

# DTCM13

13TH QUARTERLY DOMAIN TRUST COMMUNITY MEETING

March 25, 2025



# PROJECT UPDATES

ANDREI ROBACHEVSKY:

QUICK REFRESHER  
ON THE TECHNICAL DEVELOPMENT PROPOSAL

- **Started in 2020** as a data-exchange platform, initially to facilitate coordination in take-down actions
- **By March 2022** it grew into a cross-sector community around the larger issue of domain abuse:
  - Focus on building mechanisms for coordinated action
- **May 2024:** a comprehensive survey to better understand possible data enhancements:
  - 28 responses were collected, 14 from Domain Trust participants
- **Today:**
  - Unique domain shared: from 3.9 M in February 2022 to 31.2 M now
  - About 100 participants, 13 actively contributing data
  - 13 quarterly Domain Trust Community Meetings to date
  - A Technical Development Proposal in the making!

## A BIT OF BACKGROUND ON DOMAIN TRUST

### THE TECHNICAL PROPOSAL IN A NUTSHELL

1

**Domain Trust as an intelligence-sharing platform.** Data is contributed by the Domain Trust members, then collected and made accessible through an API. => *This objective is complementary to other goals.*

2

**Domain Trust as a community building tool.** Domain Trust has become a watering hole where important collaboration can happen spontaneously and the community of action grows.

*=> Data itself is not the goal, but it is used to support the goals of the project:*

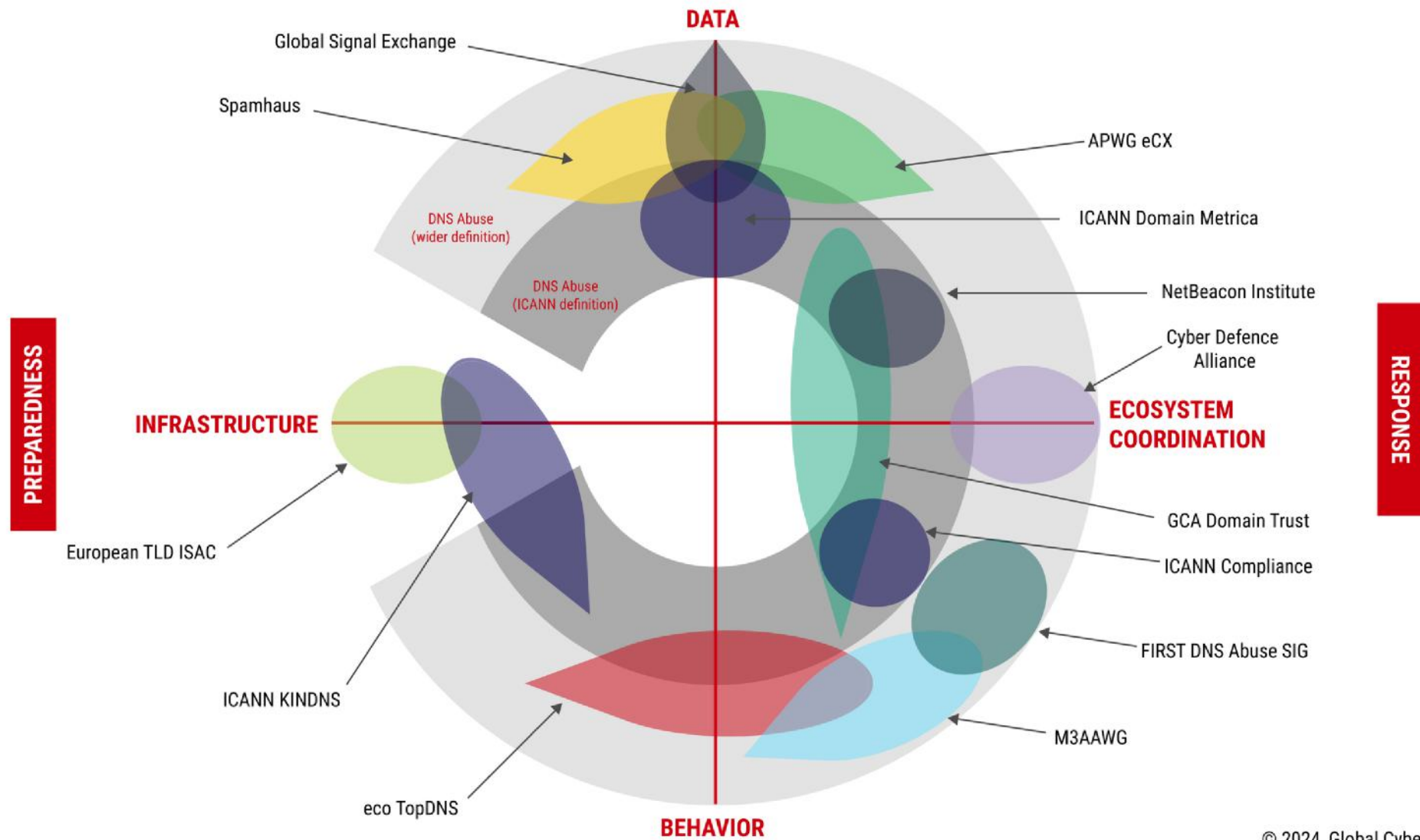
- Defining common actions that a core group of participants (*the communities of action*) could agree and adopt
- Facilitating the growth of these communities of action

