

New gTLD Basics

Karla Valente

June 22, 2010



What are gTLDs?

- Generic Top-Level Domains
 - Sponsored TLDs
- End of your Internet Address

www.icann.org

- Some have specific purpose, registration requirements
- Different from country code top-level domains (ccTLDs)
- Different terminology used: gTLDs, TLD strings, TLD label...

Brief gTLD Historical Background

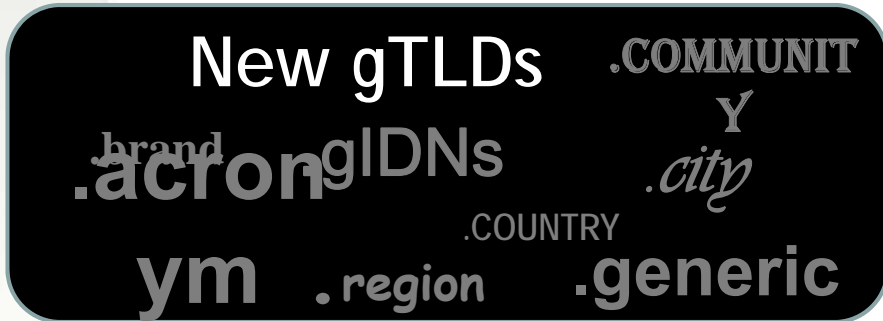
- There are presently **21** gTLDs in the root zone
- There were eight that predate ICANN:
.com .edu .gov .int .mil .net .org .arpa
- Seven were added in a round starting in 2000:
.aero .biz .coop .info .museum .name .pro
- Six were added in a round starting in 2004:
.asia .cat .jobs .mobi .tel .travel (*soon to be added - .post*)
- Experience in past rounds has been factored into current new gTLD planning

ROOT



- 21 gTLDs
- 3+ characters
- ICANN agreement
- Registrar system
- UDRP

- 250 + ccTLDs
- 2 characters
- Various legal arrangements with ICANN
- Different systems
- UDRP + other systems



