



INTERNET  
INFRASTRUCTURE  
COALITION

10 YEAR ANNIVERSARY

# Annual Report

**The Internet's infrastructure is the foundation of the digital economy.**

The i2Coalition has been protecting a vital industry since 2012 by promoting the adoption of effective public policies that support continued growth and innovation.

This year, we celebrated **ten years of advocacy.**

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# LETTER FROM THE *EXECUTIVE DIRECTOR*

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Colleagues,

This letter, and in more detail the report that follows it, discusses the scope and impact of our work over the last year. To fully describe our achievements over the past twelve months, I actually need to reflect upon the last ten years. In case you didn't hear, we celebrated our 10th anniversary in 2022! I hope you will take the time to check out an overview of this milestone celebration on pages 12 to 14, and also reflected in the amazing photos that you will find throughout this Annual Report.

Without question, 2022 was our most consequential year from all standpoints: financial, staffing, membership, and policymaking impact.

The first question I ask is: why? Why is this organization we started ten years ago more relevant and needed more than ever? Clearly, member companies are showing up energized to participate in the process of ensuring the Internet has a unique and singular voice. Very few trade associations make it to 10 years. In fact, some of the organizations that, like us, were formed in the aftermath of the PIPA and SOPA debate in the U.S. Congress are no more.

So, what to make of our success?

I spent a lot of time reflecting on that as we geared up to celebrate our 10th anniversary. Here's what I determined:

- Our work is needed
- We have built a talented, effective staff
- Members drive our success

What follows is a breakdown of each point.

## **1. Our work is needed**

Just ten years ago, we were so close to the birth of the commercial Internet that the legislators and regulators we approached had no familiarity with the concept of the Internet's infrastructure, much less the people and companies who had built it. They associated the Internet with the connectivity that they got from their ISP or with one of the big Internet companies whose websites they had visited, such as Google, Microsoft, Amazon, or Facebook. They were unaware of the companies that built the Internet's infrastructure - the companies above the telecommunications layer and below the content layer.

We mistakenly thought that we could educate them about what we do and how the systems work so that, as they were trying to solve problems as the Internet matured, they could do so without disrupting the important ecosystem that we represented.

What we didn't realize was that a) many activities in governmental policymaking environments happen at the staffing level, and b) staff turns over all the time. Now, at ten years old, we can confidently say that we have educated a few generations of regulatory and legislative staffers on how the Internet works. However, the war of attrition wages on - we have to stay vigilant in our education efforts so that problematic legislation and regulatory proposals do not get through simply because no one was there to explain their detrimental effects to the staff.

Right now, tech is a bigger part of our daily lives than ever before. This has led to a rapidly expanding regulatory and legislative environment that often produces ill-advised and uninformed policy proposals. We cannot afford to be absent. So, we're bigger than ever because the issues are bigger than ever, even when some of them seem to be the same old battles that we've been fighting for ten years.

## **2. We have built a talented, effective staff**

We have a larger, more active, and more talented and experienced staff than we've ever had. Our legislative and public affairs team has grown to be more diversified and stronger, enabling us to expand into specialty projects when the specific needs of the industry require targeted action. For instance, we now have a DNS issues working group and a VPN Trust Initiative that focus only on issues affecting those industry sectors. As our staff and resources expand, we can find ways to make even more progress for the Internet.

## **3. Members drive our success**

Our members participate more actively than ever before. We've never had a time when we've had more people attending meetings, sharing their ideas to shape our work, and giving constructive feedback.

When we look back at 2022, beyond our 10-year anniversary celebration, we're proud of the strong and productive working relationships we have forged over the years with legislative, parliamentary, and executive offices. Through our active engagement with these policymakers, we have added critical technical expertise in dialogues and shaped effective outcomes for our industry. In 2023, we will continue our diligence on ongoing policy priorities, including:

- **Intermediary Liability:**

We have been a part of key strategic discussions on the future of major intermediary legislation in both the U.S. and the EU. In 2023 we expect to confront and address a new series of major additional threats of U.S. legislation and regulation (Section 230 and Section 512 reforms) and EU legislation and policies (the Digital Services Act) seeking to curtail the fundamental intermediary liability protections that have enabled our industry to grow, innovate, and sustain the Internet infrastructure ecosystem without the threat of crippling litigation. We will also be the voice of Internet infrastructure providers in critical cybersecurity legislative debates and regulatory implementation in both the U.S. and the EU (e.g., the NIS2 Directive).

