



New gTLD Program: Overarching Issues



Agenda

- Introduction
- Discussion topics
 1. Economic Studies
 2. Root Zone Scaling
 3. Trademark Protection
 4. Mitigating Malicious Conduct

Overarching Issues

Root Scaling

- Is there an impact to the root server system with an expanded number of gTLDs?

Economic Studies

- What are the benefits and costs associated with the introduction of new gTLDs?

Trademark Protection

- How to address the legitimate concerns of trademark owners (top and second levels)?

Malicious Conduct

- How to ensure that new gTLDs don't act as an amplifier for malicious behavior on the Internet?

Overall Approach

- Seek consultation from those who commented on these issues
- Seek expert assistance to address issues
 - Partner with ICANN community experts
 - Commission other third party experts
- Publish relevant studies and reports
- Share and actively discuss resolution and proposed implementation approaches

Overarching Issues - Path Forward

- Implement current proposed solutions
- Measuring impact; monitor effectiveness
- Continual improvement

Measuring Impact

Policy

- Introduction of New gTLDs timely, orderly & predictable
- Competition in the provision of Registry services
- Additional consumer choice
- Market differentiation
- Geographical and service-provider diversity

Affirmation of Commitments

- Promote competition
- Consumer trust
- Consumer choice
- Effectiveness of:
 - (a) the application and evaluation process
 - (b) safeguards put in place to mitigate issues involved in the introduction or expansion

Root Impact - Solution Crafting

- Critical Collaborators
 - ✓ RSSAC;
 - ✓ SSAC;
 - ✓ RSST
- Key Documents Published
 - ✓ “L” Root Server Scaling Report
 - ✓ Delegation Rate Scenarios
 - ✓ Summary Impact of Root Zone Scaling

Root Impact - Status

- IDN delegations, IPv6 deployment, and DNSSEC signed zones have occurred
- Studies did not identify significant issues with rate-limited addition of New gTLDs
- Annual delegation rate will not exceed 1,000 per year, no matter how many applications are received

Root Scaling – Discussion

Any Questions?

Economic Studies

- Critical collaborators:
 - ✓ Compass Lexecon
 - ✓ Dennis Carlton
 - ✓ Greg Rosston, Michael Katz
 - ✓ CRAI
 - ✓ Independents (Gandi, OECD)
- Key documents discuss:
 - ✓ Benefits and costs of new gTLDs
 - ✓ Price caps
 - ✓ Vertical Separation

Studies Done (ICANN & Independent)

- Economic Considerations in the Expansion of Generic Top-Level Domain Names, Phase II Report: Case Studies (*Rosston, Katz, Sullivan, Dec 10*)
- An Economic Framework for the Analysis of the Expansion of Generic Top-Level Domain Names (*Rosston, Katz, Sullivan, Jun 10*)
- Report Of Dennis Carlton Regarding ICANN's Proposed Mechanism for Introducing New gTLDs (*Carlton, Jun 09*)
- Comments on Michael Kende's Assessment of Preliminary Reports on Competition and Pricing (*Carlton, Jun 09*)
- Preliminary Report of Dennis Carlton Regarding Impact of New gTLDs on Consumer Welfare (*Carlton, Mar 09*)
- Preliminary Analysis of Dennis Carlton Regarding Price Caps for New gTLD Internet Registries (*Carlton, Mar 09*)
- Revisiting Vertical Separation of Registries and Registrars" (*CRAI, Oct 08*)
- "Liberalisation of the Internet" (*Gandi, Jun 09*)
- Generic Top Level Domain Names: Market Development and Allocation Issues" (*OECD, Jul 04*)

Economic Study – Discussion

- Is it possible that there be a study defining costs and benefits with accuracy and specificity?
- Is there specific change or improvement you recommend to the current approach?
- What impact measures would you like to see reported?

