

Registrars' and Users' Consultative Committees



Minutes of 29 November 2020

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1. Attending remotely

Users

10 persons representing 10 members of the college

- **BACHOLLET Sébastien, representing ISOC France**
- **JOLY-BACHOLLET Anne-Marie, representing Association E-seniors**
- **BOUTIGNON Antoine**
- **CHELLY David**
- **COFFRE Adrien**
- **LOUIS Benjamin**
- **PAWLAK Nicolas**
- **PORTENEUVE Elisabeth**
- **PRET Charline, representing NOVAGRAFF**
- **RICHARD Jean-Benoit**
- **RIVIERE Laurence, representing ICOSA**

Registrars

14 persons representing 12 members of the college

- **CALLOCH Antoine, representing OVHCloud**
- **DESTENAVE Sylvie, representing ORDIPAT**
- **DULAC Bernard, representing DATAXY**
- **FRANCK Philippe, representing DOMAINIUM**
- **FRANQUINET Arnaud, representing GANDI**
- **GUILLEMAUT Frédéric, representing SAFEBRANDS**
- **HAUSS Patrick, representing CSC**
- **JEAN-GILLES Sophie, representing OBS**
- **JUNG Scott, representing NORDNET**
- **KIELAR Malgorzata, representing OVHCloud**
- **KORN Jennifer, representing ORDIPAT**
- **LANTONNET Eric, representing NAMEBAY**
- **POISSON Lucie, representing IONOS 1&1**
- **SOYER Sylvie, representing NAMESHIELD**

Guest

- **OUMTANAGA Souleymane, representing the International College**

Afnic

- **BONIS Pierre, CEO**
- **CANAC Sophie, Head of Associative Governance**
- **DAMILAVILLE Loïc, Market Intelligence Manager**
- **GEORGE LINE Marianne, Director, Legal and Registry Policy**
- **MASSÉ Régis, Director of Information Systems**
- **NAVAILLES Virginie, Head of Communications**
- **RAVASSE Lucile, Head of Marketing**
- **TURBAT Emilie, Marketing and Commercial Director**
- **VIGREUX Mickael, Sales Manager**

2. Agenda

News update

Presentation of items for discussion with the committees

1. The VSE packs recommended by .fr
2. Simplification of the calculation of expiry dates following an operation

Separate consultative committees

Feedback from the Consultative Committees

Preamble

Pierre Bonis welcomed members and thanked them for taking part remotely, a situation made necessary by the health context. He recalled the agenda for the consultative committee meetings and that these meetings would be followed by an extraordinary meeting of the consultative committees as a whole, which would bring to a close the Afnic Forum for a trustworthy Internet cycle launched earlier this year by Afnic.

The elected trustees Sébastien Bachollet and Benjamin Louis for the users' college and Arnaud Franquinet and Frédéric Guillemaut for the Registrars' college welcomed members and commented on the points submitted for consultation.

3. News

3.1. News update

Pierre Bonis indicated that the lockdown had not affected Afnic's activities, maintenance work in the data centre being carried out normally by the providers under the guidance of Afnic. The collective dynamic was more difficult in remote mode; everyone was working from home but with the possibility of coming to the office when necessary or desirable.

The year-end would be a time of intense promotion of the .fr TLD, with the audiovisual sponsoring campaign, which is purely aimed at raising the visibility and profile of the .fr TLD.

Afnic is part of the digital transformation movement in the context of the plan for economic restart, notably through collaboration with the minister for VSEs, Mr Alain Griset. A consortium composed of Cinov Numérique, Neocamino and Afnic was putting forward proposals to the ministry, the DGE (Directorate General for Enterprise) and BPI France for the implementation of training and other actions. The government is expected to put out a call for proposals from trainers/mentors of VSEs/SMEs.

Afnic is present internationally: ICANN69 and IGF.

Afnic's Scientific Council had held a workshop on DoH, analogous to highly technical skills transfer, which had been well received.

3.2. Market trends in domain names

Loïc presented the trends in the domain names market.

4. Minutes - items for discussion with the committees

4.1. The VSE packs recommended by .fr

Emilie Turbat presented the packs, which were in the form of minimum packs with the possibility of upgradeable services.

Objectives of the VSE packs

- To offer French businesses, particularly VSEs, craftpersons, small retailers and liberal professions, who need more than ever to go digital, **simple, durable, secure solutions** allowing facilitated, non-onerous access to an online presence.
- To allow VSEs to **readily identify these solutions** adapted to their needs.
- **To involve the network of registrars** and their resellers in this initiative.

=> To jointly contribute to a virtuous digital transformation of French small enterprises in this period of crisis and lastingly going forward.

