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NCSG Issue Forum



Welcome!



Rafik Dammak (NCSG Chair)
Wisdom Donkor (NCUC Chair)
Juan Manuel Rojas (NPOC Chair)

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Intro to this edition

**NCUC Issue Forum @ ICANN81 and the difference
between ASP and the Next Round of New gTLDs**

And what are we talking about today?



Pedro Lana &
Kathy Kleiman

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ASP vs. AGB

Civil society, Indigenous peoples and Tribes face *two different applications*.

- 1) Applicant Support Program
- 2) Then New gTLD Applicant Guidebook – and 40+ pages of questions!

gTLD Applicant Guidebook

Version 2012-06-04



Preamble - New gTLD
Program Background

Module 1 - Introduction to
the gTLD Application Process

Module 2 - Evaluation
Procedures

Attachment to Module 2 -
Evaluation Questions and
Criteria

Module 3 - Objection
Procedures

Attachment to Module 3 -
New gTLD Dispute Resolution
Procedure

Module 4 - String Contention
Procedures

Module 5 - Transition to
Delegation

A New gTLD Registry has:

- Legal and Administrative duties
- Technical and Operational duties

All of which must be laid out clearly, accurately and persuasively in the New gTLD Application – which will be finalized shortly.

The new round will open in early 2026.

Today we will dive more deeply into both of these duties!

Update from the Applicant Support Program - who is applying and from what regions. What regions still need applicants?



Tuesday, 11 March 2025
Emmanuel Vitus, Policy Chair NPOC

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Region	In Draft	Initiated	Submitted
AF	2	1	0
APAC	5	3	1
EU	0	1	0
LAC	1	0	0
NA	4	5	0
Pending	8	0	0
Total	20	10	1

Exploring the Public Portions of New gTLD Applications (2012 Round) & Applicant Responses

Namra Naseer & Frank Anati

gTLD Applicant Guidebook

Version 2012-06-04



Overview of the New gTLD Program (2012)

- **Purpose:** Expand the DNS namespace, foster competition, and enable innovation (ICANN's 2012 Applicant Guidebook).
- **Evaluation phases:** String reviews, technical/financial assessments, objection periods.
- **Types of gTLDs**
 - Brand (e.g., .bmw, .abbot, .google): Exclusive to corporate entities.
 - Open (e.g., .actor, .horse, .love): No restrictions.
 - Community (e.g., .music, .eco): Serve specific groups with eligibility rules.

Stages of Processing (2012 Round)

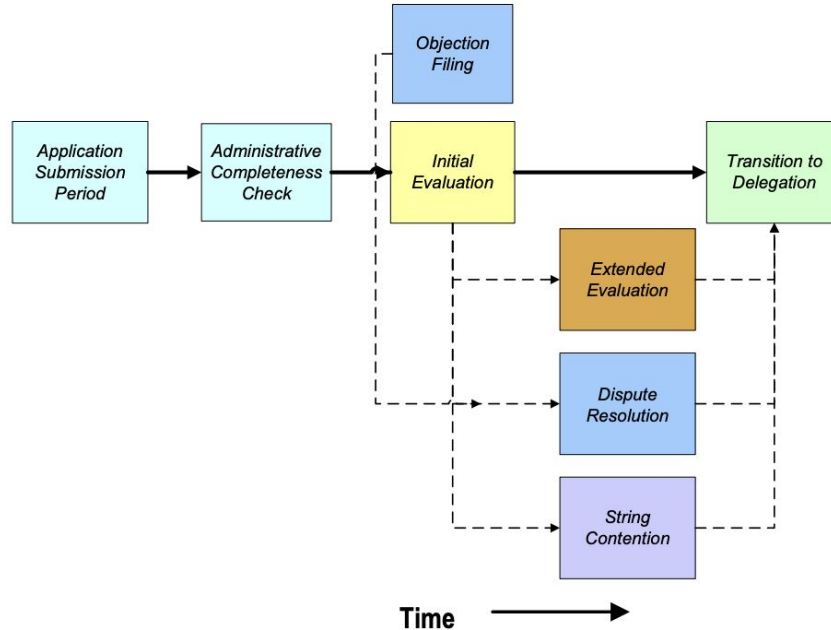


Figure 1-1 – Once submitted to ICANN, applications will pass through multiple stages of processing.

