

IEDR/IPA proposal for ENUM 353



IRELAND'S
DOMAIN
REGISTRY



Presentation : DENIC eG

27th February 2007

Objectives for today

- ENUM process in Ireland
 - What's different about ENUM project in Ireland
 - What difficulties we faced
 - How we resolved them

- ENUM in context
 - Features of the telco market in Ireland
 - Relative position of the regulator (Comreg)

ENUM in Ireland

- What's different ?
 - 1st public tender process
 - 1st joint venture of two ccTLD's for ENUM
 - 1st co-regulatory approach by a regulator
 - and....

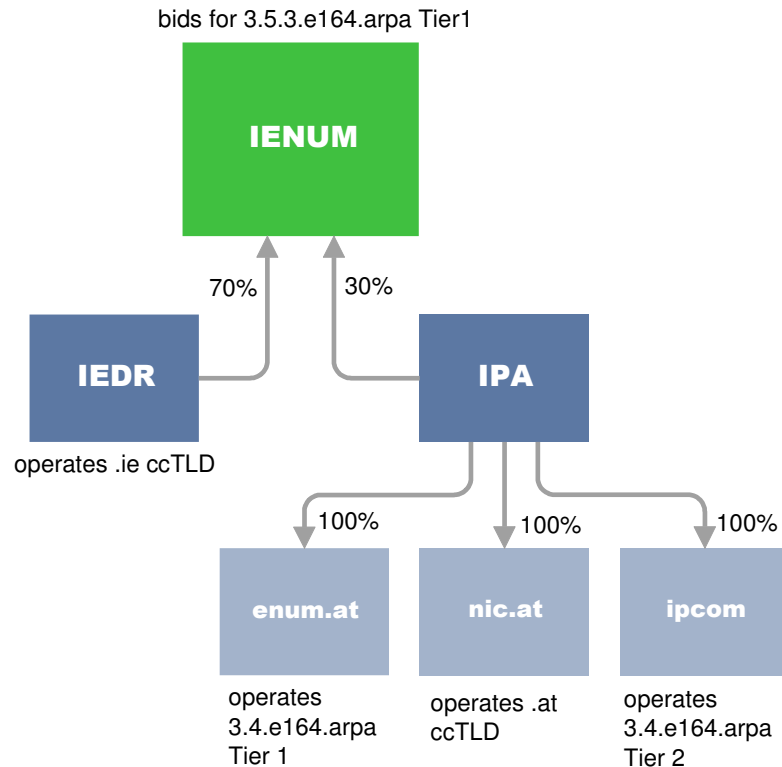
- 1st User ENUM Agreement that is 76 pages long !

- Plus câ changeWhat's the same ?
 - Forum (working group)
 - Trial phase
 - No commercial business case !

1st Public Tender for ENUM

- 1st public tender process
 - Nov 05 – Public Notice for Expressions of Interest
 - Dec 05 – Call for Proposals issued by the regulator (Comreg)
 - Jan 06 – Deadline for submission of Responses
 - Mar 06 - Announcement of official result
 - Dec 06 - Contract signature with winning bidders (IENUM Limited)
- Call for Proposals document
 - Assessment panel, role for Industry (PAB), “behaviour” of Tier 2’s
- Bid - Evaluation Criteria
 - Technical ability – knowledge and experience 35%
 - Market Development - Motivation and plans 20%
 - Ability (and motivation) to manage the innovation cycle 15%
 - Quality of Service offering to Tier 2 service providers 30%

1st joint venture for ENUM



IENUM corporate structure

- 70/30 joint venture IEDR and IPA
 - Experienced ccTLD's – DNS, registries
 - IEDR and IPA are not-for-profit ccTLD's
 - Substantial cash reserves and net assets
 - IENUM Limited adequately capitalised
-
- IENUM Board comprised of IEDR and IPA directors
 - Advised on Technical matters by TAG, which currently includes :-
 - Richard Stasny
 - John Horrocks
 - Advised on Policy by a PAB
 - Policy Advisory Board

1st joint venture for ENUM - Proposal

- Replication of the commercial user ENUM system and software in Austria
 - Physical technical infrastructure and staff will be based in Ireland
 - Software can be provided to Tier 2 registrars

- Immediate operational availability of Tier 1, Tier 2 and VE
 - Tier 1 - Customised for Ireland's policy / number range differences
 - Tier 2 - Showcase facility initially, last resort service provider.