- **Digital Trade & Privacy:**

We have been working directly with the Office of the U.S. Trade Representative (USTR) on issues surrounding the Notorious Markets report as well as the Transatlantic Data Privacy Framework, both to positive effect. This work will continue to evolve and expand in 2023.

As an institution, we couldn't be nearly as effective as we are in being the voice of the industry if our members weren't showing up to make their voices heard. Our members work hard to reach a rough consensus on vital industry issues so that we can speak with one voice. This is why we've had success over the past ten years; it is also why what we're doing is more important than ever.



Christian Dawson  
**Executive Director**



## The i2Coalition: ***A DECADE OF INTERNET ADVOCACY***

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For the past 10 years, the Internet Infrastructure Coalition (i2Coalition) has championed Internet infrastructure providers, and we continue to focus and amplify our efforts. We engage with legislators and those who craft public policy with a clear, constructive, and results-oriented approach. **We've had an especially successful year in terms of growth and reach, setting ourselves up for a decade of even greater advocacy for our members.**

We open this report by thanking our members, who bring valuable insights and experiences to the table, as we confront the most pressing issues facing this industry. Our membership continues to grow, as forward-thinking Internet companies join the i2Coalition's mission to protect and strengthen the global network that drives 21st century digital commerce worldwide.

## The i2Coalition is the voice for businesses that build the Internet...

...including cloud and data center providers, domain registrars, registries, and other foundational Internet enterprises. Moreover, **we deliver that voice to the right ears at the right time.**

The Internet's infrastructure supports the digital economy, and since its founding in 2012 the i2Coalition has been protecting this vital industry from various threats—such as stopping uninformed legislative approaches that would create unintended and economically damaging consequences for Internet infrastructure providers. The i2Coalition addresses the most urgent Internet policy issues that impact our member companies. In addition, we regularly educate policymakers through panels, seminars, and briefings.

**We work to stop disruptive legislation before it reaches a vote;** therefore, we consider our biggest successes to be preemptive in nature. In 2022 we celebrated 10 years of both positive progress—and avoiding bad legislative outcomes—for our members. During a global pandemic, we managed more individual legislative touchpoints with congressional and parliamentary offices and executive offices than ever before. We've been a part of key strategic discussions on the future of major intermediary legislation in both the U.S. and the EU. Each achievement you read about in this report speaks to a relationship to be nurtured.

We're also looking ahead—and abroad. Most of our member companies have global footprints, and when Europe is focused on global regulation, we need to focus on Europe. The more that a single jurisdiction attempts to apply regional rules to global infrastructure, the more difficult compliance gets, and the further we stray from the ideal model of Internet governance. The i2Coalition will spend the next year engaging our members to arrive at cohesive sets of principles so that when we speak as a collective, we do so loudly and clearly.

**We invite you to share this report with your friends and colleagues** who care about the future of an open and free Internet, and we're glad you're with us on this crucial journey.

“

*It's not usually in the nature of Internet infrastructure to step into the light for attention, but after a decade of important work, it's time for the i2Coalition to take a bow. My congratulations to Christian and the i2Coalition team for ten years of impactful advocacy, and my appreciation to the i2Coalition membership for their unwavering support.*

— ”

- Graeme Bunton, 2022 i2Coalition Board Chair



# A WARM THANK YOU TO OUR MEMBERS IN 2022!





2022 TIMELINE  
***HIGHLIGHTS FROM A BUSY YEAR***





# Q1

## **Panel Discussion: Open-Source Software and National Security**

Dr. James Galvin hosted experts from WebPro, ISC/Bind, and Linux. They explored how the Internet's infrastructure providers work together with open source projects to identify the challenges inherent in securing open-source software, and how we can best make the Internet a safer place.