For this, Afnic had defined criteria corresponding to required minimums for the technical functionalities and performances of the packs and maximum monthly charges.

These criteria were being distributed among the registrars so that they could propose the integration of corresponding offers in the system.

The packs defined

- Three packs had been defined for the launch of the system:
 - ❑ The professional email pack
 - ❑ The showcase website pack
 - ❑ The e-commerce website pack
- The addition of a fourth pack was envisaged; this might be called the Internet support pack and would comprise a website pack with support from an expert

Criteria adopted for the professional email pack

The professional email pack is not strictly necessary if a business already has a website pack since this includes a professional email address.

The professional email pack must conform to the following minimum criteria and include:

- a .fr domain name with the end customer as holder
- at least two email addresses
- minimum 2 Gb email storage

- a secure webmail interface (https) with no advertising
- html signing functionalities and automatic absence response
- antivirus and antispam, with automatic updates included
- a tutorial in French on settings for the main market messaging systems on PCs, tablets and smartphones.
- support in French available by email, chat and telephone during office hours
- warranty of protection of personal data and compliance with the GDPR
- a charge of €5 plus tax per month maximum

These minimums must be in the context of an upgradeable offering with additional options to be paid for.

Criteria adopted for the showcase website pack

The showcase website pack must conform to the following minimum criteria and include:

- a .fr domain name with the end customer as holder
- a CMS with no installation (SaaS mode) with templates that can be used in WYSIWYG mode, including a template for legal notices
- at least two available responsive templates by default
- the possibility of creating at least three pages and regularly updating the contents unaided
- an automated service for referencing pages created
- hosting minimum 50 Mb
- at least one professional email address with a minimum of 2 Gb email storage
- support in French available by email, chat and telephone during office hours
- the necessary updates for the CMS and secure hosting
- warranty of protection of personal data and compliance with the GDPR
- a charge of €20 plus tax per month maximum

These minimums must be in the context of an upgradeable offering with additional options to be paid for*.

* Example of minimum additional offerings (to be added in a footnote)

- o Unlimited number of pages
- o An SSL certificate
- o A contact form functionality
- o A blog functionality
- o Hosting minimum 50 Gb
- o Unlimited traffic

Hosting with logging of back-ups

Criteria adopted for the e-commerce website pack

The e-commerce website pack must conform to the following minimum criteria and include:

- a .fr domain name with the end customer as holder

- a CMS with no installation (SaaS mode) with templates that can be used in WYSIWYG mode, including a template for legal notices, general conditions of sale and product catalogue templates
- at least two available responsive templates by default
- the possibility of creating an unlimited number of product catalogue pages and regularly updating the contents unaided
- an automated service for referencing pages created
- a cart (check-out) functionality
- an online payment functionality (plug and play solution)
- a promotion functionality (promo codes, discount codes)
- an invoice printing functionality
- a delivery functionality (plug and play solution) (printing of dispatch labels, parcel tracking connected to dispatch applications, etc.)
- a contact form functionality
- hosting minimum 50 Gb with logging of back-ups
- unlimited traffic
- an SSL certificate
- at least two professional email addresses with a minimum of 2 Gb of email storage
- personalised support in French for the implementation
- support in French available by email, chat and telephone during office hours
- the necessary updates for the CMS and secure hosting
- warranty of protection of personal data and compliance with the GDPR
- a charge of €100 plus tax per month maximum

These minimums must be in the context of an upgradeable offering with additional options to be paid for.

Progress so far

- The signing of commitment letters was is under way with the registrars and their resellers who wished to participate.
- A logo has been created along with a communication kit
- A new page presenting the recommended offers is being developed on the *Réussir-en.fr* (“Succeed with .fr”) website
- A press release is being prepared to publicise the launch of the initiative



JE PASSE AU NUMÉRIQUE
OFFRES RECOMMANDÉES PAR **les expert du .fr**

Pour votre présence en ligne, simplifiez-vous la vie avec les **offres recommandées** par **les expert du .fr**

Vous souhaitez vous lancer sur internet avec votre propre nom de domaine, avoir une adresse e-mail rien qu'à vous, créer un site internet ou un site e-commerce ? Difficile de s'y retrouver parmi toutes les offres proposées sur le web... suivez le guide !

