New gTLD Basics

New Internet Extensions
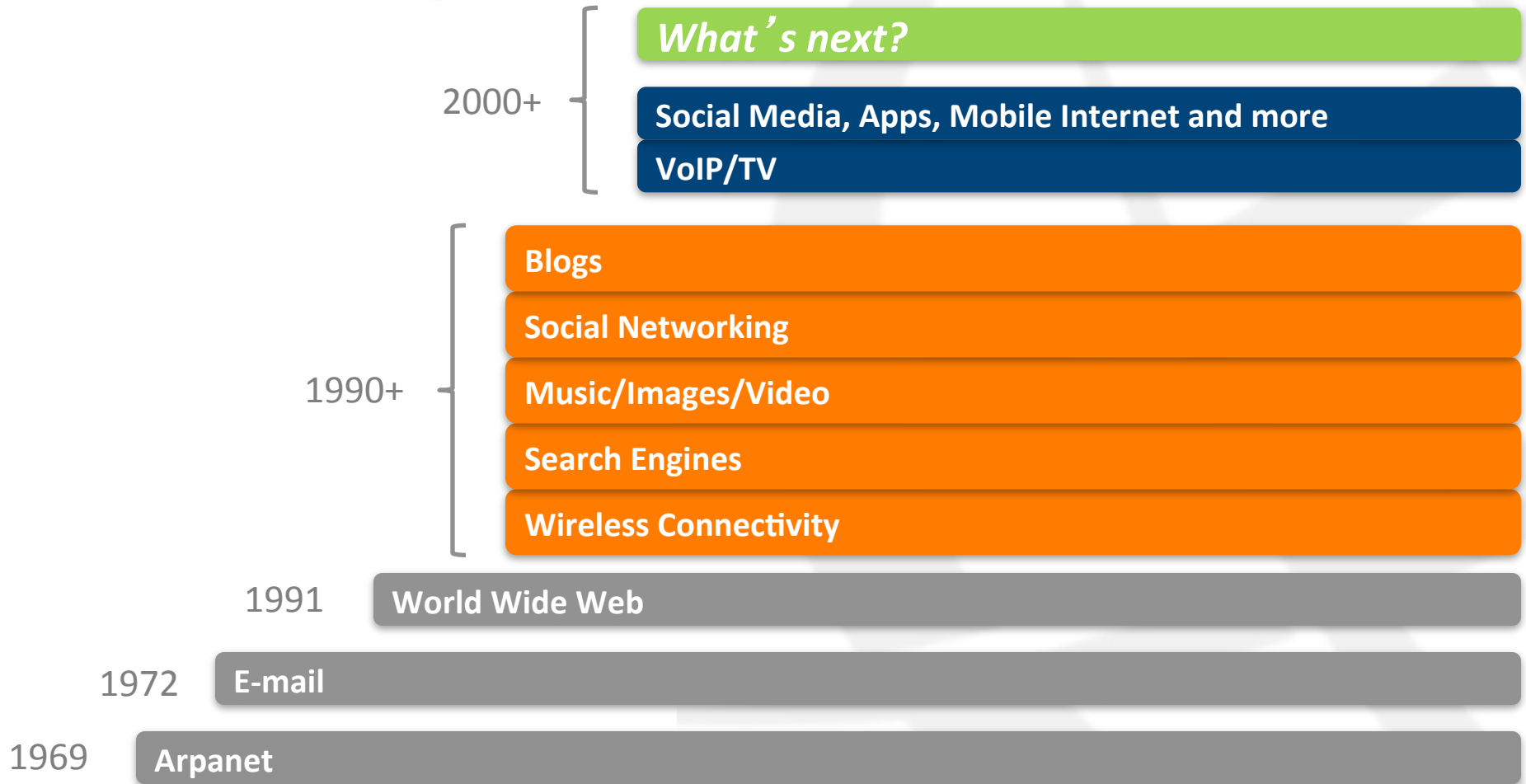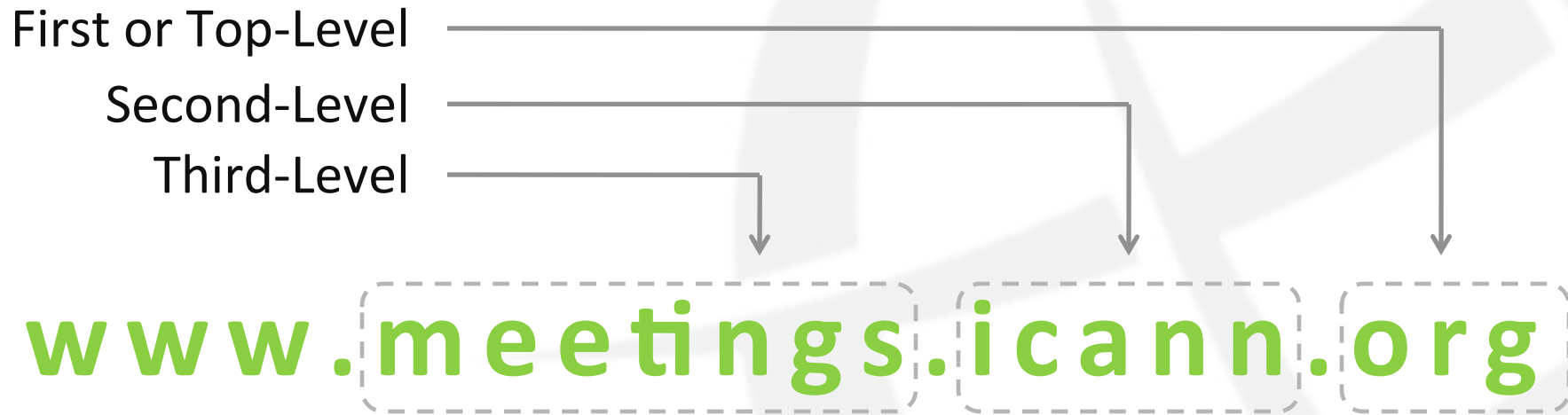
Agenda