3

**Domain Trust as an Observatory of Action.** Data, either internal to Domain Trust or from other providers, is used to support the agreed actions and *measure the outcomes*.

## SCOPE OF THE PROJECT

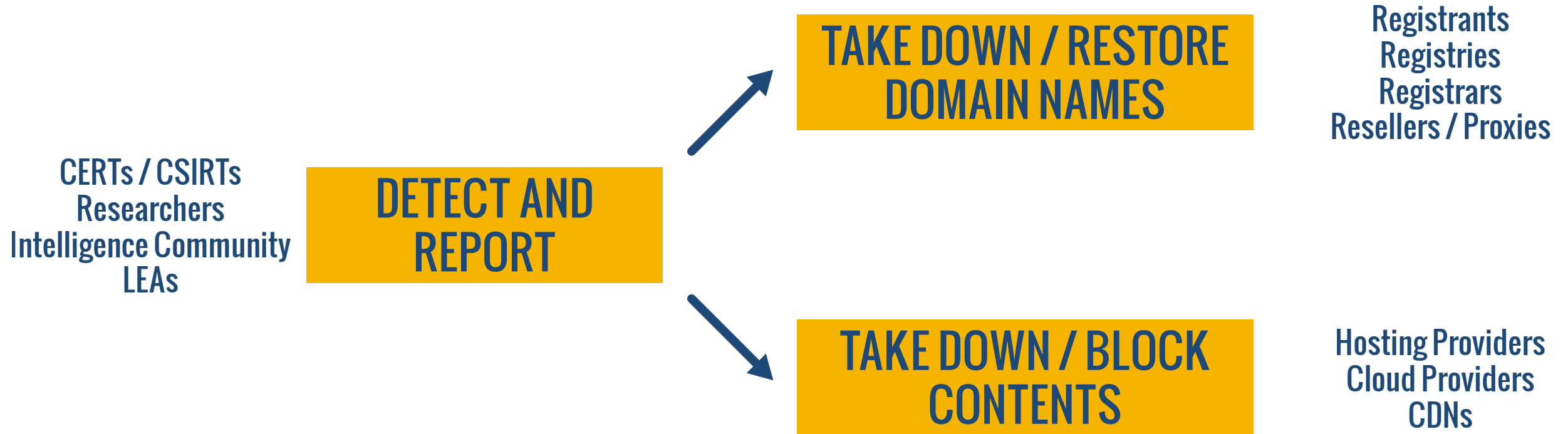
## THE TECHNICAL PROPOSAL IN A NUTSHELL



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## A COMPLEX ECOSYSTEM

## THE TECHNICAL PROPOSAL IN A NUTSHELL



**DOMAIN TRUST: COMMUNITIES OF ACTION**  
**THE TECHNICAL PROPOSAL IN A NUTSHELL**

- **Actions and expected outcomes should be agreed by the respective community of action.** It is important that the community of action defines them and shapes them up:
  - What constitutes a good registrar/registry/reseller?
  - What actions are expected from a good registrar?
- **Incentives for taking the actions should be understood and provided.** The incentives may not be necessarily material (e.g. optimizing the operations and reducing the costs), but also of a reputational nature:
  - Why would certain stakeholders care about DNS abuse at all?
- **The expected outcomes should be measurable.** Measurability and transparency are important in creating a level playing field and supporting evolution of the actions into operational norms:
  - How to measure the goodness of a registrar/registry/reseller?
  - What data is needed to compile meaningful metrics?

