the application and evaluation process and safeguards are put in place to mitigate issues involved in the introduction and safeguards.

I have been extensively involved in many aspects ,processes , procedures and evaluations of the whole gTLD programme from 2009-2015

As well as being a member of the IAG CCT in 2013/2014

I was involved, 2009 in the gTLD financial evaluation, with a financial model to ICANN based on 500 applications .

2010 Deloitte team bid for the gTLD Financial and Technical Evaluation contract

2011 ICANN Vertical Integration WG , which changed the Registry/ Registrar business model to a Vertically Integrated one for new TLDs (from the Vertically Separated .com model) . This has proved

to be very significant change and its impact on competition , gTLD pricing and consumer choice and trust.

2012 -2013 A gTLD financial consultant on financial questions , clarifying questions , COI calcs , LOCs , financial evaluation applications.

2014 -2015 . Consultant on contention sets pricing models , premium pricing and renewal pricing / rates .

My involvement in the DNS had started in a derelict building in London in early 1995, with one of the first corporate website company called Webmedia. Six months later I was the co founder and its CFO , of Netnames the corporate brand Registrar . In 2000 as CFO I was instrumental in Group NBT IPO flotation on the London Stock Exchange , selling my shareholding and leaving Netnames in April 2000. I returned to the DNS world @ ICANN Sydney 2009. I am passionate about domain names , having written a number of gTLD articles/ blog on Circle ID and sat on many GTLD conference panels.

My background , experience for the past 20 years , warrants , I think , that I could be considered , applying and sitting as an Independent gTLD . expert on the CCT Review Team.

Phil Buckingham

31 October 2015