- Promotional activities to develop the user ENUM market
 - Including a VOIP working group

- Access to leading ENUM thinkers, practitioners via TAG

1st joint venture for ENUM - Proposal

- Compelling, competitive proposals on Pricing
 - Based on European benchmarks
 - Ignores poor economies of scale in Ireland
 - In the interests of ENUM market development

- Minimum monthly fee
 - Covers the delegation of up to 500 ENUM domains
 - Registrar's number exceeds 500, invoicing is based on a scale

- IEDR brings :-
 - Practical experience of authentication and validation of domain reg's
 - Relationships with industry, national and international agencies
 - Experienced in managing complex projects
 - Known, established, trusted and providing local support

1st Co-regulatory approach

- Co-regulatory approach
 - Objectives laudable
 - Led to issues and time delays in concluding contracts
- Legal agreement with Comreg (not the PAB)
- Powers to be “shared” with the PAB (as set out in RFP)
 - Envisioned that PAB issue “directions”
 - Power to censure – “3 strikes and out”
 - But PAB is inherently conflicted (Tier 1 Tier 2 ; incumbent, mobile)
 - PAB is not a legal entity
 - Members are unelected, c/be disproportionately representative
- From Tier 1 point of view
 - User ENUM is not commercial
 - Who pays the bills?

1st Co-regulatory approach

- How issues were resolved
 - Guidelines process (not “directions” from the PAB or Comreg)
 - Change Control process (for major changes to Agreement T&C’s)
 - Appeal procedures
 - Escrow agreement – trusted third party
 - Lawyer “games” concluded
 - IPR, licenses, indemnities, penalty clauses etc
 - PAB Charter

1st Co-regulatory approach - PAB Charter

Table of Contents

1. PAB and Co-Regulatory Principles
2. Role of the PAB
3. PAB and the Tier 1 registry
4. Definition of the PAB
5. PAB role in the initial commercialisation phase of user ENUM
6. PAB and Development of the Tier 2 Terms of Reference (ToR)
7. PAB in context of ComReg's Ongoing Role
8. Agreement between Comreg and Tier I Registry
9. Definition of Guidelines
10. Guidelines Process
11. Change Control Process

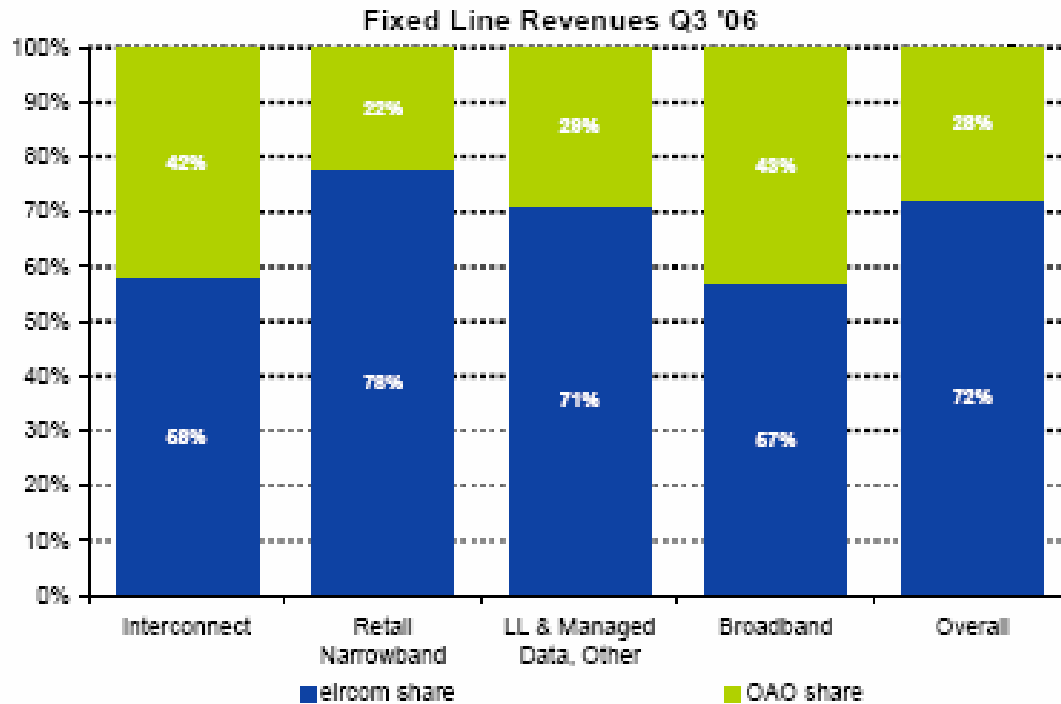
Policy issues for PAB sign-off - customization implications