[> J'Y VAIS](#)

<https://www.afnic.fr/en/observatory-and-resources/news/je-passe-au-numerique-the-afnic-initiative-for-vs-es-smes/>

Commitments of the parties

The registrar or its reseller:

- Complete and return the table of minimum requirements of the offer to Afnic
- Provide Afnic with: the company logo and a link to the page of the recommended offer.
- Display the *Je passe au numérique* (“I’m going digital”) logo indicating that the offer is recommended by the .fr domain on the page of the offer, on your website
- Use the Afnic visual kit to highlight your offer and the .fr domain on your page
- Publicise the validation of the offer by *réussir-en.fr* on all communication media (social media, newsletters, website landing page, etc.)
- Inform Afnic without delay of any change to or deletion of the offer
- Share with Afnic on a quarterly basis the number of visits and sales originating from *réussir-en.fr*

Afnic:

- Study the candidate’s offer and check to make sure that it meets the minimum requirements
- Display the partner’s logo on the list and direct to the page of the offer selected
- Provide the partner with the *Je passe au numérique* logo to be affixed to its offer and a set of visuals to promote the recommendation of the offer by the .fr domain
- Publicise the arrival of the new partner, and particularly of its offer, on social media
- Update the link to the page if the partner so requests
- Inform the partner of any plan to amend or change the required minimums
- Provide the partner annually with the global performance results on *réussir-en.fr*
- Give preference to SaaS mode since this is the marketing choice for reaching targets with no knowledge of the subject. Proposal based on simplicity.

Consultation of members:

1. What do you think of this offering initiative recommended for VSEs and of the way we have orchestrated it since our last consultative meetings?
2. Do you think these packs should serve as levers for the registrars to prepare offers for VSEs, or should they be realigned depending on feedback from registrars?

The discussions and questions-and-answers between the members and Afnic allowed the following points to be clarified:

- *Afnic did not wish to take a position on the subject of the online payment solution*
- *Afnic had so far identified six partners for the professional email pack, six for the showcase website pack and seven for the e-commerce website pack*

4.1.1. Feedback from the committees

4.1.1.a/ Registrars

- The registrars liked the idea but suggested more in-depth advance communication. And greater fairness in the access to this offer.
- Why only SaaS, or could those who installed their own CMS be envisaged later?
- Wish to know Afnic's marketing plan in more detail: dates, etc.
- What would be the experts' support regarding the fourth pack? Support or advice in advance?

Afnic responded that it had favoured the SaaS mode as a marketing choice to reach targets with no knowledge of the subject. A proposal based on simplicity.

4.1.1.b/ Users

- The users noted that digitisation was the order of the day, supported universally, including by the government.
- On the email pack: something simple was needed without complicated interfaces, especially for integrating emails in the classic applications.
- E-commerce and showcase website packs: it was necessary to be able to go beyond the solution to be upgradeable depending on the needs of VSEs/SMEs -> avoid conditions that blocked for too long.
- Strong interest in support/accompaniment (with human beings behind). VSEs are aware that they had to digitise but not skilled in these matters.
- Extend the packs to families, private individuals, associations.
- Add emailing solutions to the packs or in the form of options with predefined conditions.
- Registrars' feedback should be taken on board, regardless of whether they are big or small
- Why not a ready-to-go pack with a few bits of information on personalisation and everything launching automatically?

Afnic responded that the VSE packs had to correspond to the needs of associations, it was simply a question of marketing.

4.2. Simplification of the calculation of expiry dates following an operation

Lucile Ravasse presented the change proposed for the .fr TLD in the calculation of expiry dates following an operation.

Current situation:

The calculation had been inherited from the pre-multi-year system based on the date of operations.




- The new expiry date following an operation:
- The date of the operation (day + month)

The year of expiry of the domain name

The average extension of a domain name following an operation is eight months.

Feedback from registrars and holders shows that this is perceived as complex.

Some specific examples of calculation of expiry date following an operation:

Exemple 1	Exemple 2	Exemple 3
Date d'expiration : 05 oct 2020 Date fin d'opération: 10 avril 2020	Date d'expiration: 30 sept. 2020 Date fin d'opération: 10 août 2020	Date d'expiration: 2 sept. 2023 Date fin d'opération: 8 mai 2019
10 avril 2021	10 août 2021	08 Mai 2024
 +/- 6 mois	 +/- 11 mois	 +/- 8 mois

