



# .post Update

Advisory Committee on International  
Postal and Delivery Services

April 7, 2011





## **.post top-level domain: Activities to Date**

### ***December 2009***

- UPU signs contract with ICANN

### ***January 2010 - November 2010***

- Stakeholder outreach to Governments, Regulators, Operators, and private sector via Consultative Committee.
  - Complex, challenging, open, inclusive debate yielded a policy that took stakeholder consultations into account.

### ***April 2010***

- POC approval of .post Domain Management Policy
- DMP submitted to CA for further study and guidance (POC Resolution 15/2010)

### ***November 2010***

- Electronic Services Group develops Reserved Names Policy annex
- CA endorses DMP and phased approach

# .post sponsored community



<b>Registrant Group</b>	<b>Naming Examples</b>
<ol style="list-style-type: none"><li>1. UPU and Permanent Bodies</li><li>2. UPU Member Countries</li><li>3. Designated Operators</li><li>4. Restricted Unions</li></ol>	upu.post and poc.post departmentofstate.us.post usps.post or usps.us.post puasp.post
<b>Other Postal Sector Members</b>	
<ol style="list-style-type: none"><li>5. Postal Operators other than DOs</li><li>6-9. Commercial entities (communications, logistics, payment, suppliers, technology)</li><li>10. Postal educational entities</li><li>11. Postal communities</li></ol>	companyname.com.post  institutionname.edu.post communityname.org.post

Source: .post Domain Management Policy April 2010



## **.post top-level domain: Future Activities**

### ***What to expect at 2011 POC?***

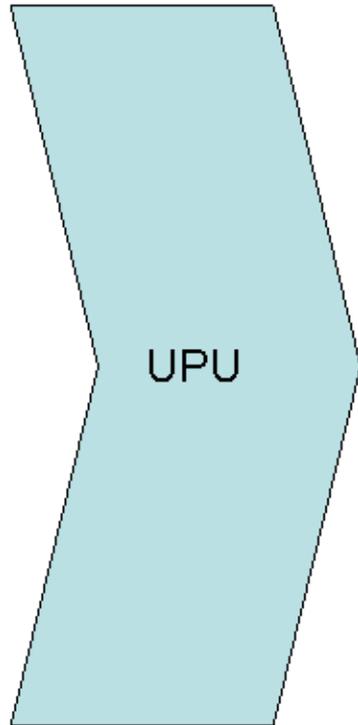
- Domain Management Policy
  - Reserved Names Policy annex will be added
  - DMP to be finalized
- .post business plan
  - Based entirely on extrabudgetary principles
- Appeal for donations
  - .post voluntary fund established with over 200,000 CHF donations from members
  - Reliant on resource contributions from government, operator, and private sector
- Proposal for "cooperative" model of coordination / governance
  - Based on elements of existing structures and associating the private sector. Ultimate decision making resides with traditional UPU bodies and processes (POC and CA Committees and plenaries).

### ***Ongoing 2011***

- Identification and procurement of specialist internet partners
- Pilot project creation
- Outreach and resource mobilization