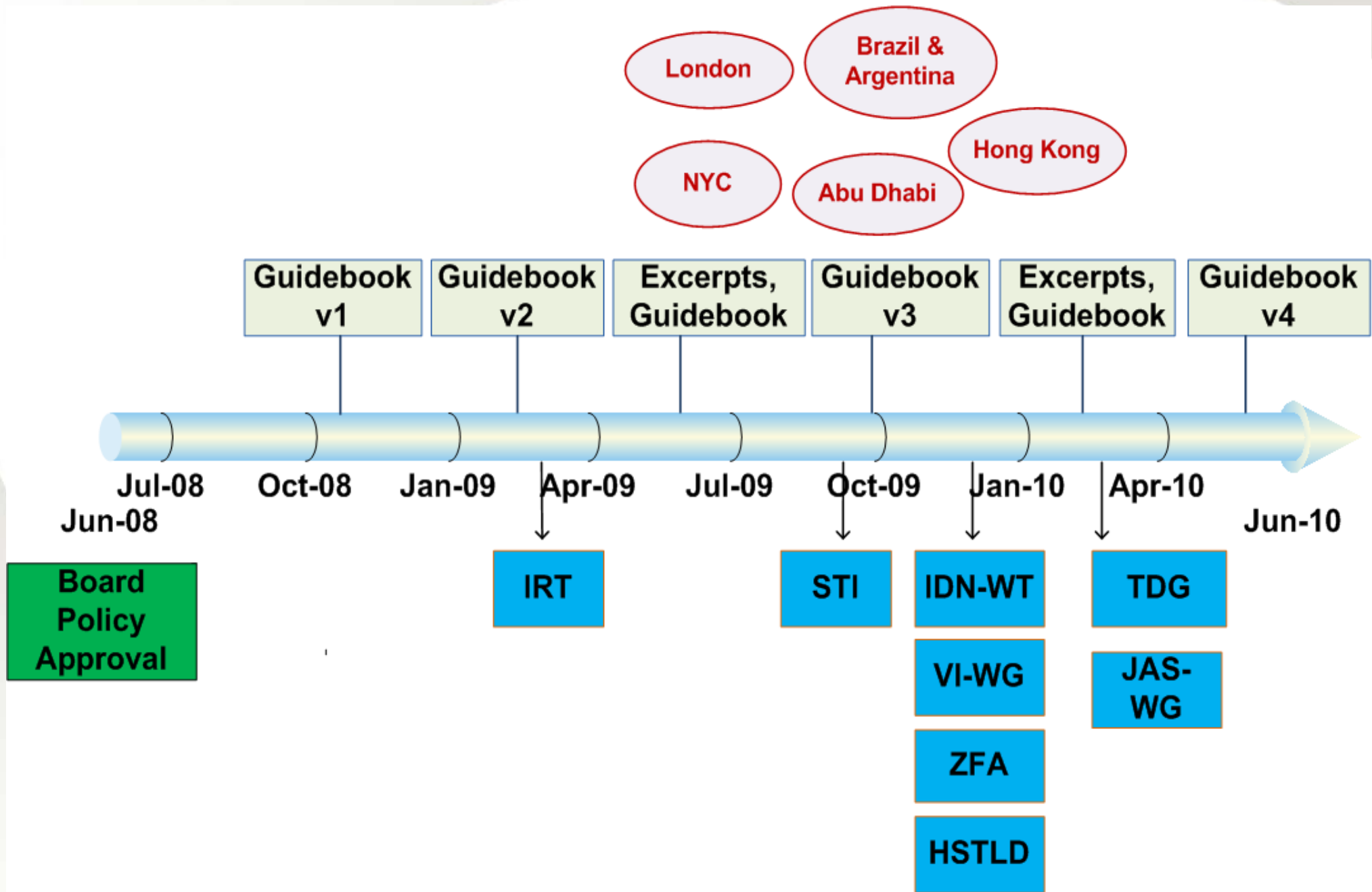
ICANN's Mission and New gTLDs

- 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)

Policy & Program Development

- Policy development by Generic Names Supporting organization (GNSO) - *Dec 2005 to Sep 2007*
- ICANN Board Policy approval - *Jun 2008*
- On-going program development
- On-going development steps shared with the community
- On-going and critical community cooperation

Global Community Collaboration



What can we Potentially Expect?

- 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
- Internationalized Domain Names (IDN)
- Need for user education
- Future rounds

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
- Potential changes on your brand management practices
- 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

Being Part of the DNS Industry

- It is a business commitment
- Future Registries will be part of a complex ecosystem
 - registries, registrars, registrants, resellers, ICANN and the DNS industry, ISPs...
- Applicants expected to follow all steps outlined in Applicant Guidebook
 - How, when, what, where, how much...
- Expectations and planning
 - Timelines, costs, level of control

Complex & Comprehensive Process

- Specific requirements, timelines and processes outlined on Applicant Guidebook
- Evaluation panels
 - String similarity; DNS stability; Geographic names; Technical evaluation; Financial evaluation; Registry services technical evaluation
- Objection process
 - String confusion - **ICDR**
 - Legal rights - **WIPO**
 - Morality & public order & Community - **ICC**
- String Contention
 - Community priority; Auction

The Applicant

- Not for individuals!
- Applicants can be from any global established entity
- Applicants expected to comply with administrative, financial and technical requirements for application
- Successful applicants (future registries) expected to follow:
 - Specific Industry technical & legal standards
 - On-going contractual relationships (ICANN, registrars)
 - On-going financial commitment