Application Requirements

Eligibility

- Legal entities only (no individuals).
- Background checks for criminal/cybersquatting history.

Fees

- \$185,000 evaluation fee at the time (non-refundable if rejected).

Key Documents

- Proof of legal establishment, financial statements, community endorsements (if applicable).

Evaluation Criteria

- Technical/operational capability, financial stability, DNS security, and string uniqueness.

What Does a New gTLD Application Include?

Private Sections (Not Publicly Available)

- Technical & Security Plans (DNS infrastructure, cybersecurity, uptime commitments)
- Financial & Business Model (Revenue projections, funding sources, sustainability)
- Registry Operations (Backend service providers, compliance policies)

Public Sections (What We Will Share Today)

- Applied-for gTLD String (e.g., .MUSIC, .LOVE, .BMW)
- *Mission & Purpose* (Section 18) (Why does this gTLD exist? How does it benefit users?)
- Registration Policies (Who can register? Open vs. restricted vs. brand-only)
- Community & Geographic Considerations (If applicable, is it backed by an industry group or government?)

Why It Matters?

Defines the gTLD's intent and safeguards against abuse.

Mission/Purpose

18(a). Describe the mission/purpose of your proposed gTLD.

18(b). How do you expect that your proposed gTLD will benefit registrants, Internet users, and others?

- i) What is the goal of your proposed gTLD in terms of areas of specialty, service levels, or reputation?
- ii) What do you anticipate your proposed gTLD will add to the current space, in terms of competition, differentiation, or innovation?
- iii) What goals does your proposed gTLD have in terms of user experience?
- iv. Provide a complete description of the applicant's intended registration policies in support of the goals listed above.
- v. Will the TLD impose measures for protecting privacy of confidential information of registrants or users? If so, describe.
- vi. Describe whether and in what ways outreach and communications will achieve your projected benefits.

Mission/Purpose

18(c). What operating rules will you adopt to eliminate or minimize social costs?

- i) How will multiple applications for a particular domain name be resolved, for example, by auction or on a first-come/first-serve basis?
- ii) Explain any cost benefits for registrants you intend to implement (e.g., advantageous pricing, introductory discounts, bulk registration discounts).
- iii) Do you intend to make contractual commitments to registrants regarding the magnitude of price escalation?

Brand gTLD Example – .BMW

Application ID: 1-938-21301

String: BMW ([download public portion of application](#))

Applicant: Bayerische Motoren Werke Aktiengesellschaft

Prioritization Number: 382

Address: Petuelring 130 Munich - 80809 DE

Web Site: <http://www.bmwgroup.com>

Primary Contact: Jannik Skou

Phone Number: +45 2227 5696

Email: bmw@thomsentrampedach.com

Proof of Legal Establishment

8(a). Legal form of the Applicant

Aktiengesellschaft (Stock corporation)

8(b). State the specific national or other jurisdiction that defines the type of entity identified in 8(a).

Germany / German Law

8(c). Attach evidence of the applicant's establishment.

Attachments are not displayed on this form.

9(a). If applying company is publicly traded, provide the exchange and symbol.

Frankfurt_Stock_Exchange;BMW

9(b). If the applying entity is a subsidiary, provide the parent company.

9(c). If the applying entity is a joint venture, list all joint venture partners.

Brand gTLD Example – .BMW

18(a) Mission & Purpose

Establish .BMW as a secure and controlled digital space for BMW's dealers, partners, and customers.

BMW will operate .BMW as a single-registrant TLD (i.e., BMW retains full control over all domain registrations).

18(b) Expected Benefits

BMW's .BMW gTLD aims to create a trusted, secure, and user-friendly online space for customers, dealers, and affiliates by providing official, BMW-controlled domains for product information, services, and brand engagement.

18(c) Operating Rules

BMW's single-registrant model ensures a secure, brand-controlled environment for users, eliminates third-party domain conflicts, and minimizes risks associated with fraud and misuse.

