New gTLDs Program

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Agenda

- Internet - an evolving ecosystem
- Domain Name System
- New gTLDs Program overview
- What’s next?
Internet - an Evolving Ecosystem

- Arpanet (1969)
- E-mail (1972)
- Wireless Connectivity
- Search Engines
- Music/Images/Video
- Social Networking
- Blogs
- VoIP/TV
- Social Media, Aps, Mobile Internet and more (2000+)

ICANN
DNS – Snapshot of a Complex Ecosystem

ccTLD Registries

ICANN

gTLD Registries

Registrars

gTLDs + some ccTLDs

Resellers

Registrant
Your Internet Address

www.icann.org

- Second Level
- First Level or Top-Level

www.karla.icann.org

- Third Level
- Second Level
- First Level or Top-Level
gTLDs Versus ccTLDs

**gTLDs**
Generic Top-Level Domains

- Three or more letters
  - examples: .com .mobi .museum
- 21
- Registration policies vary
- ICANN Registrar systems
- Relationship with ICANN – Registry Agreement
- Varies in IDN and third level offers

**ccTLDs**
Country code Top-Level Domains

- Two letters
  - examples: .br .fr .eu
- 240 +
- Registration policies vary
- Might have different Registrar systems
- Different types of relationships with ICANN
- Varies in IDN and third level offers
### Internationalized Domains Names

- IDNs have existed as second/third levels since 2003
- We also need IDN TLDs
  - 北京.中国; [xn--1lq90i.xn--fiQs8S]
- IDNs introduced via Fast Track + New gTLDs

<table>
<thead>
<tr>
<th>Today</th>
<th>Future</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASCII domain names (a, b,...,z), (0,1,...,9), (-)</td>
<td>IDN second level</td>
</tr>
<tr>
<td>domainname.TLD</td>
<td>실례. TLD</td>
</tr>
<tr>
<td>icann.org</td>
<td>실례. 테스트</td>
</tr>
<tr>
<td>IDN second level</td>
<td>IDN TLDs</td>
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</tbody>
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*ICANN*
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.
ICANN’s Mission and New gTLDs

- 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”

- Core objective in founding ICANN; a requirement in each of ICANN + U.S. government agreements
  “Define and implement a predictable strategy for selecting new TLDs”

- Promote competition, consumer trust and consumer choice; address various issues
  (9.3 - Affirmation of Commitments)
What can we Potentially Expect?

- Internationalized Domain Names (IDN)
- Increase in creativity, innovation and 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 is it Important?

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

1. Application Period
   - Module 1

2. Initial Evaluation
   - Module 2

3. Transition to Delegation
   - Module 5

   - Extended Evaluation
     - Module 2

   - Objections and Dispute Resolution
     - Module 3

   - String Contention
     - Module 4
Important to Know - 1

- Applicant – entity from anywhere in the world
- Online application system; Program in English
- Specific deadlines – examples: application period, objections
- Criteria and requirements – technical, operational, financial, string and more
- Additional requirements – geographic and community applicants
- Evaluation fee US$185 + potential for others
- US$ 25K annual registry fee + transaction fee 0.20 USD
Important to Know - 2

- Evaluation done by panels of experts and ICANN

- Objections
  - Legal Rights
  - Community Representation
  - Morality & Public Order
  - String Confusion

- String Contention
  - Community priority evaluation
  - Auction

- This is a business commitment!
What has Been Done?

- Policy development – *Dec 2005 to Sep 2007*
- ICANN Board Policy approval – *Jun 2008*
- Publication of Draft Applicant Guidebook for public comments
  - November 2008 (version 1)  May 31 (Excerpts)
  - March 2009 (version 2)  October 4 (version 3)
- Publication of several reports and explanatory memos
- Focused work on overarching issues resolution
- Considering Expressions of Interest path
Overarching Issues

- Four main key concerns were identified based on public comments in November, 2008:
  - 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
What’s Next?

- Seeking resolution on Overarching Issues
- Operational readiness
- Potential Expressions of Interest
- Next version of Applicant Guidebook
- Staff continues to balance the desire to move ahead with the launch plans while addressing the Community raised concerns
Get Informed and Participate

- Attend Events
  - Live: Buenos Aires – November 27 2009
  - ICANN Meetings – Nairobi - March 7-12 2010
  - Webinars – coming soon!

- Participate in Public Forum

- Join Supporting Organizations

- New gTLD site: [http://www.icann.org/en/topics/new-gtld-program.htm](http://www.icann.org/en/topics/new-gtld-program.htm)

- Talk to ICANN Staff
THANK YOU

www.icann.org

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