



# Introduction of new gTLD's

ccNSO meeting CAIRO



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“It has the potential to be one of the biggest influences on the future of the internet”  
(Paul Twomey, to all prospective applicants)

“..making history at an historic site..”  
(Peter Dengate Thrush, Cairo opening speech)



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## Question 1

- Is the introduction of new gTLDs an issue relevant to the ccTLD community?
  - Yes
  - No

## Question 2

- What is ICANN's main objective with the planned introduction of new TLDs?
  - Increase competition, choice and innovation
  - Adherence to the Joint Project Agreement ("it is something the US wants")
  - Keeping certain parties happy (e.g. gNSO)
  - Increase revenues and/or power (for ICANN itself)
  - Other: .....

# Scenario's for introduction of new TLD's



High  
User value of TLD's in DNS  
Low

No change  
(introduction  
of new TLD's  
fails)

Root expands.  
TLD's create  
value for  
internet  
services

DNS  
becomes  
flat (TLD =  
identifier)

Root  
expands.  
New TLD's  
create  
confusion

DNS has  
lost its  
value (No  
root.)

DNS is too  
flat (chaos)

Low

Number of TLD's

High



### Question 3

- What is the most likely scenario?
  - One of the presented scenario's
  - Combination of scenario's
  - Any other...

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Number of TLD's

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## Question 4

- What is the preferred scenario?
  - One of the presented scenario's
  - Combination of scenario's
  - Any other...

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value (No  
root.)

DNS is too  
flat (chaos)

Low

Number of TLD's

High



## Question 5

- What is the most damaging/unwanted scenario?
  - One of the presented scenario's
  - Combination of scenario's
  - Any other...

# Scenario's for introduction of new TLD's



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root.)

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flat (chaos)

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Number of TLD's

High



## Question 6

- What should/could we (all) do to maximize the chance that the most likely outcome is the preferred scenario (and the most damaging one the most unlikely)?



Thank you all!



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