Goal:
Come to agreement on a prioritized list of ideas and potential initiatives that could help develop and support the DNS industry in regions that are currently underserved, and recommend groups/organizations/people who could best influence each effort.

Tasks:
I. Review the list of issues raised to date and consider if any should be added to the list.

II. Rank the list of issues (including any your team added in "I" above) in order in which your team feels they should be addressed. (This does not necessarily have to be in order of importance. It could also be in order of feasibility, or a combination of factors, etc.)

III. Consider what options are available to address the issues and identify which solutions should be pursued. (Address the issues in the order of your ranking, above.)

IV. Identify the relevant stakeholders who should be involved in solving the problems and suggest ways in which they can be engaged to help solve the problem (e.g., ICANN Staff should do x or GNSO should initiate a PDP, etc.).

Issues that have been raised to date:

A. **Complexity of RRAs**
   The legal framework underpinning the shared registration system is complicated. Each registry may have a unique registry-registrar agreement. Understanding and entering into these agreements might be challenging for registrars with limited legal resources, particularly if the registrar's primary language is not that of the registries.

B. **Insurance Requirements**
   The "CGL" insurance requirement of ICANN and many registries creates an onerous burden in some countries. This type of insurance is sometimes not widely available or insurers might not be inclined to provide insurance because they don't understand the business or industry well.

C. **Registry Funding**
   Many registries require registrars to deposit funds with the registry in advance of registration activity. With the launch of new gTLDs, even small deposit requirements can quickly become burdensome for registrars who don't necessarily anticipate large registration numbers in every gTLD. But registrars might feel the need to offer as many TLDs as possible to be competitive.

D. **Direct and Indirect Costs of Accreditation**
   ICANN-accredited registrars must pay accreditation fees and are directly responsible for compliance with accreditation agreements and consensus policies, yet the registration growth rate in some regions makes it difficult to offset those costs. This may make it difficult for registrars to compete with resellers who might have lower costs, or at least, lower fixed costs.

E. **Operator Expertise**
   Innovation will help fuel marketplace growth. But in underserved regions, people with expertise might be harder to find. Participants in underserved markets could use help in implementing best security and marketing practices.

F. **Participation in Policy-Making**
   Policy-making at ICANN and in other venues affects smaller, growing businesses in underserved regions as much as larger businesses, but participation in policy-making work might be harder for these smaller businesses.

G. **Consumer Awareness**
   Regions that don't have strong domain name marketplaces may have consumers who require more education because there is a lack of trust in a system that is not well known.

H.

I.

J.

Rank	Issue	Possible Solutions	Approach to Stakeholder Engagement
	A. Complexity of RRAs		
	B. Insurance Requirements		
	C. Registry Funding		
	D. Costs of Accreditation		
	E. Operator Expertise		

	F. Participation in Policy-Making		
	G. Consumer Awareness		
	H.		
	I.		
	J.		