## **New Learning & Networking Tools**

We integrated two sites—Basics.Domains (how the industry works) & MyNext.Events—to advance our goals of industry education and inclusivity. Both sites are getting around 1,000 visits per month.

## **Public Comment Period for the VPN Trust Initiative**

The i2Coalition welcomed public comments on the VTI Principles, to arrive at a VPN industry baseline standard for providing trustworthy service and access to users worldwide.

# Q2

## **Finalizing and Launching the VTI Principles**

The VTI Working group finalized its core principles to drive greater industry accountability and set a higher standard. Together with Raynor Ave., our PR agency, we created a launch plan and its deliverables for promotion ahead of the i2Coalition Fly-In.

## **Deconstructing Unconscious/Implicit Bias**

The Insights & Innovation committee collaborated with Southwell Solutions on a webinar to help build tangible actions within our organizations to tackle unconscious bias. The goal: helping i2Coalition members create workplaces centered on equity and inclusion for all of us to work, thrive, and succeed.

# Q3

## **i2Coalition 10-Year Anniversary Fly-In**

Our members took part in two days of meetings with Washington, D.C. policymakers and policy influencers about the technology issues most important to them. This event was also a chance for our members to meet and connect in person.

## **Abuse Reporting Workshop**

One of the most crucial factors to curbing online abuse is the quality of the abuse reports submitted to Internet infrastructure help desks. This frank and open discussion from within our membership focused on what efforts are underway to better triage abuse reports on the Internet, and how our industry can engage with that work.

## **ICANN74 Member Dinner in the Hague**

Back in person at last! This post-pandemic DNA industry breakfast turned into dinner, in the Netherlands' beautiful capital city.



“

*The greatest part about being with i2Coalition is collaborating with small- to medium-size tech companies in this rapidly evolving world that we're seeing around Capitol Hill.*

*Doug Gordon, Rackspace*

— ”

# Q4

## **i2Coalition at TechProm in Washington, D.C.**

The members of the i2Coalition are certainly no wallflowers! We showed up to support the Center for Democracy & Technology's (CDT) mission to advance data privacy, promote online expression, reduce bias and inequality in algorithms, and limit government surveillance.

## **i2Coalition/eco Transatlantic Dialogue**

We teamed up with eco, the EU's leading Internet industry association, to bring together key individuals in government, industry, and academia. These events in Washington, D.C. and Brussels focused on the future of transatlantic data flows and privacy.

“

*Learning about the multi-stakeholder model and how to work with different organizations and companies has been really instructive. It shows that nothing happens in a vacuum - we all have to work together for this space to work.*

*Jonathan Thomas, International Communications & Marketing, Blacknight (Ireland)*

— ”

# 2022 BOARD OF DIRECTORS



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Board Chair



**Alvaro Alvarez**  
Board Member



**Petra Arts**  
Board Member



**Wesley L. Bard**  
Board Member



**James Bladel**  
Board Member



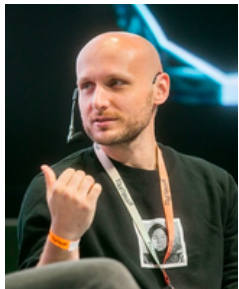
**Christian Dawson**  
Board Member



**Mitchell Kilby**  
Board Member



**Nick Nelson**  
Board Member



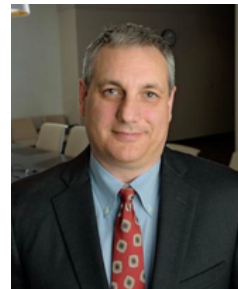
**Tom Okman**  
Board Member



**Subbu Sthanu**  
Board Member



**Frank Stiff**  
Board Member



**Gregory Tomczyk**  
Board Member

# ANNUAL CONGRESSIONAL FLY-IN & 10-YEAR ANNIVERSARY CELEBRATION

Celebrating 10 years of protecting innovation and growth of the Internet's infrastructure.