Open gTLD Example – .ACTOR

Application ID: 1-1255-99377

String: ACTOR ([download public portion of application](#))

Applicant: United TLD Holdco Ltd.

Prioritization Number: 1677

Address: Ugland House South Church Street George Town - KY1-1104 KY

Web Site: <http://unitedtld.com>

Primary Contact: Crystal Ondo

Phone Number: +1.425.919.3563

Email: crystal.ondo@donuts.email

The desired reputation of .actor is that of an **open** namespace where everyone is welcome and specialized products and services that connect with their audience. For example, user reviews. Merchants might market specialized products and services, such as acting performances and casting calls.

As the registry of an **open** namespace like .actor, United TLD believes that the role is to facilitate the broadest levels of participation, expeditiously operate within the namespace, and responsiveness to registrants and registrars. When the registry does these things well,

Open gTLD Example – .ACTOR

18(a) Mission & Purpose

- The .ACTOR gTLD provides an open and accessible online space for actors, theaters, and industry professionals, fostering visibility, networking, and brand security.

18(b) Expected Benefits

- Open registration—anyone can register a .ACTOR domain.
- Specialized & recognizable domain for performers and industry players.
- Competitive & innovative alternative to generic TLDs.

18(c) Operating Rules

- Trademark holders get priority; conflicts resolved via auctions.
- Discounted multi-year & bulk registrations available.

Community gTLD Example – .MUSIC

Application ID: 1-1115-14110

String: MUSIC ([download public portion of application](#))

Applicant: DotMusic Limited

Prioritization Number: 448

Address: 19 Mesolongiou Street Lemesos - 3032 CY

Web Site: <http://music.us>

Primary Contact: Constantinos Roussos

Phone Number: +1 310 985 8661

Email: costa@music.us

19. Is the application for a community-based TLD?

Yes

20A. Provide the name and full description of the community that the applicant is committing to serve. scored based on the community identified in response to this question. The name of the community do based.

The name of the community served is the "Music Community" ("Community"). The parentheses beld Extension; Nexus; Uniqueness; Eligibility; Name Selection; Content and Use; Enforcement; Suppo DotMusic will use clear, organized, consistent and interrelated criteria to demonstrate Commu membership criteria "aligned with the community-based Purpose" and mitigate anti-trust and cor

Community gTLD Example – .MUSIC

18(a) Mission & Purpose

- The .MUSIC gTLD aims to create a trusted, safe online space for the global music community, supporting artists, industry professionals, and organizations while protecting intellectual property, promoting music education, and fostering legal music distribution.

18(b) Expected Benefits

- Exclusive to the music community with strict validation to prevent misuse.
- Enhances trust & visibility for artists and industry professionals.
- Supports innovation, offering Premium Channels & a potential Song Registry.

18(c) Operating Rules

- Structured domain allocation: Sunrise period for trademark holders, Community-based registration system.
- Competitive pricing with potential bulk & multi-year discounts.

Updates on non-financial assistance for the new gTLD applicants who are ASP grantees



Tuesday, 11 March 2025
Bolutife Adisa

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NCSG role in advocating for non-financial assistance within the ASP

ICANN's Non-financial ASP Support

01

An ASP training program.

xx

02

Access to pro bono (volunteer) service providers* that have agreed to volunteer their services to supported applicants

03

Access to Applicant Counselors to help answer questions about the gTLD application process and provide guidance on where to find available resources

04

Resources and information for potential applicants to better understand the New gTLD Program, what it means to operate a gTLD, and how to participate in ICANN's community

05

A 75-85% reduction in New gTLD Program evaluation fees for supported applicants

06

Reduced base Registry Operator fees, should the supported applicant prevail in the gTLD program evaluation and proceed to contracting and delegation.

07

A bid credit applied to supported applicants participating in contention resolution procedures established in the New gTLD Program: Next Round Applicant Guidebook, which could occur if two or more applications are placed in contention sets. The type of support will be determined as part of the implementation of SubPro Final Report Topic 35 (see pp. 173-182). Further detail around this will be included in the New gTLD Program: Next Round Applicant Guidebook.