- Arising from the Irish Forum, PAB meetings and emerging European ENUM practices :-
 1. Validation and authorization policy
 2. Data privacy policy
 3. Transfer policy (between Tier 2)
 4. Security policy (including escrow)
 5. Number portability policy
 6. Universal access policy
 7. Domain renewal policies
 8. Competition policy (non-discriminatory)

ENUM Project – Current status

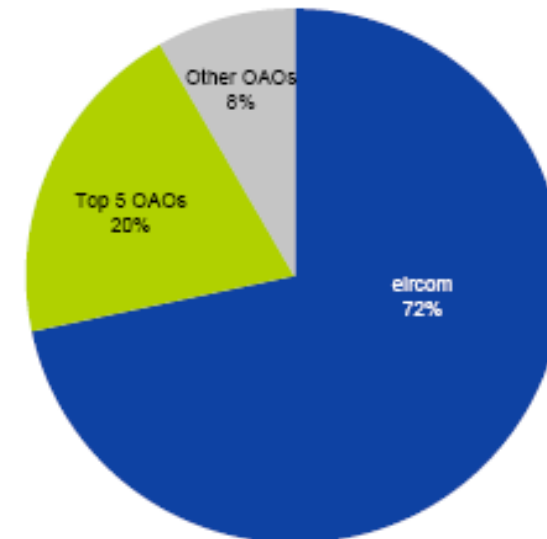
- Physical infrastructure is in place
- Tier 2 contract development in progress
- Policy approval from the PAB – imminent
- Customisation of .at software for Ireland's :-
 - number range and policies for User ENUM
- Full commercial Go-live expected
 - before May 07
- Market development initiatives

Market development - ENUM in context



Source: Quarterly Key Data Questionnaire

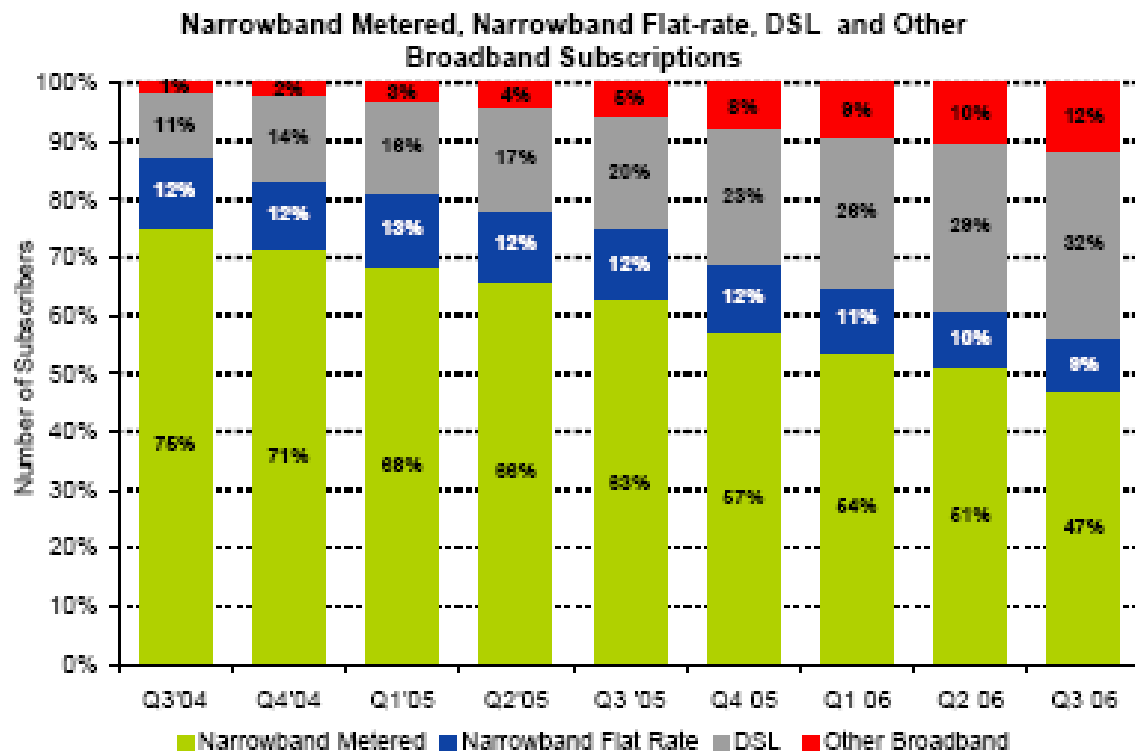
Revenue Market Share of Fixed Line Operators, Q3 2006



