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7th Edition // **DOMAIN PULSE 2020**

This was

DOMAIN   PULSE   2020
A GLIMPSE INTO THE
CRYSTAL   BALL

**20 & 21 February
Congress Innsbruck**

nic // report – Content

Dear reader,

What do a fantastic mountain panorama, crystals, and phone palmistry (palmistry of mobile phone apps) have in common? Correct! These, and many other highlights, were on show at Domain pulse in Innsbruck between 20-21 February. Under the slogan "A glimpse into the crystal ball", participants were offered a varied programme with exciting speakers and an extraordinary evening event in Swarovski Crystal Worlds. In the exhibitor area, visitors were able to obtain their individual **.at**-domain horoscope and to have Chris Dancy "read palms" using his smartphone. And as always, there was also plenty of time for networking.

In this **nic//report** we look back at the highlights, thank all the speakers and visitors, and we are already looking forward to Domain pulse 2021 in Bonn!

Richard Wein and Robert Schischka
(Managing directors of **nic.at**)
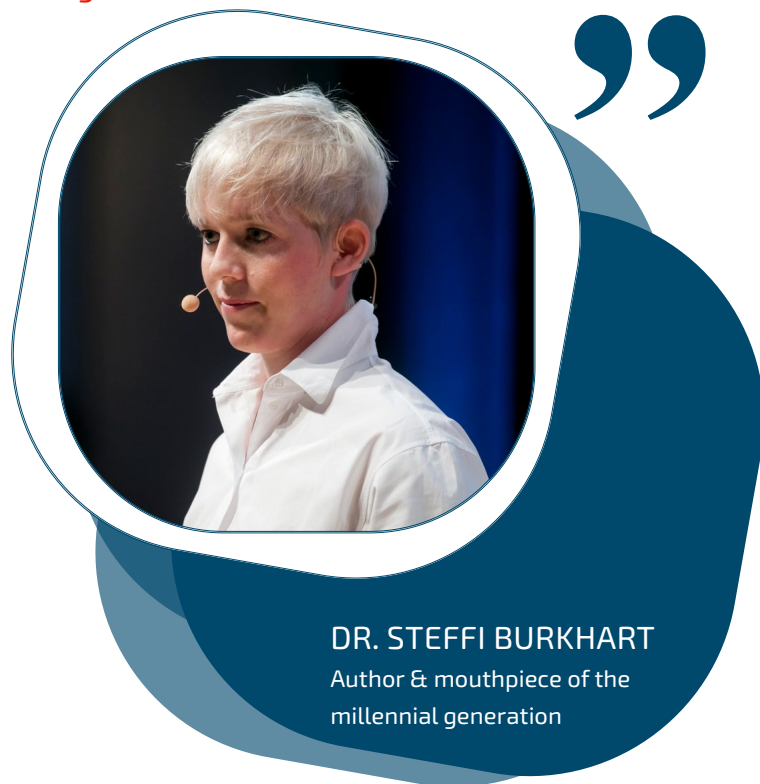
SCOUTING THE TALENTS OF TOMORROW

The thought process and world view of the millennial generation

What makes the baby boomers stand out and what makes the so-called millennials different? Steffi Burkhart, speaker and author, addressed these questions in her lecture "Scouting the talents of tomorrow: The thought process and world view of the millennial generation". And she drew a gloomy picture: "A battle for the best talents is beginning." Demographic change is becoming an ever greater problem. "We are facing a systemic collapse in business, administration and science," said Burkhart, who describes herself as a mouthpiece for the younger generation. The problem: Companies often have only ossified structures and hierarchical thinking to counter this.

But what distinguishes the younger generation from the older generation? There are the baby boomers (born 1950 to 1965), who live by the motto: "First the work, then the pleasure." They are followed by Generation X (1966 to 1980), Generation Y (1981 to 1995) and finally Generation Z (from 1996). Young people value flexibility, appreciation and co-determination more highly than older people. "We must proactively involve the younger generation in decisions," says Burkhart. Environmental activist Greta Thunberg has already shown what young people can achieve. "The younger generation's digitally influenced, networked way of thinking will have a lasting effect on the international economy."

But what can companies do to secure talent? "Young people have to be taken seriously, the talent pools have to be filled up today and existing employees have to be given further training," says Burkhart. In addition, more room for experimentation is needed. "Microsoft tested the 4-day week and found an increase in productivity. We need more such experiments to find solutions to the problems of our time." But there is also a lack of diversity in terms of gender, nationality and age. In the IT sector, for example, women are underrepresented. "Why are the digital assistants called Alexa or Siri? There have to be more women in decision-making positions."

Companies will have to become more attractive in the battle for employees, and also approach passive talents. "Employees are the clients of the HR department. A separate recruiting team for the tech department, for example, would make sense". The younger generation will
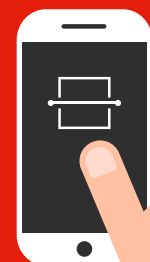
DR. STEFFI BURKHART
Author & mouthpiece of the millennial generation

change jobs about eight times, loyalty is not as powerful as for older generations.

