#### New gTLD Program in Brief

What will be the next big .thing? You name it! Soon entrepreneurs, businesses, governments and communities around the world will be able to apply to introduce and operate a generic Top-Level Domain of their own choosing.

What is a gTLD? gTLD stands for generic top-level domain and is an Internet extension such as .com, .net or .org.

Right now there are roughly two dozen gTLDs, but soon, there could be hundreds.

Any established entity located anywhere in the world can apply to form and operate a new gTLD Registry. The application period will be open from 12 January to 12 April 2012. Visit http://icann.org/newgtlds to learn more about the program and how to apply.

## **FAQs**

## Is applying for a new gTLD the same as buying a domain name?

No. Nowadays, organizations and individuals around the world can register second-level and, in some cases, third-level domain names. The application for a new gTLD is a much more complex process. An applicant for a new gTLD is, in fact, applying to create and operate a registry business supporting the Internet's domain name system. This involves a number of significant responsibilities, as the operator of a new gTLD is running a piece of visible Internet infrastructure.

## Will the introduction of new gTLDs change how the Internet operates?

The increase in number of gTLDs into the root is not expected to affect the way the Internet operates, but it will, for example, potentially change the way people find information on the Internet and how businesses plan and structure their online presence.

## Can I apply for any kind of gTLD or are there any specific restrictions?

ICANN has a set of specific technical rules that apply to all proposed gTLD strings. All the specific restrictions are

outlined in the Applicant Guidebook. Through the program you can apply for both Latin-based and internationalized domain name (IDN) top-level domains.

#### What is an IDN?

IDN stands for Internationalized Domain Name. IDNs are domain names that include characters used in the local representation of languages that are not written with the twenty-six letters of the basic Latin alphabet "a-z". An IDN can contain Latin letters with diacritical marks (such as accents) or may consist of characters from non-Latin scripts such as Arabic or Chinese. IDN top-level domain names will offer many new opportunities and benefits for Internet users around the world by allowing them to establish and use top-level domains in their native languages and scripts.

#### What is the "Applicant Guidebook"?

The Applicant Guidebook provides a step-by-step procedure for new gTLD applicants. It specifies what documents and information are required to apply; the financial and legal commitments; and what to expect during the application and evaluation periods. The Applicant Guidebook can be found here: http://icann.org/newgtlds

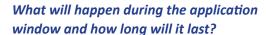
#### How much is the evaluation fee?

The evaluation fee is estimated at US\$185,000. Applicants will be required to pay a US\$5000 deposit fee per requested application slot when registering. The US \$5000 will be credited against the evaluation fee.



## Are there any additional costs I should be aware of in applying for a new gTLD?

Yes. Applicants may be required to pay additional fees in certain cases where specialized process steps are applicable. Additionally, registrants will fund their own business startup and operations costs. See Section 1.5.2 of the Applicant Guidebook.



The application window will last for 90 days. Applicants will use a dedicated web-based application interface named "TLD Application System" (TAS) to apply, where they will answer questions and upload supporting documents. After the application window, there are several evaluation stages, each with its own estimated duration.

#### How long will the evaluation process take?

The evaluation process is expected to last from 9 to 20 months. There are several stages that an application might be required to pass through prior to a final determination being rendered. See section 1.1 of the Applicant Guidebook.

#### How will gTLD applications be assessed?

The Applicant Guidebook outlines the criteria and requirements. All applications will be independently assessed against these published criteria. Pre-selected evaluation panels will be responsible for determining whether applicants successfully meet these pre-established requirements.

#### What happens after a new gTLD application is approved?

Once an application is deemed to satisfy the Applicant Guidebook criteria and passes all evaluation and selection processes, including objection processes and final approval, the applicant is required to conclude an agreement with



ICANN and pass technical pre-delegation tests before the new gTLD can be delegated to the root zone.

## How and when can I see which gTLDs are being applied for and who is behind the application?

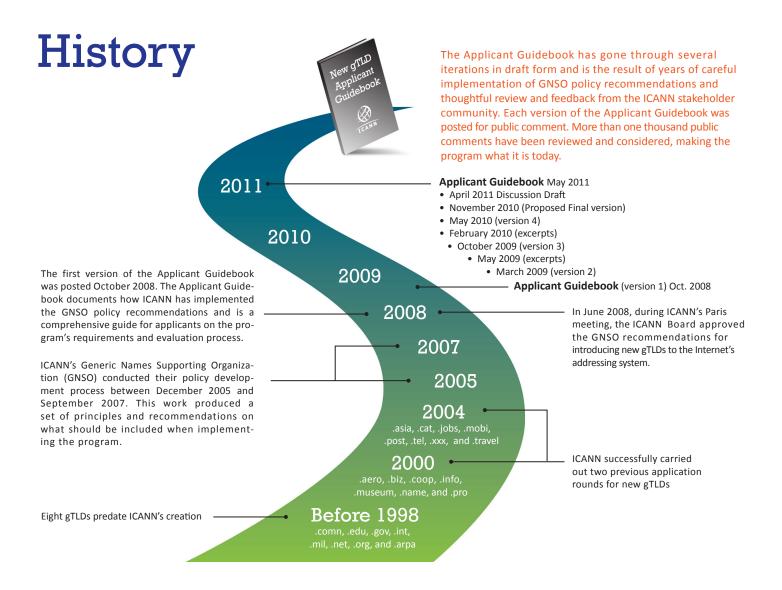
After the application period closes, ICANN will verify all applications for completeness. Within weeks of the close of the application submission period, ICANN will post the public portions of all applications considered complete and ready for evaluation.

#### How can I object to an application?

After the list of all TLD applications has been published on ICANN's website, there will be a period of time for third-parties to file a formal objection using pre-established dispute resolution procedures. Objections will be administered by independent Dispute Resolution Service Providers (DRSP), rather than by ICANN.

## What can I do if someone applies for a string that represents my brand or trademark?

You can file an objection with the DRSP selected to administer "legal rights" objections. Details about these procedures, such as who has standing, where and how objections are filed, and how much objections will cost can be found in Module 3 of the Applicant Guidebook and the related New gTLD Dispute Resolution Procedure.



# **Next Steps**

- Visit the http://icann.org/newgtlds to review
- The Applicant Guidebook
- The full set of FAQs
- Educational videos
- And more.



• Email us. newqtld@icann.orq





# New gTLDs are changing the Internet. Discover what they could spark in your organization.

## Who should learn more about new gTLDs?

- Advertising, marketing and branding professionals
- Investors
- Governments
- Non-profit organizations
- Trade associations
- Trademark owners
- Intellectual Property attorneys

### http://icann.org/newgtlds

About ICANN The Internet Corporation for Assigned Names and Numbers (ICANN) was formed in 1998 to coordinate the Internet's unique identifiers around the world. Without that coordination we wouldn't have one global Internet. It is a not-for-profit, public-benefit corporation with participants from all over the world dedicated to keeping the Internet secure, stable and interoperable. It promotes competition and develops policy on the Internet's unique identifiers. ICANN doesn't control content on the Internet. It cannot stop spam and it doesn't deal with access to the Internet. But through its coordination role of the Internet's naming system, it does have an important impact on the expansion and evolution of the Internet.