- Dominance of the incumbent
 - Eircom has 72% of the market
 - No serious competitors
 - LLU slow – inconvenience and delay in switching

ENUM in an Ireland context

Figure 2.5.2 – Profile of Internet Subscribers in Ireland



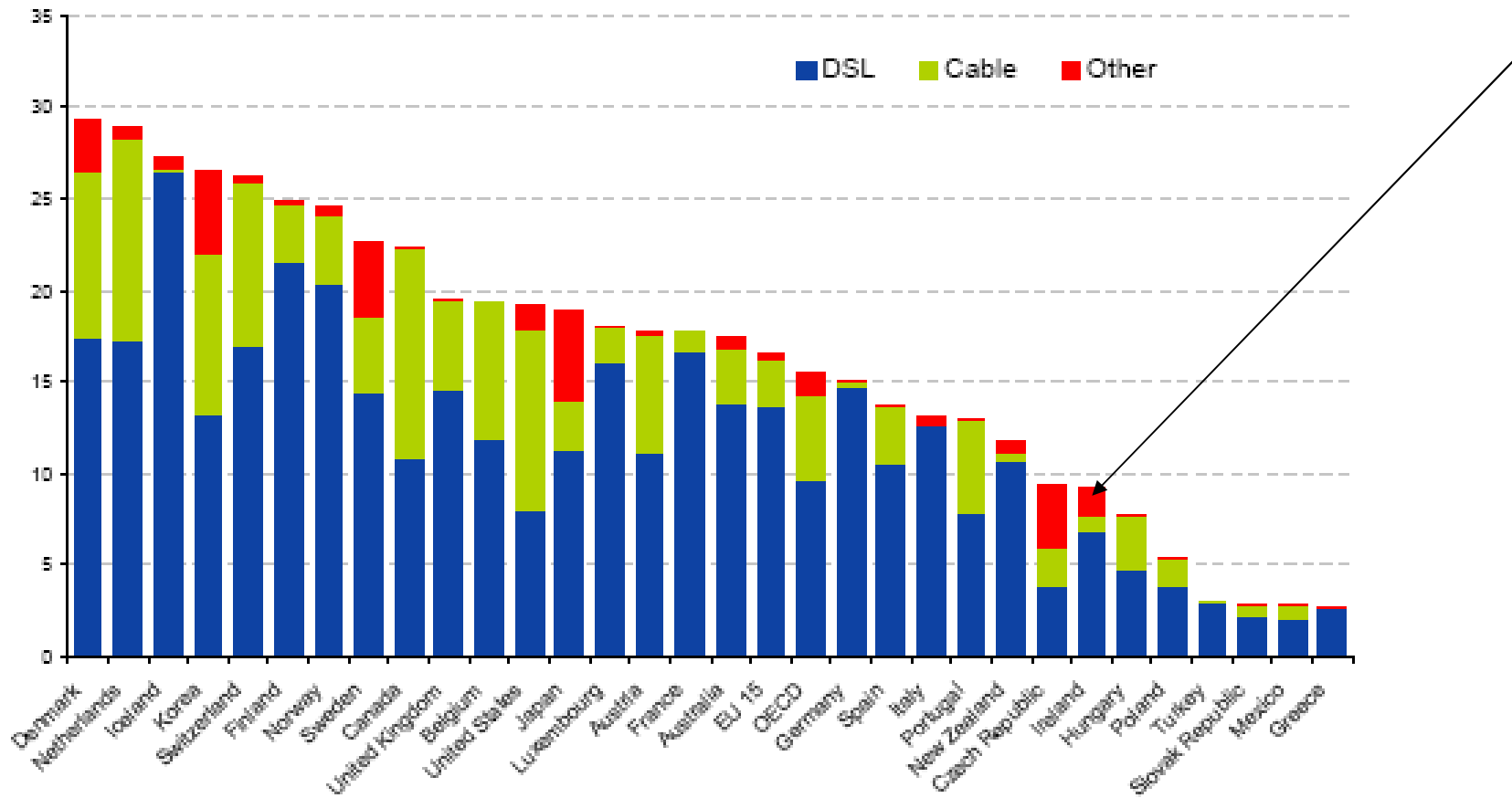
Source: Quarterly Key Data Questionnaire