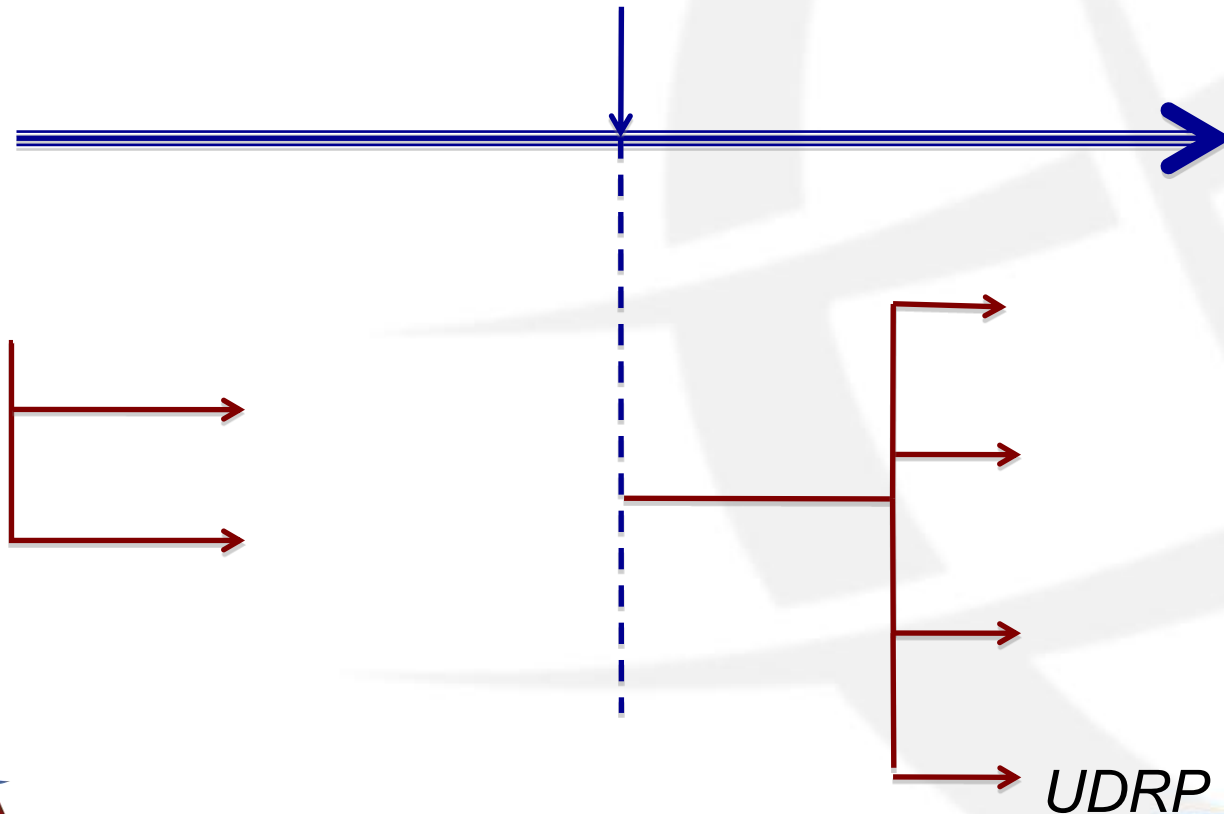
Trademark Protection: Solutions Crafting

- Critical Collaborators
 - ✓ IRT (Implementation Recommendations Team)
 - ✓ STI (Special Trademark Issues group)
 - ✓ TDG (Temporary Drafting Group)
- Key Documents
 - ✓ GNSO's STI Recommendations
 - ✓ IRT Final Report
 - ✓ Proposed Registry Agreement