- Overview of domain names
- The history of the program
- What is a registry
- Why ICANN is doing this & the potential impact
- Program - who, when, what, how, how much
- Where to get more information

Internet – An Evolving Ecosystem

2000+
- **What's next?**
- **Social Media, Apps, Mobile Internet and more**
- **VoIP/TV**

1990+
- **Blogs**
- **Social Networking**
- **Music/Images/Video**
- **Search Engines**
- **Wireless Connectivity**

1991 — **World Wide Web**

1972 — **E-mail**

1969 — **Arpanet**

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The Anatomy of a Domain Name

First or Top-Level

Second-Level

Third-Level

www.meetings.icann.org

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www.meetings.icann.org

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Terminology Clarifications

- gTLD = generic Top-Level Domain
  - Also known as an extension, label, string, suffix...
  - Series of characters that make up part of your Internet address
- ccTLD = country code Top-Level Domain
- IDN – Internationalized Domain Name
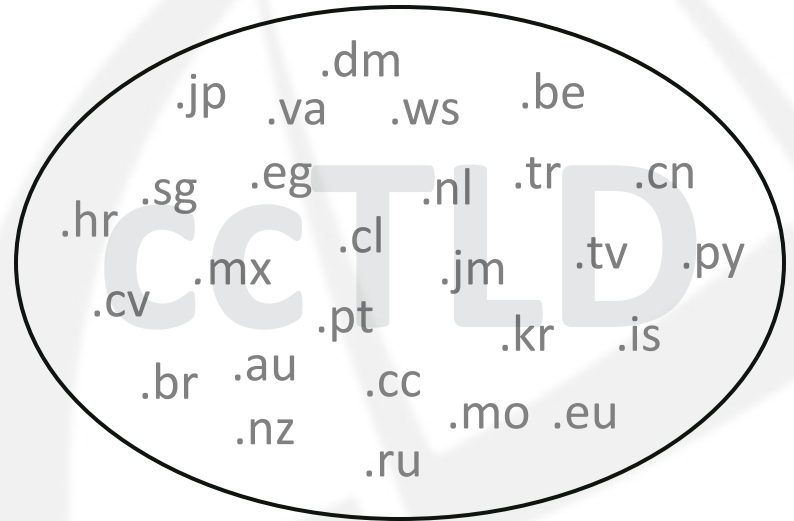 - Domain name represented by local language characters, or letter equivalents
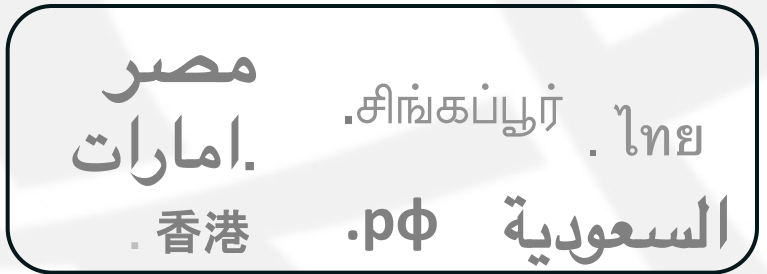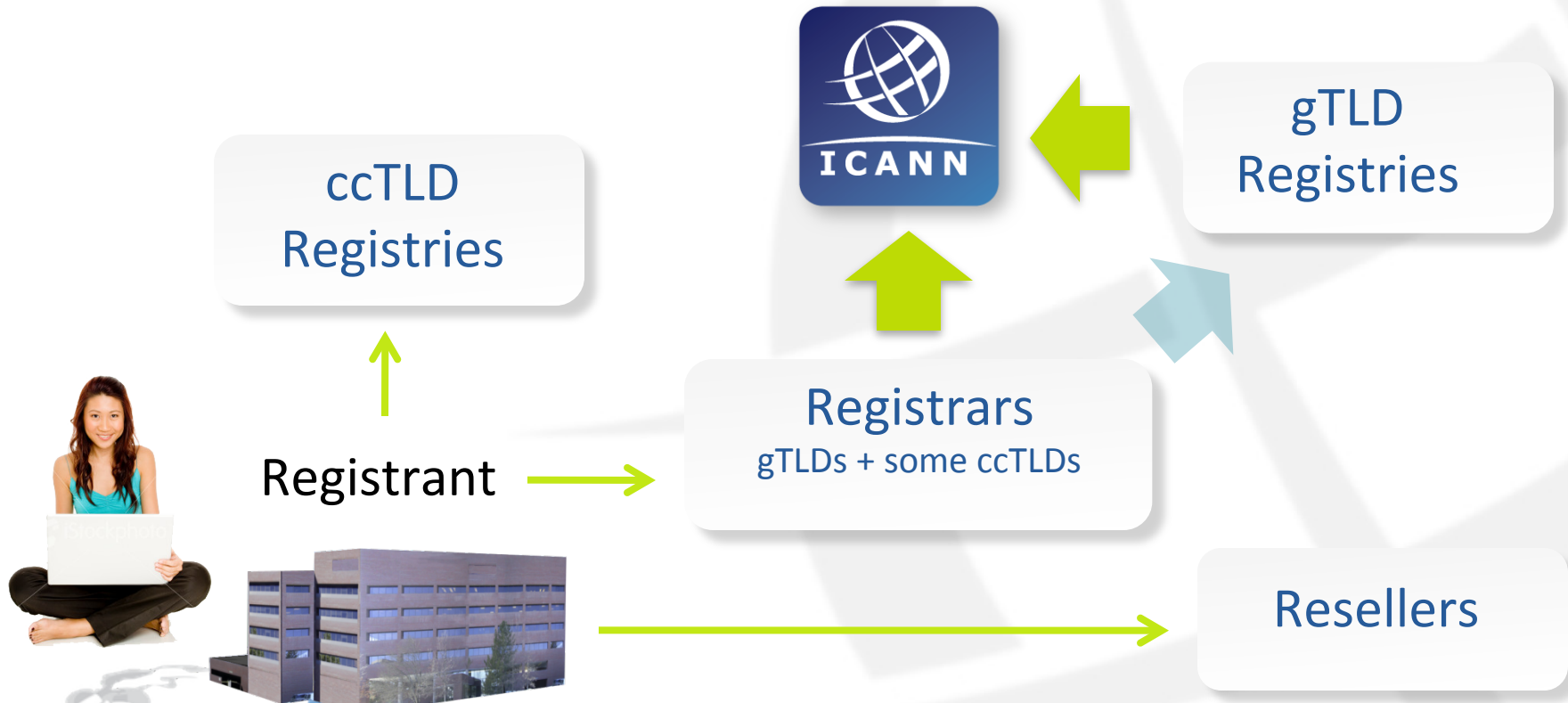
ROOT