(An update from ICANN Staff)

Kristy Buckley

Outreach & Digital Inclusion
Director

Introduction to Registry Services Provider (or Back-end Service)

Gbééré Achille Eye, Board Member @ ISOC Benin Chapter

Definitions of a Registry Service Provider

- Also known as “Back-end” provider
- Provides one or more of technical services for the operation of a gTLD
- **Technical entity** acting as a third party by offering **technical management** of a gTLD to a **registry operator**
- Different types of technical services - 4 types of Registry Service Providers



Registry Service Provider # Registry Operator

Registry Operator

- Legal ownership/management
- Responsible for the gTLD

Eg: ARCEP (Regulation Authority) is the legal manager of .bj ccTLD

Registry Service Provider

- Technical entity / third party
- Technical management of gTLD
- Infrastructure for running a gTLD

Eg: JENY SAS is the technical manager of the .bj ccTLD



Let's dive more deeply.

Registry Operators:

- Sign the contract with ICANN, thus holding legal and contractual responsibilities for the gTLD with ICANN and the Internet Community.
- Market the gTLD,
- Administer the gTLD,
- Set the cost of domain names in the gTLD,
- Sign contracts with ICANN-Accredited Registrars to offer domain names,
- Pay fees to ICANN as a Registry, and
- Set the DNS Abuse policies (and more!)

Registry Operators also have deep technical and operational duties:

As we discussed briefly in Istanbul, at the Technical Level:

"The role of the registry operator within the Internet ecosystem is to keep the master database of all domain names registered in each top-level domain (TLD) and generate the "zone file" that allows computers to route Internet traffic to and from TLDs anywhere in the world."

<https://www.icann.org/resources/pages/registries/registries-en>

(TLD Registries map Domain Names to IP address in a secure and stable way)

**That is hard so some gTLD Registries
turn to friends to help them with the
technical and operational work
(while still maintaining their role as legal
and policy head of the gTLD).**

And ICANN is
making this
process
easier

Registry Service Provider Evaluation Program Handbook

This document describes the Registry Service Provider (RSP) Evaluation Program, how users will provide information within the application system, and how the data will be reviewed, evaluated, and published.

October 2024
Version 1.2.1



ICANN:

- Provides testing and evaluation to ensure the back-end Registry Service Provider meets certain technical and operational requirements to provide technical services to Registries.
- Is engaged in this evaluation *now*.
- If the organization “passes” the evaluation, then ICANN will include it on a **published list** for all to see.

If you are applying for a New gTLD, you can choose an RSP from this list and include them in your New gTLD application -- but you must make your own contract with the RSP and financial arrangements.

Thank you to two senior RSPs
for joining us today
(both seeking to ICANN-evaluated RSPs)



RSPs services by RSPs:

What to look when searching for an RSP to apply for a new gTLD

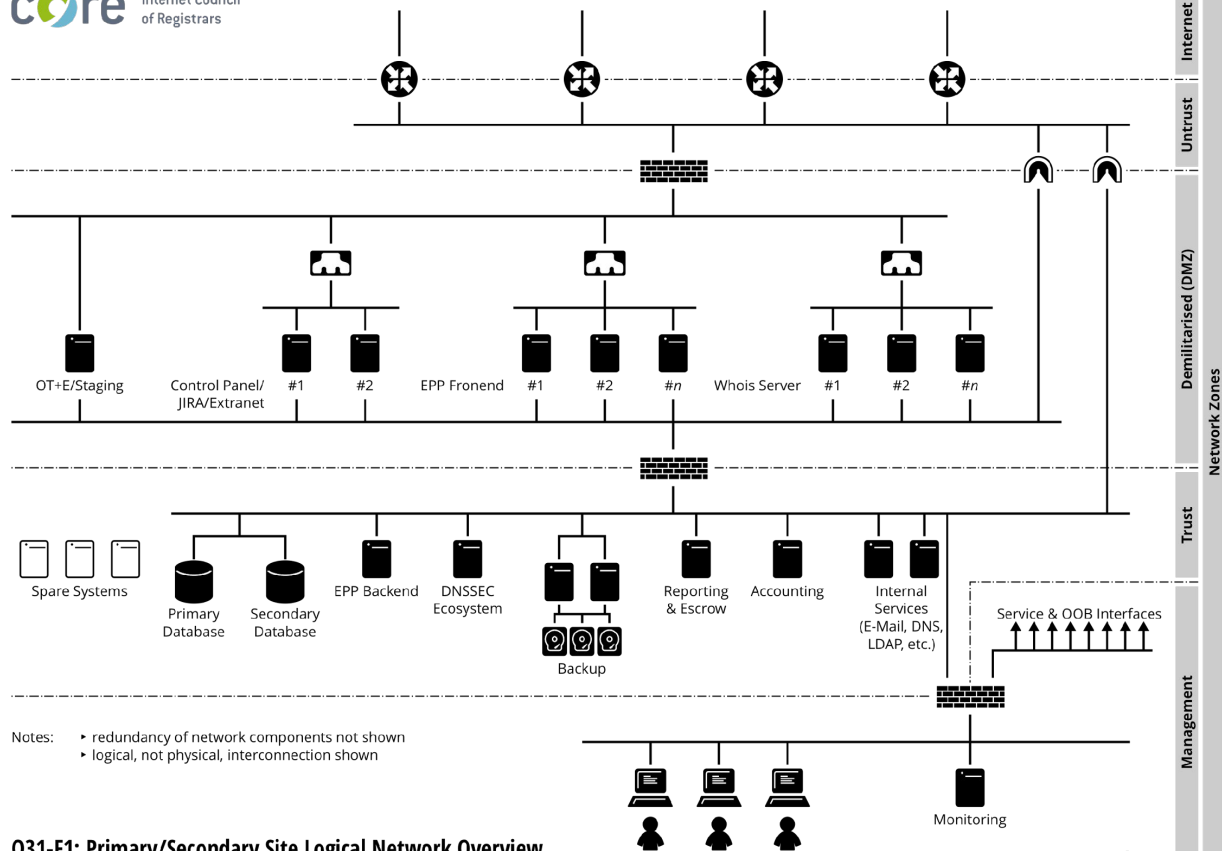
Amadeu Abril (CORE)

Kroopa Shah (Identity Digital)



RSP: Critical technical services, and beyond

Amadeu Abril i Abril
CORE Association



Q31-F1: Primary/Secondary Site Logical Network Overview

VS

It must work
It must be ICANN-compliant

RSP: What else?

- Price
- What is (not) included in base price
- Flexibility
- Accounting
- Support, in many flavours
- ...and then, some additional support

What no RSP can provide

- Decision making
- Oversight
- Relations with your community (for community-based TLDs)

Thanks

<https://corenic.org>

amadeu.abril@corenic.org

Registry Services Provider (RSP)

Identity Digital By the Numbers

28.8M

Total Domains
Under Management

#1

Registry Services Provider

270+

Top-Level Domains

25

Languages

80+ countries

DNS Operations

250

Full-Time Employees

20+ years

Industry Experience

96% Fortune 50

Use Identity Digital TLDs

World Record

Largest Registry Transition

Registry Services Provider

RSPs are critical for the safe and secure operation of the internet.

- Technical infrastructure, master database of names
- 24x7 global support
- 100% DNS uptime, DNSSEC support
- Enable registrars to register and manage domain names
- Anti-abuse mitigation

Identity Digital Global DNS Locations



Operating an RSP

Operating an RSP is complex and requires specialized expertise, significant resources and time.

- Technical complexity and increased costs
- ICANN compliance risks
- Operational instability

Selecting an RSP

Migrating back end services can be difficult and cause service outages, which can have a detrimental impact on business. Choosing the right RSP is important for the reputation and health of your brand/business.

- Experience in launching and supporting brand TLDs
- Check the provider's references
- Ask for a record of technical compliance with SLAs
- Prioritize DNS uptime for your TLD

kshah@identity.digital



Q&A to the RSPs



Open discussion - overall Q&A and comments



And that's a wrap - thanks!