Proposal to simplify the calculation of expiry dates following an operation

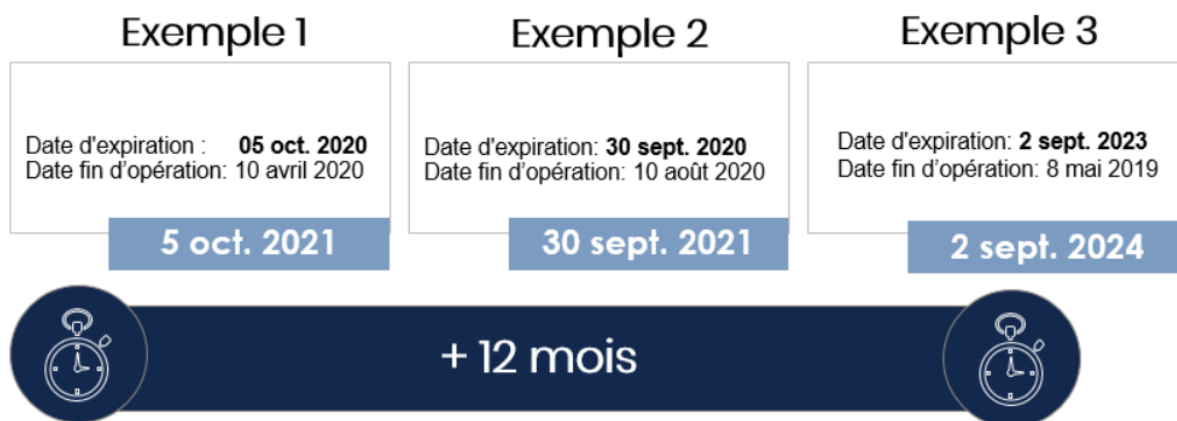
An operation (restore, transfer, recover) carried out on a domain name, **extends** its expiry date **by 12 months** regardless of the date on which the operation is carried out.

⇒ **A single date to remember, the renewal date, is always the same**

Advantages for registrars and holders

⇒ **The simplicity of a twelve-month extension of the expiry date irrespective of the date on which the operation is carried out.**

Some specific examples of calculation of expiry date following an operation:



Consultation of members:

- This proposal aims to **simplify** the method of calculating expiry dates for the .fr domain
- It gives registrars and holders the **advantage** of a **constant twelve-month extension** for all operations. (restore, recover, transfer)

What do you think of this proposal?

The discussions and questions-and-answers between the members and Afnic allowed the following points to be clarified:

- *These changes do not entail any change to the naming charter, and the registry policies are not affected.*
- *The change will be implemented at the same time as the switch-over of the .fr TLD to the new SRS (Avenir)*
- *On the question of the financial impact on the holder (end buyer), Afnic believes the holder should automatically benefit in a fairly transparent way.*

4.2.1. Feedback from the committees

4.2.1.a/Registrars

- This change was seen as positive by 80% of registrars.
- It could have a financial impact on retailers, but it was good to move in the direction of this standardisation.
- The question arose as to grace periods following renewal.

On this last point Afnic indicated that it would study the impact on the grace period.

4.2.1.b/Users

- The users agreed that this was a good thing since it was a simplification.
- What would happen if a domain name were taken for ten years and then transferred, so name held for eleven years, which technically should be blocked?
- What were the risks to small registrars of this not working out and what support would Afnic give to avoid inconvenience for users?
- What would be the financial impact for Afnic?
- It is important to align the dates of the services associated with domain names. What impact for the holder vis-à-vis the registrar?

Afnic responded that the financial impact of this change of dates was around €40,000 or €50,000 a year. In any case, it was more of a cash slippage than an actual loss since the domain names were not deleted.

4.3. Other business:

4.3.1.a/Registrars

Afnic should share the Avenir roadmap and functionalities with the registrars so that they can prepare with their developers: set up a working group (to move towards greater standardisation of certain processes)

Afnic responded that standardisation in the sense of the IETF standards had been duly taken into account. If the standardisation corresponded to “registrars accredited by ICANN” then this was not a standard for the .fr TLD (or for other ccTLDs).

The question was more one of automation than of standardisation.

Afnic recalled that it had organised a needs analysis in the focus groups at the beginning of the project. If the functionalities referred to were not on the current list, it would probably not be possible to add them in time for the switch-over, but it would be easier and quicker to add them afterwards.

How could we tell Foundation award winners that had no .fr domain name to get one?

Afnic and the Foundation are well aware of this matter, but the choice is made on the basis of projects, not domain names. Introduction to digital sessions are held for project leaders that do not yet have a website. There are also registrars’ initiatives in this respect.

Afnic should communicate well in advance with registrars when it plans to conduct TV campaigns, so that efforts can be coordinated.

Afnic conducted an exceptional TV campaign, but this doesn’t mean it will be regularly renewed. Afnic would do better next time to optimise these initiatives for the benefit of all.

The registrar directory on the website afnic.fr needs to be overhauled.

Afnic responded that it was well aware of this and the new directory would be seen on the new website that would be released at the beginning of 2021.

4.3.1.b/Users

It would be good to organise a consultative committee meeting with the association's three colleges, 100% remotely, on subjects such as Avenir and the composition of the association, for example.

Afnic responded that the participation of the International College would indeed be possible only in 100% remote mode

The CEO thanked members for their participation and their involvement in the association.