gTLD

.org .mil .asia .gov .com .int .jobs .info .edu .net .name .mobi .museum .pro .post .travel .biz .tel .xxx .aero .arpa .coop .cat

ccTLD

.dm .jp .va .ws .be .sg .eg .nl .tr .cn .hr .cl .jm .tv .py .cv .mx .pt .kr .is .br .au .cc .nz .mo .eu .ru

New gTLD Program

Fast Track Program

New gTLDs

.city .acronym
.gIDNs .brand .generic
.community .region

IDN ccTLDs

مصر
.سிங்கப்பூர் .ไทย
.امارات
السعودية .рф
香港 .

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Players in the Domain Name Industry – Current Landscape

ccTLD Registries

ICANN

gTLD Registries

Registrars
gTLDs + some ccTLDs

Registrant

Resellers

What is a gTLD Registry?

- Is a business responsible for running a critical piece of Internet infrastructure

- Is the authoritative, master database of all domain names registered in each top-level domain

- Mandatory Agreement with ICANN

Emergency Back-End Registry Operator (EBERO)

- Organization partnered w/ICANN
- Provides critical registry services in emergency situations
- To ensure continuity of services

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What is the New gTLD Program?

- An initiative that will enable the introduction of unlimited generic top-level domain names or extensions (both ASCII and IDN) into the domain name space

- Managed by ICANN

gTLD Timeline

Pre dating ICANN (before 1998)

2004 Round

.com .edu .gov .int .mil .net .org .arpa

.aero .biz .coop .info .museum .name .pro

.asia .cat .xxx .jobs .mobi .tel .travel .post

2000 Round

New gTLD Program Policy development
Dec 2005 to Sep 2007

Public Participation and the Draft Applicant Guidebook

- October 2008 (version 1)
- May 2009 (excerpts)
- March 2009 (version 2)
- October 2009 (version 3)
- February 10 (excerpts)
- May 2010 (version 4)
- November 2010 (proposed final version)
- April 2011 Discussion Draft
- May 2011 Applicant Guidebook

Board Approval of Final Guidebook

Publication Complete Applicant Guidebook

Program Launch
12 January – 12 April 2012

ICANN Board Policy approval Jun 2008

Communications Campaign 20 June 2011

On-going status reporting on ICANN's website

ICANN
New gTLD Applicant Guide Book

ICANN

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Why Expand the Top Level?

- To increase choice and competition in the domain name space

- To create a platform for innovation

- To incorporate character sets such as Chinese, Arabic, Cyrillic or any non-Latin alphabet at the top-level

ICANN's Mission and New gTLDs

1998 - founding documents

"The new corporation ultimately should … 3) oversee policy for
determining the circumstances under which
new TLDs are added to the root system"

ICANN/U.S.A. government agreements

"Define and implement a predictable strategy
for selecting new TLDs"

2009 - Affirmation of Commitments (9.3)

Promote competition, consumer trust and consumer choice

Potential Impact - Businesses

- Opportunity for investment
- More choice and competition
- Platform to innovation; new business model opportunities
- Brand management and online marketing practices
- Impact to industry sectors; security; control; user behavior
- Upgrade systems/applications to accept new TLDs

Potential Impact - Governments & Communities

- Increase of online cultural, linguistic, geographic communities

- More globally and culturally inclusive Internet with IDNs

- Geographic names

Potential Impact – Internet Users

- More choice; innovation; competition

- Online cultural, linguistic, geographic communities

- New ways to find information, products and services

Who Can Apply?

