New gTLD Program
Introduction

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Agenda

- About ICANN
- Brief background of new gTLDs
- What to expect and why should you care?
- Program current status
- Overarching issues overview
- Next steps
Increased demand for Internet services

The greater the demand for Internet-based services, the larger and more complex the Internet ecosystem becomes.

**Internet’s three operating layers**

- **Content and applications standards** (HTML, XML, Java) – Promotes creativity and innovation in applications leading to email, World Wide Web, ebanking, wiki, Skype, and much more.
- **Internet protocols and standards** (TCP/IP, DNS, SSL) – TCP/IP controls traffic flow by dividing email and web data into packages before they are transmitted on the Internet.
- **Telecommunications infrastructure** – Physical network made up of underwater cables, telephone lines, fiber optics, satellites, microwaves, wi-fi, and so on. Facilitates transfer of electronic data over the Internet.
ICANN mission statement

- To coordinate, overall, the global Internet’s system of unique identifiers, and to ensure stable and secure operation of the Internet’s unique identifier systems. In particular, ICANN coordinates:

1. Allocation and assignment of the three sets of unique identifiers for the Internet:
   - Domain names (forming a system called the DNS)
   - Internet protocol (IP) addresses and autonomous system (AS) numbers
   - Protocol port and parameter numbers
2. Operation and evolution of the DNS root name server system
3. Policy development reasonably and appropriately related to these technical functions
ICANN’s community

ICANN’s mission and New gTLDs

- A core objective in founding ICANN; a requirement in each of ICANN’s U.S. government agreements (1998 – present):
  
  “Define and implement a predictable strategy for selecting new TLDs”

- Fostering choice and competition in provision of domain registration services

- ICANN’s founding documents (in 1998):
  
  “The new corporation ultimately should … 3) oversee policy for determining the circumstances under which new TLDs are added to the root system”
Brief gTLD historical background

- There are presently 21 gTLDs in the root zone
- There were eight that predate ICANN:
  .com .edu .gov .int .mil .net .org .arpa
- Seven were added in a round starting in 2000:
  .aero .biz .coop .info .museum .name .pro
- Six were added in a round starting in 2004:
  .asia .cat .jobs .mobi .tel .travel (soon to be added: .post)
- Experience in past rounds has been factored into current new gTLD planning

What can we potentially expect?

- Internationalized Domain Names (IDN)
- Increase in creativity, innovation and consumer choice
- Increase in competition in the domain name space
- gTLDs tailored to address community needs
- Geographic gTLDs
- New ways of branding and establishing corporate identity on the Internet
Why should you care?

- New ways end users find information on-line
- More choices as registrant
- Opportunity for investment and new businesses
- A more globally and culturally inclusive internet with IDNs
- Systems and applications will need to be updated to accept new TLDs
- Potential impact on your brand or trademark
- Potential impact on your cultural community, organization and industry sector
- Potential impact on your geographic name

What happened so far?

- Policy development – Dec 2005 to Sep 2007
- ICANN Board Policy approval – Jun 2008
- Publication of Draft Applicant Guidebooks for public comments
  - November 2008 (version 1)
  - March 2009 (version 2)
  - May 31 (Excerpts)
- Publication of several reports and explanatory memos
- Focused work on overarching issues resolution with help of experts and ICANN community
New gTLD Evaluation Process

Application Period
Module 1

Initial Evaluation
Module 2

Extended Evaluation
Module 2

Objections and Dispute Resolution
Module 3

String Contention
Module 4

Transition to Delegation
Module 5

New gTLDs and overarching Issues

- Four key concerns were identified based on public comments in November, 2008; regarding:
  - Trademark protection
  - Possible amplification of malicious conduct on the Internet
  - Questions regarding new gTLD demand (including issues of cost)
  - Security and stability impacts of an expanded number of gTLDs
General approach to address overarching issues

- ICANN has approached each issue individually, but recognizing that all must be addressed before launching the new gTLD process
- Identified experts in each field to provide solutions/models for public discussion
- Enables open and extensive public comments periods on each of these issues
- All this work will inform the next version of the Draft Applicant Guidebook

Trademark protection - issues raised

- Cost and administrative burden to rights owners of many new gTLDs
- Potential increase in cybersquatting, consumer confusion
- Scalability of existing dispute processes (UDRP) to a larger name space
- Preventing bad actor registry operators
- Others
Malicious conduct - issues raised

- Will instances of malicious conduct multiply with the introduction of new gTLDs?
- What are the manner / modalities of malicious conduct that might arise?
- How can instances of malicious conduct be mitigated (in volume and effect)
  - Through the process of introducing new TLDs
  - Through contract or other restrictions

Root scaling - issues raised

- What are the possible combined effects on root zone performance of the (near) coincident introduction of:
  - IPv6
  - DNSSEC
  - IDNs
  - New gTLDs
- Are there any impacts on the new gTLD process?
Domain name market - issues raised

- Some economic concerns focused on growth in expense:
  - Trademark infringements (costs for defensive second-level registrations, protection of trademarks at top-level)
  - Potential growth in malicious conduct
  - Potential for user confusion

- Should there be price caps for registration services?

- What are the effects of the switching costs involved in moving from one TLD to another?

- What is the effect of the market structure and pricing on new TLD entrants?

Recent Publications

- Draft Applicant Guidebook, version 3 + other documents:
  - Update on Cost Considerations
  - Malicious Conduct
  - Voluntary Security Designation program
  - Summary changes Registry draft agreement
  - Root scaling study
  - Draft Global Communications Plan

- Summary analysis on public comments
  - IRT Final report
  - Consultations - Sydney, NYC & London
  - Excerpts Comments
  - Root scaling TOR

- Two Trademark Protection mechanisms proposals
  - URS
  - TM Clearing House
What’s next?

- Staff continues to balance the desire to move ahead with the launch plans while addressing the Community raised concerns
- Actively working with experts and seeking community input on Overarching Issues through participation in Global consultation events + dedicated Wiki
- Working on next version of Applicant Guidebook
- Operational readiness – retain evaluation panels

New gTLD Seoul Sessions

- Sunday 09:30 – 10:30 “Introduction to new gTLDs”
- Monday 10:30 – 12:00 “Program update and sessions for the week”
- Monday 15:00 – 17:00 “Registry/Registrar Separation”
- Monday 17:00 – 19:00 “Mitigating Malicious conduct”
- Wednesday 12:30 – 14:00 “Trademark protection”
- Wednesday 12:30 – 14:00 “Root scaling study results”
Upcoming events

- Latin America
  - Sao Paulo – Nov 24
  - Buenos Aires – Nov 27

- Africa and webinars under development

THANK YOU

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