

SPEECH: ALTRootFOUNDATION CHAIRMAN CONGRATULATES ICANN ON COMING 'TSUNAMI' (in positive sense) OF NEW gTLDs

including their function, and the slight shift of the AltRootFoundation to the 'nowhois' community.

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ALTRoot FOUNDATION CONGRATULATES COMPETITOR ICANN

AltRootFoundation openly congratulates 'competitor' ICANN with the launch of hundreds of new gTLD's. This was wanted by the world for years, every year the promise was repeated 'Hundreds are coming' but ICANN's track record was 'One new TLD per year'.

But now it really changes!

You can see an overview on <http://altrootfoundation.org/new-gTLDs.html>

The new gTLDs are very important to people and small enterprises, and order to participate in 'world business'. There were only few gTLD's available like .com, .net, .biz, .org, .info (plus a few extensions a you fulfill special requirements) up to now.

The importance of domain names is CRUCIAL, because domain names in the format of keyword.rightextension end up on google page 1, always, - provided you do the normal SEO after that.

What 99% of the masses overlook, starting a web business, is the domain name. They choose a fancy word (instead of 1 keyword) and only THEN (=too late) ask SEO for advice. But in a country, you can only rank top if you either have a) the country's ccTLD (like .be for Belgium but only IN Belgium) OR a gTLD, like .com.

Now, it really changes, because it over 100, and very 'specialistic' gTLD extensions will become available. If you had a specialism, that you wanted to expand internationally, in English language, your situation now becomes IDEAL: as you can more easily find an domain name in the format of 'keyword.tld', you will be able to suddenly, in English language, to rank high in Google in ALL countries of the world.

Which is a great step forward.

We say 'in English' because 90% or more of the extensions are in English, and an extension like .sail helps more in ranking when the search string ALSO contains the word English world 'sail'. A challenge to google to reach the situation in which also a French word like 'voile' in a search string will be matched against a 'sail' in the domain extension .sail.

After above congratulations to our 'competitor' ICANN, what roles remain for our AltRootFoundation?

a) maybe a lesser role in the creation of new extensions. Though as tomorrow the graphene industry or Opel, to name different, come to us to realize .graphene and .Opel, we will immediately do it for them (after approval of the application)

b) privacy. In this world, so called 'security' is often abused to establish a total police state or police WORLD whereby people wanting to improve world by showing documents to the world (like Wikileaks, Mannen, Snowden etc., the world upset about PRISM etc.) are put in jail - verdict being sure even before arrestment taking place.

We as AltRootFoundation want to provide MORE privacy. A total police state or world can never realize a HAPPY world.....the world to our opinion - certainly the US - have 'overdone' into the direction of 'control' and 'total police world' in the name of 'anti-terror'. By declaring an 'eternal anti-terror war' the US are themselves declaring eternal war. This cannot be the solution.

We prefer to be exposed to a bit more risk of very few terror-prone people instead of a 'total police world' where

nobody has freedom.

We will further work out this idea on new website, <http://nowhois.org>

'Hunted minorities' certainly will find some rest there.

Our main site is <http://altrootfoundation.org>; we are happy to:

- a) realize domain extensions that Icanm has not realised (if they are decent and therefore approved, of course)
- b) provide many 'private shelters' for hunted minorities. Until the contrary has been proved, or criminality is face value, people and organisations deserve a private shelter, outside the scope of PRISM, police etc. - and we provide this private shelter on in the altrootzone.

You can see the sites by free downloadable browsers as 'Multiwebwsphere' and we have custom made search engines to find eachother.

Besides, if you have a large base of EXISTING clients or members, you can collectively point them to a URL in the alt root zone, that is out of the scope of Google. (Google only indexes ICANN extensions; if they change policy, it is trust issue to declare this to press). The alt root zone has NO 'whois' obligation (#nowhois - coming: <http://nowhois.org>) as guarantee of freedom.

We congratulate ICANN, it is a great step forward for small enterprises to engage in worldwide business, and we as altroot continue to offer extensions Icanm does not offer, and we provide [#nowhois](#) , private zones where no Google exists, or too nosy Prisms c.s... The site <http://nowhois.org> will be launched shortly.

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