ATTENTION!
Not for individuals
This is a business commitment to become a REGISTRY!

Entities from anywhere in the world that meet the pre-defined criteria and requirements as outlined in the Applicant Guidebook.

Applicant Support Program

Three parts to the program

- Access to pro bono services
  - Applicant Support Directory
- Financial Assistance
- The Applicant Support fund

IMPORTANT NOTE!
If you apply for financial assistance & do not meet the threshold criteria, you will be disqualified from the New gTLD Program

How to Apply?

- **TLD Application System (TAS)**

  - Accessible via www.icann.org

- Process application in English

- Answer questions; upload documents

- Critical deadlines

When Can I Apply?

2012 calendar showing January, February, March, and April with highlighted dates.

What Do I Need to Apply?

- ✓ **Review Applicant Guidebook**

- ✓ Get strategic third parties involved early

- ✓ Attention to additional requirements for **geographic**, **community** and **IDN** applications

- ✓ Review deadlines

How Much?

Evaluation fee - US$ 185,000

- Paid to ICANN
- US $5,000 which is due upon TAS registration
- Refunds apply in certain cases
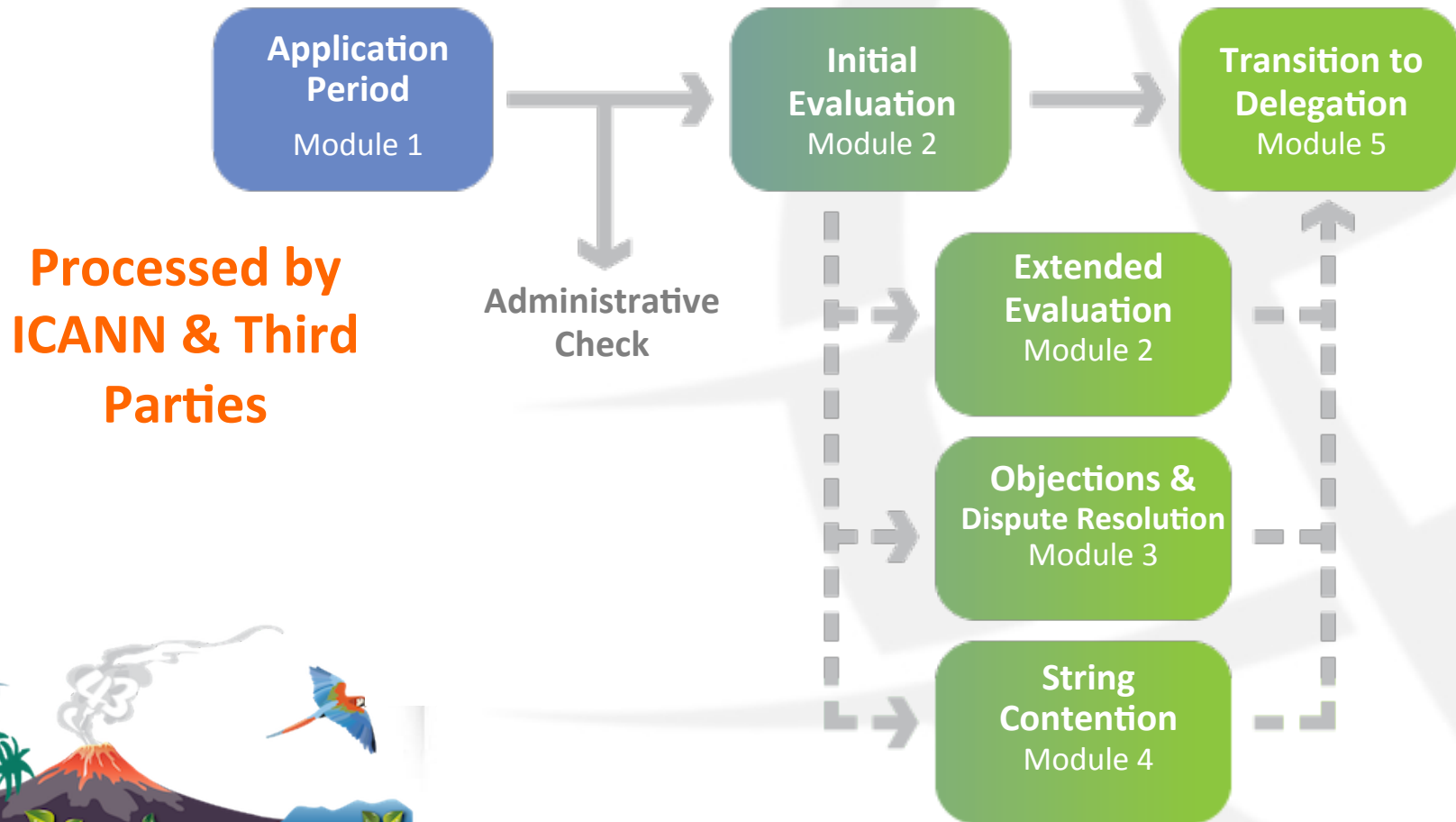- Other fees may apply – might not be paid to ICANN

