New gTLD Basics

New Internet Extensions
Agenda

• Overview about domain names, gTLD timeline and the New gTLD Program

• Why is ICANN doing this; potential impact of this initiative to businesses, governments, Internet communities and users

• Program - who, when, what, how, how much

• Where to get more information
Internet - An Evolving Ecosystem

What’s next?
Social Media, Apps, Mobile Internet and more
VoIP/TV

Blogs
Social Networking
Music/Images/Video
Search Engines
Wireless Connectivity

2000+

1990+

1991
World Wide Web

1972
E-mail

1969
Arpanet

1969
Arpanet

1972
E-mail

1991
World Wide Web

1990+

2000+

What’s next?
Social Media, Apps, Mobile Internet and more
VoIP/TV

Blogs
Social Networking
Music/Images/Video
Search Engines
Wireless Connectivity
The Anatomy of a Domain Name

First or Top-Level
Second-Level
Third-Level

www.meetings.icann.org
The Anatomy of a Domain Name

First or Top-Level
Second-Level
Third-Level

www.meetings.icann.org
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
New gTLD Program

New gTLDs

IDN ccTLDs

Fast Track Program

.city  .acronym
.glIDNs  .brand  .generic
.community  .region

ROOT

gTLD

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

ccTLD

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

- ccTLD Registries
- ICANN
- gTLD Registries
- Registrars (gTLDs + some ccTLDs)
- Resellers
- Registrant
What is a gTLD Registry?

- Is a business with very specific technical requirements
- Mandatory Agreement with ICANN
- Is the authoritative, master database of all domain names registered in each top-level domain
- Keeps the master database and also generates the "zone file" which allows computers to route Internet traffic to and from top-level domains anywhere in the world
- Today, Internet users don't interact directly with the registry operator; users can register names by using ICANN-Accredited Registrars
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 the Internet Corporation for Assigned Names and Numbers (ICANN)
gTLD Timeline

Predating ICANN (before 1998)
- .com .edu .gov .int .mil .net .org .arpa
- .aero .biz .coop .info .museum .name .pro
- .asia .cat .jobs .mobi .tel .travel .post

2000 Round
- New gTLD Program Policy development
  Dec 2005 to Sep 2007

2004 Round
Public Participation and the Draft Applicant Guidebook

- November 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

ICANN Board Policy approval
Jun 2008

Publication Final Applicant Guidebook

Board Approval of Final Guidebook

Communications Campaign With launch dates + application details

Program Launch

On-going status reporting on ICANN’s website
Why Expand the Top-Level?

• Remove existing limitations to ASCII gTLDs which do not reflect growing Internet reality and needs
• Create platform to innovation in the industry and Internet
• Open doors to increase choice and competition in the market place
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 for 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 - Government & Communities

- Increase of online cultural, linguistic, geographic communities
- More globally and culturally inclusive internet with IDNs
- Local ccTLDs
- 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?

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

ATTENTION!

• Not for individuals
• This is a business commitment to become a REGISTRY!
How to Apply?

• Online

• TLD Application System (TAS)
  • will be accessible via www.icann.org

• Process application in English

• Answer questions; upload documents

• Critical deadlines
When Can I Apply

ICANN will announce the program’s launch dates as part of the communications campaign.
What do I Need to Apply

- Review Applicant Guidebook for details
- 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 of 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

Processed by ICANN & Third Parties
Straightforward Evaluation Path

Application Period

Initial Evaluation
Module 2

Transition to Delegation
Module 5

Check for application completeness

Complete Background check Panels
- String Similarity
- DNS Stability
- Geographical names
- Technical/Operational capability
- Financial capability
- Registry Services

- Contract Execution
- Pre-delegation check
Variables in Evaluation Path

**Extended Evaluation**
- Module 2
  - Technical/Operational
  - Financial
  - Geographical Names
  - Registry Services

**Objections & Dispute Resolution**
- Module 3
  - String Confusion
  - Legal Rights
  - Community Objection
  - Limited Public Interest
  - *Independent Objector*

**String Contention**
- Module 4
  - Community Priority Evaluation
  - Auction

**Plan for Additional Fees & Processing Time**
Grounds for Objection

- 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
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
More Information...

- www.icann.org
- New gTLD Program web-pages
- Questions? Email us: newgtld@icann.org

New gTLDs ICAN
Thank You