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

1969
- Arpanet

1972
- E-mail

1991
- World Wide Web

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

2000+
- VoIP/TV
- Social Media, Aps, Mobile Internet and more

ICANN
DNS – Snapshot of a Complex Ecosystem

- ICANN
- gTLD Registries
- ccTLD Registries
- Registrars (gTLDs + some ccTLDs)
- Resellers
- Registrant
Your Internet Address

www.icann.org

www.karla.icann.org

First Level or Top-Level
Second Level
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 TLDs</td>
</tr>
<tr>
<td>domainname.TLD icann.org</td>
<td>실례.테스트</td>
</tr>
<tr>
<td>IDN second level</td>
<td>실례.TLD</td>
</tr>
</tbody>
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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)
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 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)
  - March 2009 (version 2)
  - May 31 (Excerpts)
  - October 4 (version 3)
- Publication of several reports and explanatory memos
- Focused work on overarching issues resolution
- Considering Expressions of Interest path
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
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’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
THANK YOU

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