On-going Registry Fees

- US$ 25,000 annual Registry fee
- Transaction fee US$ 0.25

These are evaluation and Registry fees only. Consider carefully the costs for running a Registry.

Evaluation Process at a Glance

Application Period
Module 1

Processed by ICANN & Third Parties

Administrative Check

Initial Evaluation
Module 2

Transition to Delegation
Module 5

Extended Evaluation
Module 2

Objections & Dispute Resolution
Module 3

String Contention
Module 4

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Grounds for Objections

String Confusion

Legal Rights

Limited Public interest

Community Objection

What Should I do NOW?

- ✓ Evaluate if the New gTLD Program is for you
- ✓ Review Applicant Guidebook
- ✓ Get educated about the Registry business and the DNS industry
- ✓ Understand what is needed to get ready

What if I Choose NOT to Apply?

Monitor the program to understand:

- ✓ Impact to brand/trademark

- ✓ Impact to community and geographic names

- ✓ Potential Industry trends

- ✓ Competitors actions

- ✓ Changes to Internet

- ✓ User behavior

What to expect next

29 March 12 April	TAS Registration Closes Application Window Closes
1 May	Strings Posted Opens: ✓ Objection period ✓ Application Comments period ✓ GAC Early Warning ✓ GAC Advice period
12 June	Initial Evaluation beings
30 June	Close of Application Comments period Close of GAC Early Warning period
12 November	Close of Initial Evaluation → Results posted

What to expect next

29 November	Last day to elect Extended Evaluation
1 December	Last day to file an Objection Close of GAC Advice period Begins: ✓ Extended Evaluation ✓ Transition to Delegation (for Clean Applications) ✓ String Contention (for Applications not in Extended Eval or Dispute Resolution)
30 April	Close of Extended Evaluation Close of Dispute Resolution Results & Summaries Posted
15 May	String Contention opens (for Applications w/ variables)
30 May	String Contention closes (for Clean Applications → Results posted

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Sessions to attend

- MONDAY
  - New gTLD Program Update, 11:00-12:00, La Paz A/C

- WEDNESDAY
  - Rights Protection, 11:00-12:00, La Paz A
  - TLD Universal Acceptance, 12:30-14:00, La Paz A

- THURSDAY
  - Applicant Support Program, 10:30-11:30, La Paz C

More Information

New gTLD Program web-pages

http://newgtlds.icann.org

- Applicant Guidebook
- Factsheets
- Presentation
- Educational videos
- Status Reports
- Customer Service
  more…

Write to: newgtld@icann.org

http://www.facebook.com/icannorg

@NewgTLDsICANN

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Thank You

One World

One Internet

Questions

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