- Including Cable, Market size is still only 1m...
- Consolidation in the market
- Weakness on triple play

ENUM in an Ireland context

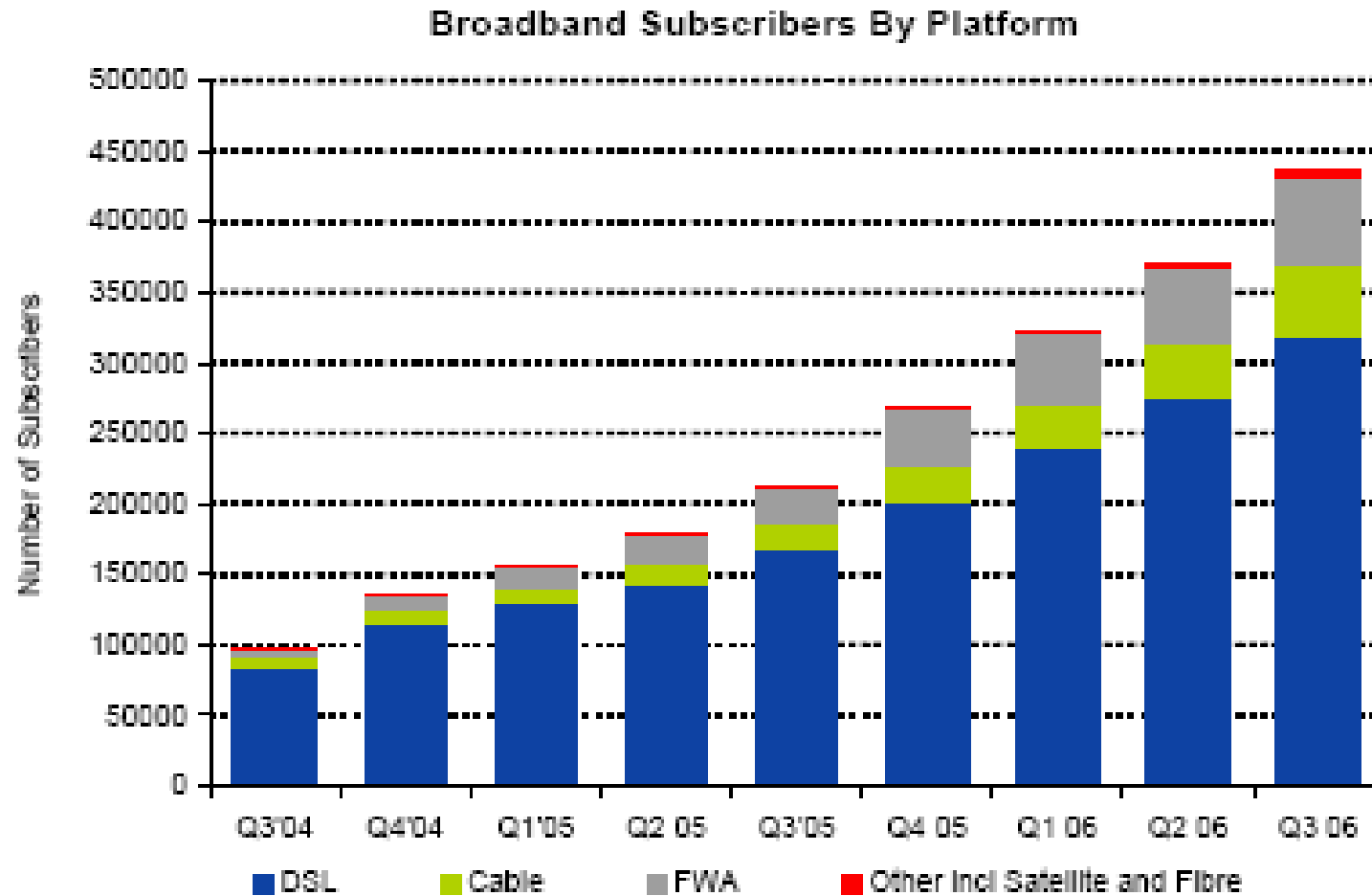
Figure 2.7.5 – Broadband Penetration Rate

Broadband Penetration, June 2006 (OECD)



ENUM in an Ireland context

Figure 2.7.2 – Broadband Subscribers by Platform



Source: Quarterly Key Data Questionnaire

Thank you for your attention

Objectives achieved ?

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