On June 22-23, 2022, i2Coalition members traveled from far and wide to Washington, D.C. to advocate for the Internet infrastructure industry, which serves as the foundation for much of the U.S. and global economies.

The Annual Congressional Fly-In is all about engaging with legislators and agency officials in a clear, constructive, and results-oriented manner. The 2022 edition of the Fly-In was unique in that it also provided an opportunity for members to celebrate i2Coalition's accomplishments from its first 10 years of existence.

The first order of business was to participate in a brief training on how to effectively communicate key messages on policy issues with legislative staff members. Then, for the first time since 2019, members met in-person with officials and representatives from administrative agencies about the significant impact Internet policy issues have on their businesses.



PROTECTION  
ON  
ANNIVERSARY



**100+**

members worldwide  
make up the i2Coalition and  
contribute to its impact

“

**...the Internet provides a route to reaching an audience that bypasses the traditional gatekeepers.**

— ”

**Julie Nolke, Actress, Comedian, and 10-Year Anniversary Keynote Speaker**



Members conversed with critical legislative and policymaker guests, including:

- Hon. Shira Perlmutter, Register & Director, U.S. Copyright Office
- Brad Watts, Chief Counsel for Senate Judiciary IP Subcommittee Ranking Member Thom Tillis (R-NC)
- Darren E. Jones, Assistant Director, Federal Bureau of Investigation (FBI)
- Alex Greenstein, Director, Privacy Shield, U.S. Dept. of Commerce
- April McClain-Delaney, Deputy Assistant Secretary of Commerce for Communications and Information, NTIA

Additionally, members strengthened relationships with industry peers. Some of these connections were formed a decade ago when a handful of small Internet infrastructure businesses became aware of a Congressional move to combat infringement by foreign “rogue” websites. This legislative effort became the House of Representatives’ Stop Online Piracy Act and the Senate’s Protect IP Act (SOPA/PIPA). While well-intentioned, SOPA/PIPA would have allowed for the mass blocking of websites by the Department of Justice without due process on the say-so of intellectual property holders.

News about this proposed legislation gave birth to a massive digital grassroots movement that not only defeated SOPA/PIPA, but also produced a large wave of Internet activism. The most important outgrowth of the SOPA/PIPA saga was the creation of permanent organizations like the i2Coalition, a unified, independent voice for Internet infrastructure providers.

On June 23, 2022, i2Coalition members, staff, and distinguished guests celebrated its 10-year anniversary with a presentation of industry awards and a keynote address by actress and comedian Julie Nolke. Known widely for her viral YouTube series “Explaining the Pandemic to my Past Self”, Nolke shared how the Internet provides a route to reaching an audience that bypasses the traditional gatekeepers.

To further celebrate the success of the i2Coalition, we presented the Champion of the Internet award to Congressional Representatives Darrell Issa and Anna Eshoo. As tech allies and industry supporters, Congresswoman Eshoo and Congressman Issa approach policymaking thoughtfully and collaboratively, always looking for solutions that accomplish policy goals and make it possible for small and medium-sized Internet infrastructure businesses to continue operating at scale.

Since its inception, i2Coalition has focused on leveraging the technical expertise of its membership to empower alliances with other like-minded stakeholders and ensure that an educated appreciation of how the Internet works informs policy making. At our awards ceremony we recognized two key members who have made significant contributions to these efforts:

- Jon Berry, President and Owner of Green Olive Tree, accepted the Karl Zimmerman Internet Entrepreneurship award; and
- Tobias Sattler, Founder, and Author of CyberSec and former Executive at united-domains, accepted the Ron Yokubaitis Community Leadership Award.

The i2Coalition has succeeded and grown over the past ten years by organizing people around central messages that are member-focused and member-led. While our work is always evolving, the Internet infrastructure industry continues to face diverse challenges involving security, safety, privacy, and more. The i2Coalition’s success in the decade ahead will depend upon the engagement and insights of our members and our Congressional champions.