## ACTIONS AND EXPECTED OUTCOMES (REGISTRATION SIDE)

### THE TECHNICAL PROPOSAL IN A NUTSHELL

Our proposal is to focus on the development of a framework for the **Domain Trust Badge**; required steps:

- 
- **Feasibility check:** 1:1 interviews with key members of the Community
  - **Proposal refinement:** based on the feedback collected
  - **Activation of the initial Working Group:** objectives:
    - Develop a comprehensive list of actions and expected outcomes
    - Identify meaningful metrics to measure the outcomes
    - Identify possible data sources and data enhancements to the Domain Trust repository to support those metrics
  - **Development of the Domain Trust Badge framework:**
    - Development of an **Observatory of Action**
    - Agreement on the participation model and identification of founding members
  - **Launch**

THE DOMAIN TRUST BADGE  
THE TECHNICAL PROPOSAL IN A NUTSHELL





# PROJECT UPDATES

ALEJANDRO FERNÁNDEZ-CERNUDA:

FROM DTCM12 TO DTCM13...  
AND FURTHER

I. Develop a concept and a deployment model of a DT quality mark

II. Increase the value proposition of data shared on the DT platform

III. Increase visibility of the initiative

IV. Foster a vibrant community of participants

V. Ensure sustainability

VI. Build bridges with other efforts

I. Refocus the Working Groups > Develop a set of actions and a measurement framework

II. Follow-up on the survey > Map priorities > Implement

III. Thought leadership > Watering point > Dashboard

IV. Meaningful activities > Sustained growth

V. Create "packages" > Identify and materialize opportunities

VI. Continue the conversations > Extract and deliver value

**PROPOSED OBJECTIVES FOR 2025 AT THE DTCM12**  
**FROM DTCM12 TO DTCM13... AND FURTHER**

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WHERE ARE WE AT?

FROM DTCM12 TO DTCM13... AND FURTHER

**DTCM13** MARCH 25, 2025:

- Round of one-by-one contacts completed (I, IV, VII)
- The Working Groups resume their work (I)
- Mailing list / Messaging tool in place (VI)

**DTCM14** JUNE 3, 2025:

- Data enhancement proposal presented (II)
- Sustainability plan presented (V)

**DTCM15** AUGUST 26, 2025

- Mid-year report from the Working Groups (I)
- Mid-year report from the Ecosystem (VII)

**DTCM16** DECEMBER 2, 2025

- End of the global expansion campaign (III)
- Data enhancement proposal begins implementation (II)

**EXPECTED CALENDAR OF ACTION**  
**FROM DTCM12 TO DTCM13... AND FURTHER**

**DTCM13** MARCH 25, 2025:

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- The Working Groups resume their work (I)
- Mailing list / Messaging tool in place (VI) => MoU required!

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## STATUS REPORT

### FROM DTCM12 TO DTCM13... AND FURTHER

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- **Development of the Domain Trust Badge framework:**
  - Development of an **Observatory of Action**
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- **Launch**

THE DOMAIN TRUST BADGE: ACTION PLAN  
FROM DTCM12 TO DTCM13... AND FURTHER

Our proposal is to focus on the development of a framework for the Domain Trust Badge; required steps:

- 
- Feasibility check: **9 out of 12 interviews conducted; expected to finish on April 4** 
  - Proposal refinement: **work in progress; expected to finish on April 4** 
  - Activation of the Working Group: **sketching a governance proposal and an initial list of members; end of April?** 
    - Develop a comprehensive list of actions and expected outcomes
    - Identify meaningful metrics to measure the outcomes
    - Identify possible data sources and data enhancements to the Domain Trust repository to support those metrics
  - Development of the Domain Trust Badge framework: no timeframe agreed yet
    - Development of an Observatory of Action
    - Agreement on the participation model and identification of founding members
  - Launch: no timeframe agreed yet

THE DOMAIN TRUST BADGE: STATUS REPORT  
FROM DTCM12 TO DTCM13... AND FURTHER

- **KEEP IT SMALL, GO STEP-BY-STEP:** This will never be a quick win
- **FOCUS, FOCUS, FOCUS:** Should we slice domain abuse in issues (c2, malware distribution, phishing...) and go one problem after the other? Should we just focus on one of those issues?
- **REGISTRARS ARE THE DRIVING FORCE... AND OUR WEAKEST POINT:** Help us bring them in!
- **THE DOMAIN TRUST BADGE AS AN INCENTIVE:** Economic? Reputational? A buffer against detrimental regulation?
- **BASELINE APPROACH:** We will need to lower the bar in order to achieve wider adoption
- **AUTOMATION AND STREAMLINING OF RESOURCES** (also in terms of effective and quick disruption): A desirable outcome that might be conditioned to the availability of resources
- **BEYOND DOMAIN TRUST:** In such a packed ecosystem, collaboration is a must, so we should be able to resort to other efforts in order to make our initiative progress