Tip: Would you like to learn more about the millennial generation? Then we recommend the book "Die spinnen, die Jungen" by Steffi Burkhart.

You can find the full articles and further information on the respective topics in the nic//report if you take a picture of the QR code or scan it with a QR code app.

You can also access the articles at www.nic.at/news.

THE REGISTRY AS A CRYSTAL BALL

What "Pizza" has to do with the lifetime of a domain name

One important finding in advance: Domain names containing the word "pizza" have a higher renewal rate than other popular strings. This is the result of analysis by Alexander Mayrhofer, head of R&D at **nic.at**. At Domain pulse, he talked about trends and interesting statistics that come from domain name registrations from a ccTLD's perspective.

Domain name registrations can often reflect current or future trends. One global example Mayrhofer gave was for COVID-19 (Coronavirus) where domainers were registering related domain names within minutes of the World Health Organization's announcement of the official name of the virus.

The analysis of the more than 1 million registered **.at**-domains was also exciting: The most common words used here were "shop" (23,489 domains), followed by "vienna" (19,496), "online" (17,252) and "austria" (15,306). The word "pizza" (2,809) also enjoyed great popularity – the retention rate in particular caused a sensation: Domains containing "pizza" had the highest retention rate of 92.6 % in the long term.

In general, older domains have a higher retention rate and shorter domain

ALEXANDER MAYRHOFER,
Head of Research & Development at **nic.at**

names are deleted less frequently, with the exception of internationalised one-character domains. Not surprisingly, domains registered between 2 and 5 o'clock in the morning have a lower chance of survival.

ARTIFICIAL INTELLIGENCE -

A future solution for human errors?

MANFRED MÜLLER,
Head of Aviation Safety Research at
Deutsche Lufthansa AG

Tenerife in 1977: At that time, the captain started the aircraft in dense fog, despite his co-pilot's warning that the take-off clearance was missing, and wasn't able to avoid a collision with an oncoming aircraft. Manfred Müll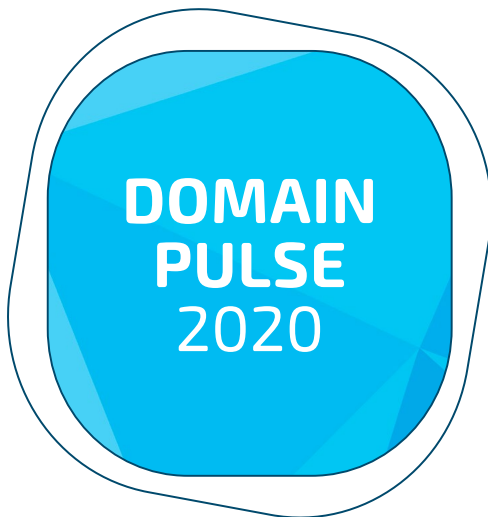er, training captain and head of flight safety research at Deutsche Lufthansa AG, opened his lecture using this tragic accident as an example of an excessive hierarchy gap.

As a result, pilot training began to include the ability to work in a team. Structures and hierarchy are needed in the cockpit, but it is also important to include lower-ranking crew members in decisions. In order to do this, it is important as a manager to know what kind of superior you are. "Are you perceived as dominant and authoritarian, or as averse to conflict?" The best way is to ask your life partner.

The hopes that ever more powerful computer systems could replace humans have not yet been fulfilled. "Progressive automation has not increased safety, but pilots receive less training," says Müller. Because people rely too much on the computer. "Artificial intelligence is a great help, but we must not overestimate it." It is therefore more important to reduce the human error rate, for example by giving the crew the guarantee that reported errors remain without any consequences.

ALTERS DÖNER

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INTERNET GOVERNANCE –

ICANN's views and vision

ICANN Board Chairman Maarten Botterman spoke about his vision for Internet governance, with a special focus on privacy, and global collaboration in order to find solutions.

Botterman began by emphasizing the massive differences between individual countries and regions worldwide with regard to data protection and the current state of technology: "In Africa, for example, the focus is primarily on networking itself, while in India the issue of poverty and how the Internet can help to solve this problem is especially prominent. If one looks in particular at the differences between Europe and America, I think there is a fundamental difference: in the USA, privacy is a right that can be traded, whereas in Europe it is regarded as a non-negotiable human right".

Worldwide, an attempt is therefore being made to find a balance, which is also urgently necessary due to increasing digitisation. Because Botterman is certain of one thing: "The more data about you and me can be combined

MAARTEN BOTTERMAN,
ICANN Board Chairman

and brought together, the more likely it is that a very comprehensive picture will emerge for those who are prepared to abuse this data. It is important to address this issue – we at ICANN have not yet found all the solutions to this problem.

Read more online about how the "next generation" of internet governance representatives is challenging "old hands" like Wolfgang Kleinwächter.

BETWEEN TERMINATOR AND SUPERINTELLIGENCE –

A critical assessment of robot ethics

Dr. Janina Loh is a philosopher of technology and media at the University of Vienna, and specialises in the ethical challenges involved in dealing with robots. Are robots autonomous? Can they act morally? Should they be granted rights? We met her for an interview at Domain pulse, apart from her lecture.

