

## Outline

Ruling the Root:  
Internet Governance and the Taming of Cyberspace  
<Milton Mueller>

### **I. Introduction**

- A. A constitutional moment
- B. The root
- C. Governance
- D. Institutionalization
- E. Goals and plan of the book

### **Part 1: The Root as Resource**

### **II. The Basic Political Economy of Identifiers**

- A. Uniqueness requires coordination
- B. Defining spaces
- C. Assigning Unique Values
- D. Assignment and governance
- E. An example: Ethernet addresses
- F. Review of the framework

### **III. The Internet Name and Address Spaces**

- A. The Internet Address Space
- B. The Internet Name Space
- C. The DNS Root
- D. Competing Roots?

### **IV. The Root and Institutional Change: Analytical Framework**

- A. Contracting for Property Rights
- B. Technological Endowment and Appropriation
- C. Institutionalization
- D. Applying the framework to Internet governance

### **Part 2: The Story of the Root**

### **V. Growing the Root: Internet's Institutional Evolution to 1993**

- A. Prehistory
- B. The Origin of the Root
- C. Growth and Convergence
- D. Growth and Governance: the IETF
- E. Who Controlled the Root?

### **VI. Appropriating the Root: Property Rights Conflicts**

- A. Endowment: Commercial Use and the WWW
  - B. Conflicts over Second-level Domains
  - C. Conflicts over Top-level Domains
  - D. Conflicts over the Root
- VII. The Root in Play**
- A. The IAHC and gTLD-MoU
  - B. Reaction to the gTLD-MoU
  - C. Challenges to NSI
  - D. The US Government intervenes
  - E. The Green Paper and its Aftermath
- VIII. Institutionalizing the Root: ICANN and its structure**
- A. From Green Paper to White Paper
  - B. The IFWP
  - C. The End Game: ICANN
- IX. The New Regime: Implementing the White Paper Agenda**
- A. Redistributing the Riches of COM: Registrar Accreditation
  - B. Branding the Name Space: WHOIS and UDRP
  - C. The Assimilation of Network Solutions
  - D. USG “Policy Authority” over the Root
  - E. Representation: Barriers to Entry
  - F. New TLDs
  - G. Country Codes and National Governments
- Part 3: Issues and Themes**
- X. ICANN as Global Regulatory Regime**
- XI. Global Rights to Names**
- XII. Property Rights and Institutional Evolution: Some Musings on Theory**
- XIII. Conclusion: The Taming of the Net**