“

*The i2Coalition is critical to the health of our industry. The fact that the organization has grown and survived over the past ten years, while similar organizations have closed during that time, is a testament to the power of our message and the commitment of our members. I was very honored to participate in the 10-year anniversary celebration and feel fortunate to be able to work with my industry colleagues making a difference.*

— ”

*David Snead, i2Coalition Co-Founder*





## WORKING GROUPS & **NOTABLE ACCOMPLISHMENTS**



# POLICY WORKING GROUP

## ABOUT THIS WORKING GROUP

Think of this working group as “Beltway as a Service”. Your voice matters, but it’s most effective when it reaches the right ears—and that’s where we come in.

We advocate for Internet-industry businesses and convey their collective interests directly to the legislators whose work impacts the Internet. Each month the Policy Working Group (PWG) distributes a detailed members-only legislative update that summarizes what policymakers in Congress and the White House are doing that may help or threaten our members’ bottom lines and market opportunities. The PWG also conducts monthly meeting calls to brief members with the latest updates on our top-priority issues and to allow them to engage in valuable, real-time dialogue with our professional staff.

### KEY FOCUS POINTS

#### Intermediary Liability & Section 230

We continued leadership with higher education, libraries, nonprofits, and other “Internet industry-adjacent” groups to educate policymakers and avoid negative legislative outcomes. We tracked and addressed emerging threats in digital copyright and other IP areas.

#### Consumer Data Privacy

We tracked movement on comprehensive federal consumer data privacy legislation and new proposed state-level legislation, and assessed their potential impacts on business operations and use of encryption. We addressed the ongoing global effects of GDPR and state law implementation in the U.S.

#### Digital Trade

We built upon our working partnerships with U.S. and EU government allies in support of open global markets, an open and resilient Internet, and maximized rational harmonization in U.S. and EU policies.

#### Our Look Ahead to a Post-Pandemic World

We maintained dialogue with policymakers and other key audiences to clarify the lessons learned from this extraordinary global crisis: in what ways are we changed, and how do we leverage our experiences and our role in the ongoing info tech evolution for a better global future socially and economically? What tech policies do we need going forward?

### LOOKING AHEAD

#### Changes to Section 230 and the Digital Millennium Copyright Act

If adopted, these initiatives could have sweeping negative implications for how Internet infrastructure companies handle user-generated content and severely limit growth, opportunity, and innovation on the Internet for years to come. In 2023, the Policy Working Group will track and address these threats, including the U.S. Supreme Court’s review of Section 230 and any new Section 230 bills in Congress.

#### Federal Consumer Data Privacy Legislation and Regulation

Congress is resuming the debate about comprehensive federal consumer data privacy legislation. Separately, the FTC will continue to advance a major privacy rulemaking to broadly regulate “commercial surveillance” and data security practices. The PWG will carefully track these developments and advocate on behalf of our members and their customers.

#### Transatlantic Trade and the EU-U.S. Data Privacy Framework

Our members’ global operations depend on sustaining a durable framework that both protects the fundamental rights of citizens while facilitating the data flows that underpin the \$7.1 trillion transatlantic economic relationship. We will continue our close coordination with allied business and tech groups to encourage the United States and the EU to expeditiously complete the implementation of the new comprehensive data privacy framework.

#### Identify and Address Emerging Threats

In the year ahead, the PWG will continue to identify threats early on, so we can educate policymakers and legislators about the role of Internet infrastructure companies in the broader Internet ecosystem and avoid uninformed actions that would limit opportunities, innovation, and economic growth.



*Congress people are short on staff. Each staff member is juggling 100 or more topics, so the staff members rely on i2Coalition for an analysis of the current Internet infrastructure issues to help them come up with words that mean things to a lot of people. So, we feel like it’s our duty to weigh in with the staff members and lawmakers... i2Coalition does one of the best jobs of translating the beliefs of its members into language that our Congress people can understand.*

Andy MacFarlane, Golden Frog Encryption, Austin, TX





# INSIGHTS AND INNOVATION COMMITTEE

## ABOUT THIS COMMITTEE

The i2Coalition Insights & Innovation Committee plans online webinars and workshops to discuss current developments within the tech industry relating to i2Coalition's core issues. Topics include technological and procedural best practices; as well as, diversity, equity, and inclusion. Building a better and safer Internet requires new ways of thinking, as well as greater diversity among those who build, maintain, and use it. The committee finds leading experts and technologists to present their own efforts, research, and points of view in an online webinar format for i2Coalition members.