**1:1's SUMMARIZED: KEY FINDINGS SO FAR (NOT FINAL)**  
**FROM DTCM12 TO DTCM13... AND FURTHER**

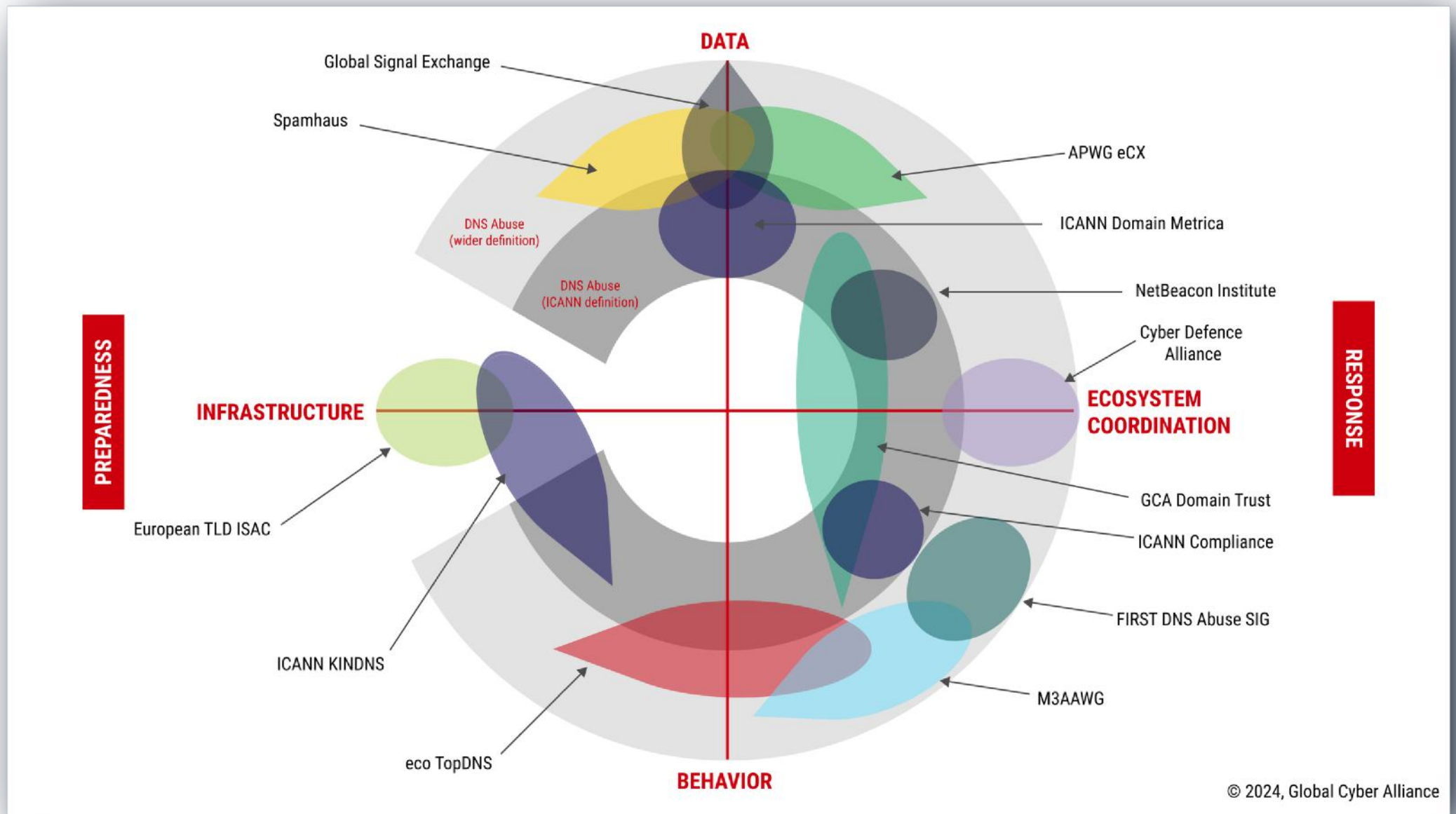




# **COMMUNITY UPDATES**

The background is a close-up, slightly blurred image of a blue computer keyboard. A bright yellow rectangular box is centered over the keyboard, containing the text 'Q&A AND DISCUSSION' in a bold, dark blue, sans-serif font. The keyboard keys visible include numbers 1 through 6, symbols like #, !, and @, and the word 'LETTERS' on a larger key.

# **Q&A AND DISCUSSION**



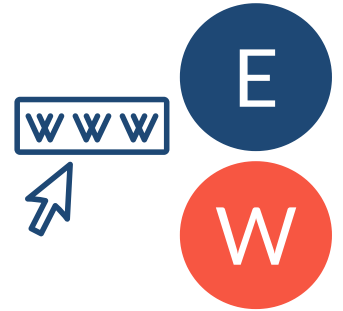
MEET THE VERSION 2 OF OUR MAP  
ARE WE GETTING CLOSER?

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SEE YOU IN JUNE

DON'T FORGET TO REGISTER!

# THANK YOU!

[domaintrust@globalcyberalliance.org](mailto:domaintrust@globalcyberalliance.org)