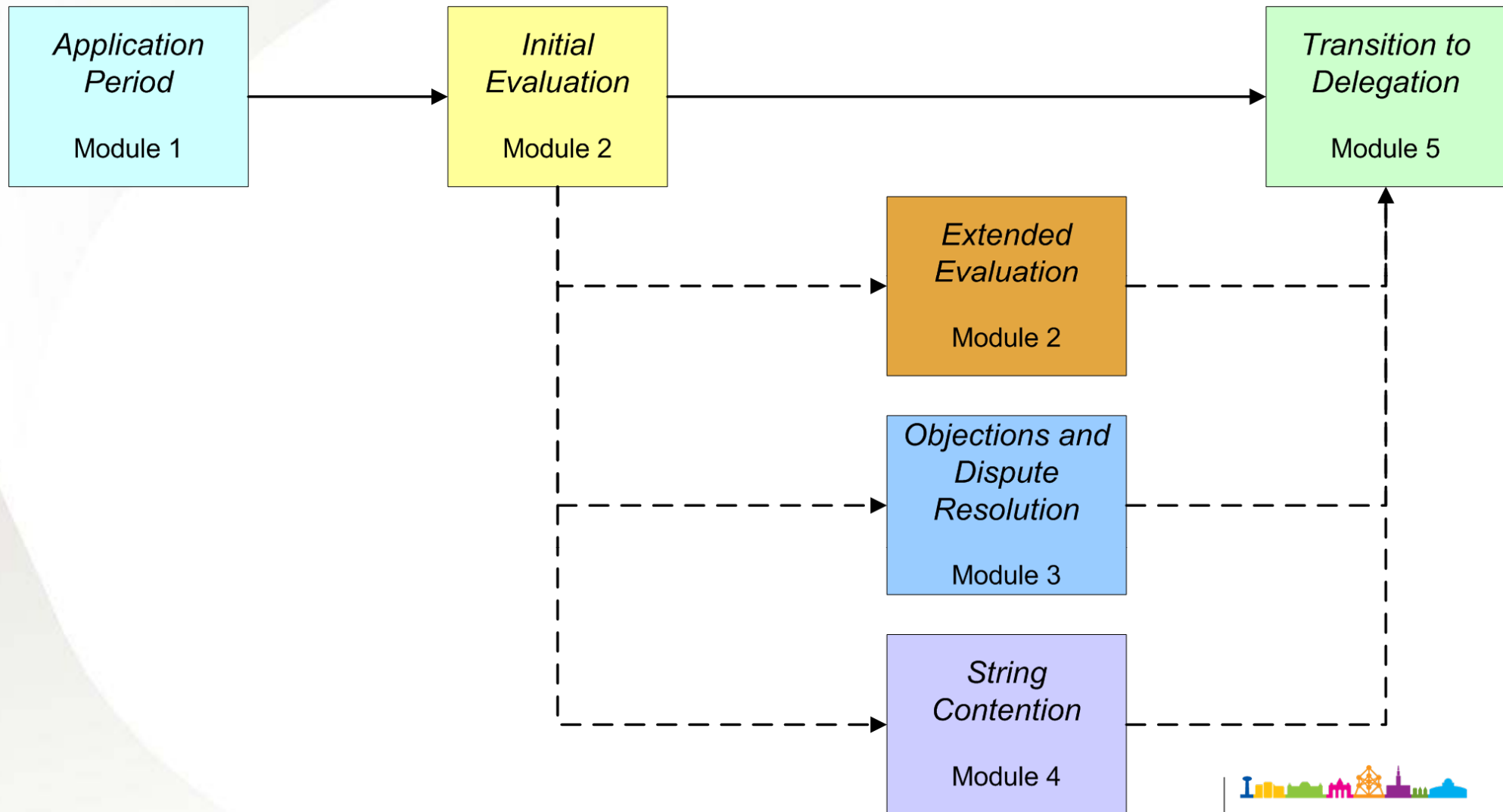
The TLD String

- The Top-Level Domain can be a ASCII or IDN
 - Specific requirements for all labels, particularly IDNs
- Watch for reserved names
- gTLD strings and applications treated individually
- Specific process if more than one TLD string is the same or similar
- *Geographic names* - some government support
- *Community-based* - operated for the benefit of a clearly defined community; written endorsement

The Submission Process & Fees

- English based program
- TLD Application System (TAS)
- Web-based, secure system to collect information and documentation
- Customer Support
- Request of slots - unique user ID for each slot
- US\$5,000 deposit - credited against the evaluation fee (US\$185,000)
 - Refunds apply in certain cases
 - **Other fees may apply!!**

The Evaluation Process at a Glance



What's Next?

- Finalize addressing remaining issues
- Finalize and publish **Final Applicant Guidebook**, but staff is watching comments and developments
 - Important to get it right!
- Finalize **operational readiness**
- Implementing a Global Communications Campaign
 - Notification of final guidebook, application period & other specific dates

Sessions in Brussels

Date/Time/Place	Session
Wednesday 14-15:30 <i>Gold</i>	IDN: Variants & ccTLD Fast Track
Wednesday 14-15:30 <i>Gold</i>	Reducing Barriers to New gTLD Creation in Developing Regions
Wednesday 16-17:30 <i>Silver</i>	Brand Management in the Age of New gTLDs

Where to Find More Information

- ICANN website - New gTLD Program web-pages
- Twitter
- Write to newgtld@icann.org
- Webinars - E-Learning page
- ICANN Meetings

Thank you

Questions

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