### KEY FOCUS POINTS

#### Panel Discussion: Open-Source Software and National Security

Dr. James Galvin hosted experts from Webpros, ISC/Bind, and Linux. They explored how the Internet's infrastructure providers work together with open-source projects to identify the challenges inherent in securing open source software, and how we can best make the Internet a safer place.

#### Member Portal Development

We're adding continuous value to our member portal. New content emerges through ongoing dialogue.

#### Deconstructing Unconscious/Implicit Bias Webinar

We collaborated with Southwell Solutions to help build tangible actions within our organizations to tackle unconscious bias. We're helping i2Coalition members create workplaces centered on equity and inclusion for all of us to work, thrive, and succeed.

#### Quarterly Brainstorming

These meetings tap into our members' expertise, raising our overall knowledge around topics of importance to this industry.

#### Abuse Reporting Workshop

The group developed the focus and scope for a members-only November 1st workshop to improve abuse reporting on the Internet. This is a complex challenge for the Internet infrastructure industry.

### LOOKING AHEAD

#### Privacy and DEI

This committee is preparing a workshop on privacy through the lens of diversity, equity, and inclusion (DEI). New and prospective members should keep an eye out for this event in early 2023.

#### Evolution of the DC Fly-In

We used part of this year's Fly-In in Washington, DC, to develop a new model for next year's. This is an example of i2Coalition's continuous commitment to creating events that are as timely and effective as possible for our membership.



# VPN TRUST INITIATIVE

## ABOUT THIS INITIATIVE

The VPN Trust Initiative (VTI), formally launched in December 2019. The i2Coalition developed this project to promote privacy and security through VPNs, and to establish standard practices for VPNs that foster trust.

The VTI engaged in various issues important to VPN providers, such as an NSA Security Advisory recommending the large-scale blocking of the ports typically used for VPN traffic, and predatory lawsuits filed against VPNs. The VTI provided accurate information to policymakers, informed the greater technology sphere, and collaboratively established solutions to pressing VPN challenges.

### KEY FOCUS POINTS

#### VTI Trust Principles

The VTI Principles form a cornerstone of the VTI's mission. Launched in 2020, the VTI Principles are a comprehensive set of best practices for VPN providers that bolster consumer confidence and provider accountability, and ultimately increase VPN adoption and access to the technology's benefits. We opened a public comment period to review and solidify these principles. We then promoted them through a PR agency and in an op-ed published in The Hill during our Fly-In in June.

#### CERT-In: 2022 Directions

A rule passed in April 2022 by the Indian Computer Emergency Response Team ('CERT-In') would force VPNs operating in India to record every action of every user of their services. We reached out to India's CERT, and also spoke with the USTR about what they can do to help us influence what India is doing, and we joined an open letter in opposition. As of this report, India's High Court has agreed to hear a challenge to the Directions.

#### Statement on the Role of VPNs During Russia's Invasion of Ukraine

We released a statement on behalf of member companies stating that they wish to help people on both sides of the Russian border to report the news truthfully without fear of government retaliation and free from state censorship. We asserted that VTI members "are all seeking to make the right decisions to optimally help citizens of the world in this uncertain time."

#### Self-Certification

We're progressing on a set of self-certification criteria, so member companies can show the world that they practice what they preach. By sharing their self-declarations, each member of the VTI Working Group can collaborate on sharing best practices to either emulate our peers' success, or help one another raise their scores. The overall objective is to establish a transparent and agreed upon benchmark for how well we back up our words with our actions.

#### Mobile VPN Awareness

We connected with the Android Security + Privacy team, so our members could learn more about a mobile certification program that they have built out and on which they are currently working with some of the VTI members.



### LOOKING AHEAD

#### Core Principles: Beyond Self-Certification

Given that the self-certification approach has restrictions and limitations, the VTI is exploring possible third party accreditations for VPN services to align with our principles. Potential partners include the APP Defense Alliance or a similar group to deliver enhanced accreditation for member companies who wish to go beyond self-certification.