DR. JANINA LOH,
University of Vienna,
Institute of Philosophy
of Media and Technology

Mrs. Loh, why do we need robot ethics?
Technology is never neutral, because it is a product of human action, so human values always flow into technologies. A vacuum cleaner robot, for example, is made to vacuum. A scientist designed a vacuum cleaner robot that is able to recognize ladybird-like objects to protect little animals.

How is it different from other technologies?
Robots are autonomous, they can perform tasks without direct external influence. This autonomy makes them more independent than other technologies. A machine gun has many ethical implications, but must be controlled by a human being. This is different for military robots, which are built, for example, to identify enemy targets.

Can robots themselves act morally?
Not at the moment, at least judged by the usual criteria. To act morally, a being needs judgment, which cannot be simulated artificially to this extent yet.

Tip: You can read more about this topic in Janina Loh's book »Robot Ethics: An Introduction«.

CIVIL RIGHTS VS. SUPERVISION

5G as a challenge for society

Telecommunications and broadband internet are supporting pillars of our information society. Loading times are decreasing, streaming and communication between devices are becoming optimised, but the risk of data leaks is also increasing. Christof Tschohl, from the Vienna Research Institute Digital-Human-Rights-Center, emphasized the importance of data protection: "It is a fundamental right and therefore a state duty to ensure it. The free market cannot regulate everything".

Erhard Friessnik, Head of the Cybercrime Competence Center at the Bundeskriminalamt (national crime office), responded: "Authorities must also use new technologies, but they are reaching their limits with regard to end-to-end encryption. Crime may be shifting to the digital world, but the damage is in the real world. It is the task of the state to ensure security and order."

Jan-Peter Kleinhans of the Stiftung Neue Verantwortung in Berlin described the conflict between goals: "Public

ERHARD FRIESSNIK, Head of the Cybercrime Competence Center at the Bundeskriminalamt (national crime office)
JAN-PETER KLEINHANS, New Responsibility Foundation Berlin
DR. CHRISTOF TSCHOHL, Research Institute

security is guaranteed by the state's access rights to the network infrastructure, but IT security does not trust the network and wants to protect data as well as possible." Security services want broad access to mobile networks and there will always be a conflict of goals between public security and IT security. In the case of 5G, it is therefore necessary to talk about scalable regulatory approaches. Because one thing is certain: "After 5G will come 6G."

STAY CALM AND COMPOSED

in the digital everyday life

Chris Dancy is known as the "Most Connected Man on Earth". At Domain pulse in Innsbruck he told us why he thinks "digital detox" is a lie and why he regularly swaps his smartphone.

Mr. Dancy, you call yourself a "Mindful Cyborg". What does this mean?
I combine two major trends of recent years: mindfulness and technology. I have alerts on my smartphone that remind me to be good to myself. For example, I get the message: "Positive energy exists just like gravity". This is how you find inner peace and health.

Doesn't it make you rely too much on your smartphone and forget how to listen to yourself?
No, it's not about relying on technology. It's about technology helping me with things that are important to me.

There is a trend called "digital detox", which is the temporary abandonment of digital aids. What do you think about this?
People claim that "digital detox" reduces stress and that

CHRIS DANCY,
Mindful Cyborg

people who spend less time with their devices feel better. That is a lie. People who don't use their devices think all the more about their smartphones. That is then new stress. There has to be a healthy balance, that's much more important. I don't think much of the technology shame that often exists. This is a way of teaching children that technology is unsafe and dangerous. Yet most people couldn't work or communicate with their families when they travel without it. You can't just look at the negative side. For me, technology is magic, with so many opportunities.

HANDOVER OF THE BATON

Andreas Musielak (CEO DENIC) and Richard Wein (CEO nic.at)

According to the Domain pulse tradition, the handover of the baton marks the end of the event. In order to solve the riddle about the venue for next year's event, DENIC specially hired a string quartet to come together to the strains of Beethoven's at Domain pulse 2021 in Bonn. We are very much looking forward to it!

CEOs AS SOOTHSAYERS

What does the future hold for registries?

One thing is very clear to me: Domains will still exist in ten years – and they will continue to be of great significance.

RICHARD WEIN
CEO **nic.at**

In my view, two issues will strongly dominate our environment: Standardization and security issues.

ROBERT SCHISCHKA
CEO **nic.at**

Future growth will depend on economic developments and whether additional benefits can be created for domains, e.g. as a basis for e-identities. Challenges arise in discourse with politicians, especially at the European level.

JÖRG SCHWEIGER
CEO DENIC

Registries have built up know-how, resources and relationships with national authorities over the years. In the case of a crisis, the registry with DNS will play an important role, so I see ccTLD Registries closer to governments in the future.

URS EPPENBERGER
CEO SWITCH

nic.at GmbH

Jakob-Haringer-Straße 8/V · 5020 Salzburg · Austria
T +43 662 46 69 –0 · F –29
pr@nic.at · **www.nic.at**