Rights Protection Mechanisms

REGISTRY LIFECYCLE

PRE-LAUNCH → LAUNCH → ONGOING OPERATIONS

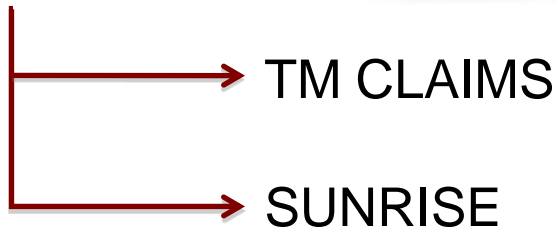


Rights Protection

REGISTRY LIFECYCLE

PRE-LAUNCH → LAUNCH → ONGOING OPERATIONS

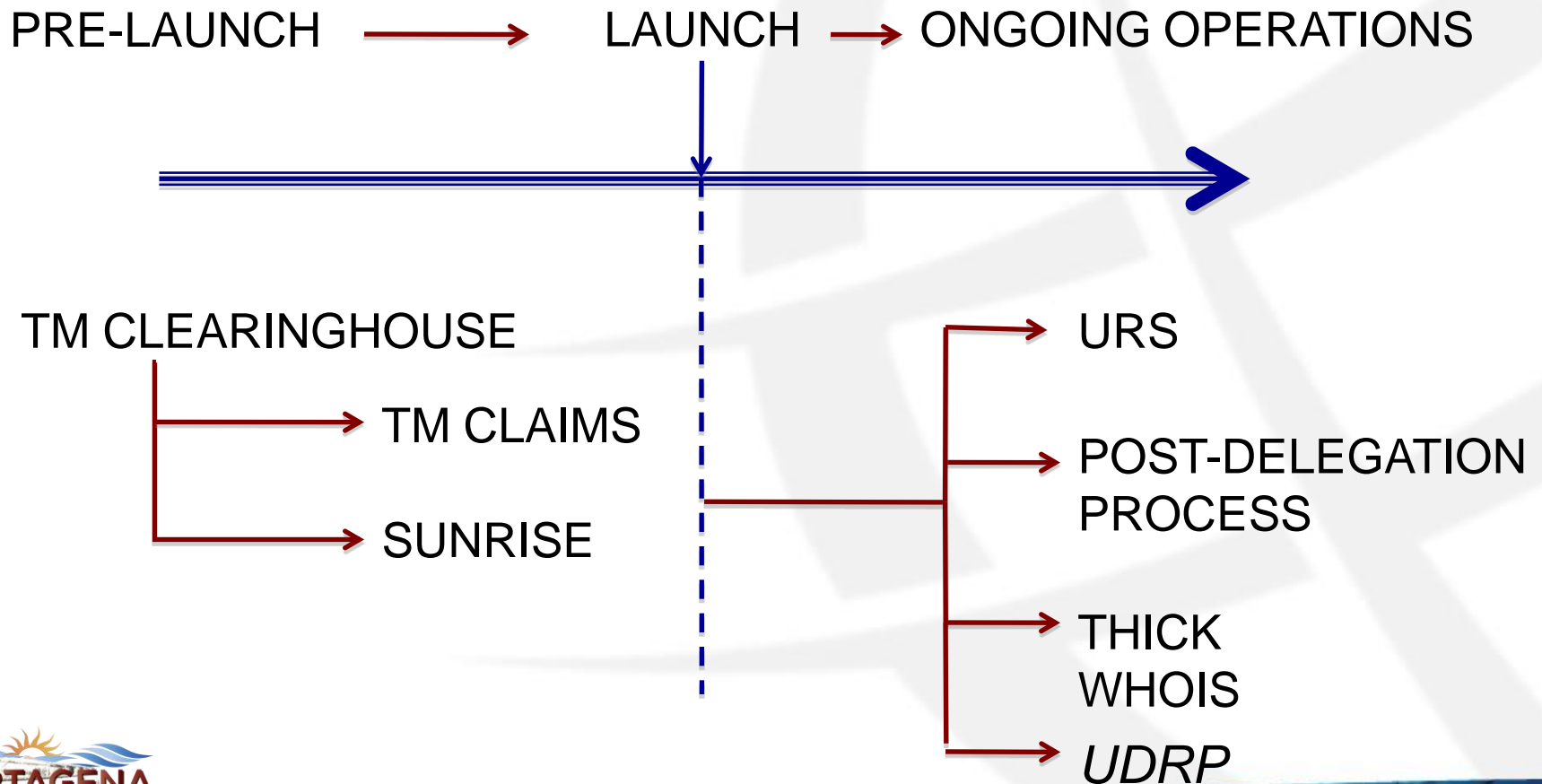
TM CLEARINGHOUSE



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Rights Protection

REGISTRY LIFECYCLE



Other Suggestions

- GPML
- Blocking at second-level
- Greater registry liability for registrant acts

Trademark Protection - Discussion

- Is there specific change or improvement you recommend to the current approach?
- What impact measures would you like to see reported?

Malicious Conduct - Solutions Crafting

- Critical Collaborators:
 - ✓ High Security Zone TLD Advisory Group
 - ✓ ZFA Advisory Group
 - ✓ RISG
- Key Documents:
 - ✓ Zone File Access Concept Paper
 - ✓ HSTLD Report
 - ✓ Guidebook Amendments

Malicious Conduct Mitigation Measures

- Enhanced requirements and background checks
- Requirement for DNSSEC deployment
- No wildcarding/remove glue records
- Requirement for thick WHOIS
- Anti-abuse contact and documented policy
- Expedited Registry Security Request process
- Elective TLD security verification program
- High Security TLD (HSTLD)
- Zone File Access (ZFA)

Other suggestions

- Elimination of privacy / proxy services
- Registrant verification
- Whois accuracy obligations
- Whois searchability

Policy Issues

Malicious Conduct - Discussion

- Is there specific change or improvement you recommend to the current approach?
- What impact measures would you like to see reported?



Thank You