# DNS ISSUES WORKING GROUP

## ABOUT THIS WORKING GROUP

The DNS Issues Working Group takes on the most pressing issues in Internet governance, which includes the ramifications of emerging legislation and law enforcement access to data. Due to the high amount of legislative activity in Europe, the Working Group, in close cooperation with the Policy Working Group, had multiple public and private engagement opportunities with members of the European policy establishment, both legislative and executive branches, on cyber breach reporting and Know Your Business Customer requirements across multiple bills.

We also continue to engage with the U.S. Government on issues such as WHOIS Privacy and the annual USTR Notorious Markets Review.

### KEY FOCUS POINTS

#### Supporting the Data Consensus Policy for gTLDs

We drafted a letter expressing support for the Data Consensus Policy for gTLDs. The policy is a necessary step in aligning ICANN with the requirements of the European Union's General Data Protection Regulation.

#### Clarifying ICANN's Role

We drafted a letter to the ICANN Board to remind them that the European Commission's "Study on Domain Name System (DNS) Abuse" uses an overly-broad definition of DNS abuse, which puts many aspects of it outside ICANN's actual area of responsibility.

### LOOKING AHEAD

#### Strong Focus on ICANN Changes

We're keeping track of the organizational changes within ICANN, as well as shifts in how they conduct their meetings.

#### Keeping Your Issues Front-of-Mind at ICANN

We continue to act as an engaged member of the ICANN community, through Public Comment opportunities as well as shepherding ICANN meeting plenary discussions towards relevant issues whenever needed.

#### Engaging with Legislative Efforts

We're an active part of the legislative and regulatory conversation around the world—especially in the EU and the USA—on debates about issues related to our membership, particularly Know Your Business Customer (KYBC) requirements.



*What we have found is that the i2Coalition is really punching above its weight in terms of their ability to know what is going on congressionally, in particular, and being able to understand in-depth and advocate effectively about the legislative and policy issues pertaining to an infrastructure company like GoDaddy. That combination of skills can be hard to find, and i2Coalition has been great with that.*



Ashley Heineman, Director of Global Policy, GoDaddy

# THE DOMAIN NAME ASSOCIATION

## ABOUT THIS WORKING GROUP

The Domain Name Association (The DNA) began as a trade association for the domain name industry to promote growth and innovation, communicate the benefits of domains, and provide resourcing and networking opportunities. The DNA merged with the i2Coalition in 2020 to further its mandate and together provide an even stronger voice for those who build the Internet. Today, the DNA Working Group protects and empowers businesses and individuals with education and engagement that underscores the importance, benefits, and opportunities of domain names.

Going into 2023, the DNA Working Group continues on its path of providing member organizations with space and voice to promote the “good news stories” for the industry, as well as sharing educational resources to raise awareness of this foundational element of the Internet.

### KEY FOCUS POINTS

#### **Thedna.org, basics.domains, and mynext.events**

We updated the websites which coordinate the working group’s efforts, share educational resources, and keep members and non-members alike informed of upcoming events that will be relevant to their business interests.

#### **DNA Dinner at ICANN74 in the Hague**

Our traditional breakfast networking event moved to the evening hours as we celebrated the return to in-person meetups in a beautiful setting.

#### **NamesCon Global Presentation and Toolkit**

We ran a session at NamesCon Global, the world’s top domain name conference, titled “Meet Customers Where They Are in Their Domain Name Journey”. We gave domain industry professionals a domain evangelist toolkit to help them better communicate with different groups as they go through the domain journey.

#### **Focus on Small Businesses**

We discussed approaching small businesses as well as local Chambers of Commerce with a presentation on the values of domains. One emerging idea was to create a dedicated i2coalition.com landing page for this purpose, where they can book us to tell them more about how their members can use domains. We created a turnkey presentation we can provide to them so they can learn from the experts about what domains can do for their members from a neutral standpoint.