## .post key project areas



**BUSINESS**  
- Business model  
- Marketing  
- Administration

**TECHNICAL**  
- Registry  
- Registrar  
- Escrow Agent

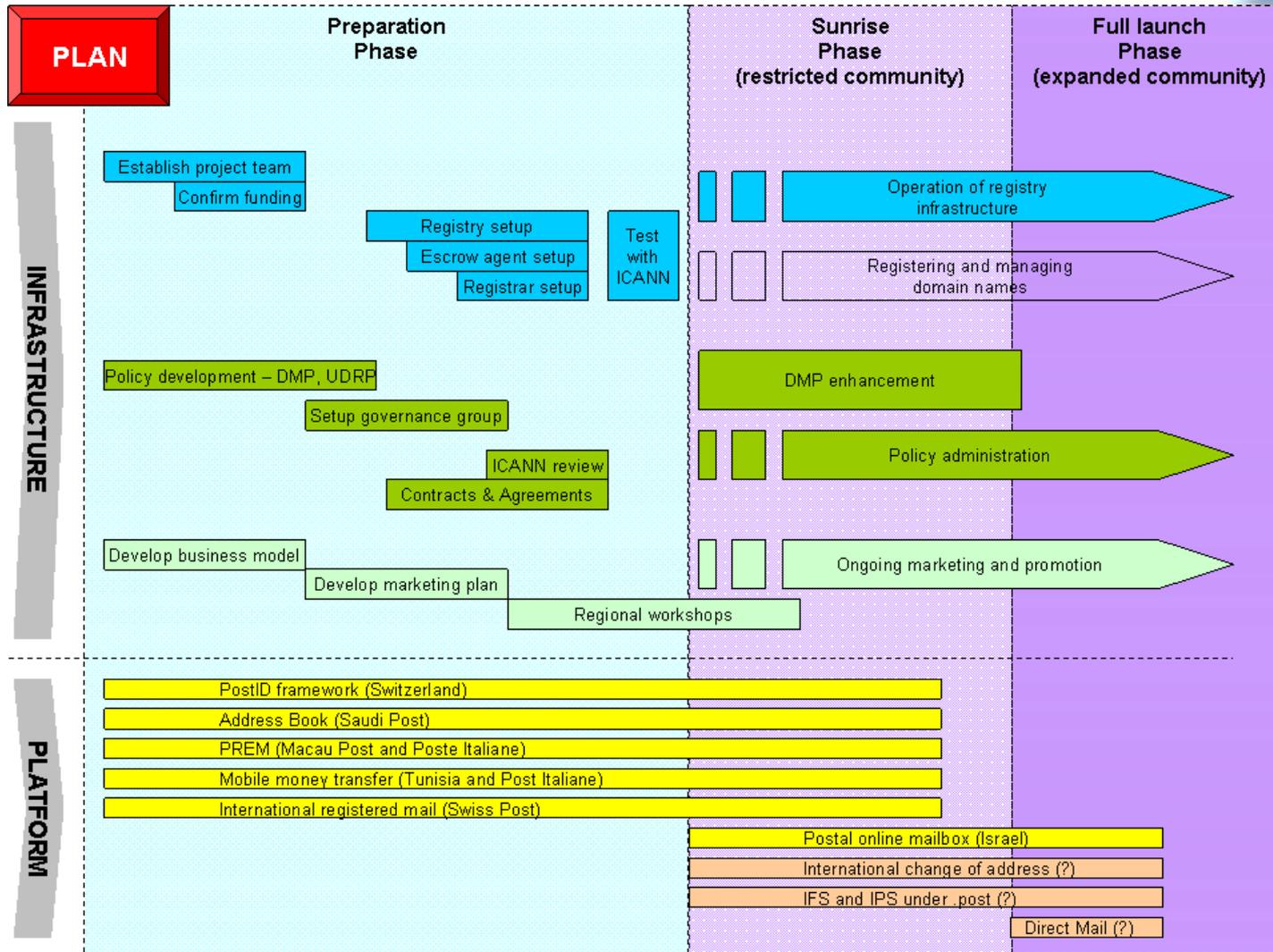
**LEGAL AND REGULATORY**  
- Policies – DMP, RMP, UDRP  
- Contracts - Registrant Agreement

**COMMON PLATFORM APPLICATIONS**  
- pilots

**OTHER APPLICATIONS**



# .post development plan



POC and CA acknowledged phased approach to ensure integrity of domain is not compromised by an open launch.



## What international services could a customer use?

- Digitally sign documents
- Receive mail when you want it, where you want it, and how you want it
  - physical, digital, mobile
- Use a hybrid mail service, creation to delivery, 24x7
- Validate authenticity of another party (buyer or seller) for online transaction through PostID
- Manage correspondence and transactions from unique, secure portal
- Communicate by postal registered e-mail service
- Other ideas?



Questions? Comments?

Thank you.