### LOOKING AHEAD

#### **CloudFest 2023**

We’re building out a DNA Deck that would tie into the key theme for CloudFest 2023: “The Resilient Cloud.”

#### **2023 Consumer Survey**

Our expanded survey takes a European focus, as EU law is set to shape regulations worldwide. The result of this survey will be shared with all members of the i2Coalition.



## ***Promoting the adoption of effective public policies that support continued growth and innovation of the digital economy.***

Going forward, we need to keep doing all of the things we have been doing. We must remain a part of the continuing conversations that contributed to our success in 2022 while leveraging and extending our working relationships with policymakers in new ways.

In 2023, we also need to grow in three additional areas:

# 1

### **Expanded operations in Europe.**

In 2022, we expended more effort than we expected to in Europe. We have excellent partners in Europe with whom we have coordinated much of our parliamentary engagement over the years. While we value these relationships and do not have plans to change them, it's evident that we require an increased footprint in Europe. For instance, the NIS2 Directive and Digital Services Act have shown us that there is a strong desire by the EU to regulate global infrastructure. ***Most of our members have global footprints, and when Europe is focused on global regulation, we need to be focused on Europe.***

Next year, we plan to expand our reporting to include monthly updates on what's happening in the EU that is relevant to the Internet infrastructure. Having this information provided on a regular basis will allow us to be even more responsive when it comes to engaging Europe on the needs of the industry. Our once-narrow approach to addressing the needs of Internet infrastructure players in Europe will dramatically expand, as will resource allocation, to support this broadened focus.

# 2

## Preserving and protecting the multi-stakeholder model for Internet governance.

Global infrastructure has traditionally been regulated by organizations that leverage the multi-stakeholder model. A key example of this is ICANN, but others are collectively called “I-STARS” organizations. Organizations in the I-STARS community were established to regulate global infrastructure because it’s nearly impossible for a globally architected system such as the Internet to try to comply with 195 different sets of laws stemming from 195 countries worldwide. ***The more that a single jurisdiction attempts to apply regional rules to global infrastructure, the more difficult compliance gets, and, moreover, the more we get away from the ideal model of Internet governance.***

We at i2Coalition are taking a broad look at the health of the multi-stakeholder model for Internet governance. We are trying to figure out how we can be proper stewards of that model so that companies can help solve the problems that exist within the Internet ecosystem while maintaining the only model for Internet governance that makes sense - the multi-stakeholder model. Doing so is very complex.

While much good work has been done to try to outline ideals and principles, more effort is needed to champion them to legislators and regulators. For that reason, we are going to focus substantial effort in 2023 on preserving and protecting the multi-stakeholder model for Internet governance and doing what we can to ensure that the system is as healthy as possible.

# 3

## General principles and processes.

To make sure that items one and two are dealt with in a way that continues to be member-driven, we will invite members to conversations and moderated workshops enabling them to drive i2Coalition towards a cohesive set of principles & processes. When we engage Europe, we need to do so with clarity as to how, ideally, European regulation should look at the Internet’s infrastructure. When we engage organizations about the multi-stakeholder system, we will need similar precision.

In conclusion, in 2023, we will need i2Coalition members at the table in more discussions than ever to make sure we are advancing our core objectives and reflecting the singular voice of the industry. We want to make sure that our members’ voices are heard because the i2Coalition is nothing without you.

We want to express our heartfelt thanks again to the i2Coalition members for everything you have done over the last ten years to drive our success. We look forward to building on our progress with all of you in the **exciting year ahead!**

# Be a part of our next 10 years of impact!

Make the Internet better with us in 2023 and beyond.

## Corporate members benefit from the following:

### Sustainability

Unfavorable legislation disrupts your ability to compete (at best) or to even operate (at worst).

### Policy

Our working groups provide opportunities for you to stay informed and shape policy.

### Relationships

Form new relationships with industry peers that can lead to mutually beneficial business opportunities.

### Voice

Joining your industry peers makes a strong statement about your commitment to the longevity of the industry.

## Want to join the coalition?

Connect with Membership Director, Hilary Osborne, at:  
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10 YEAR ANNIVERSARY