

ccTLD Market & State Regulation

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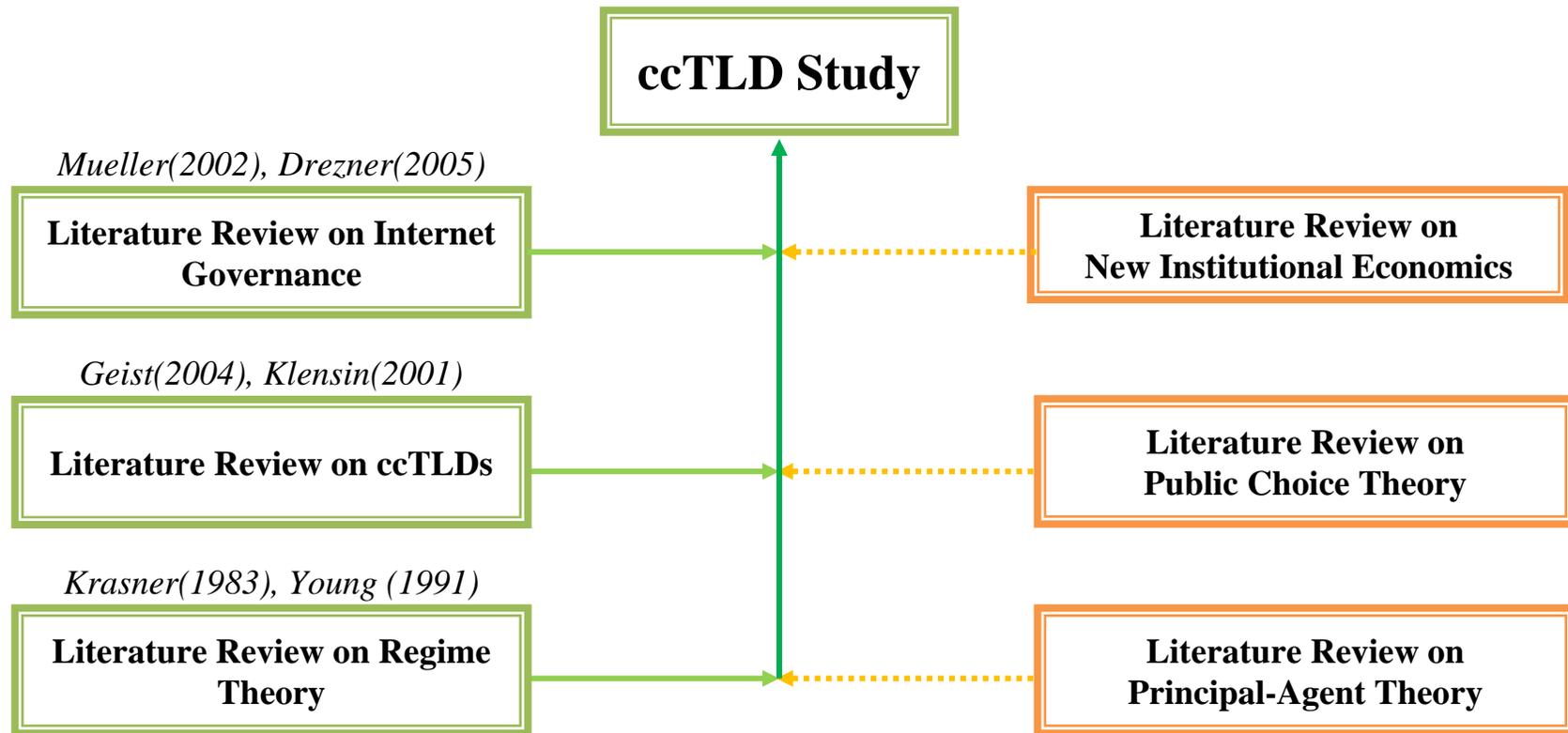
Background

- ccTLD as Evolving Institution
 - Created in 1985 by Jon Postel (24 years)
 - Three ccTLDs in 1985
 - .US (February)
 - .GB,.UK (July)
 - 251 ccTLDs in 2008
- ICANN as Evolving Regime
 - Created in 1998 by Department of Commerce (10 years)
 - Non-state actor oriented regime

ccTLDs as Research Agenda

- Market Orientation of ccTLDs
 - Global Market ccTLDs
 - China .CN, Germany .DE, United Kingdom .UK...
 - National Market ccTLDs
 - Australia .AU, Korea .KR, United States .US...
- State Control of ccTLDs
 - More State Controlled ccTLDs
 - Denmark .DK, Finland .FI, Ireland .IE
 - Less State Controlled ccTLDs
 - Austria .AT, New Zealand .NZ, Turkey .TR

Literature Review



Definitions

- **Regime**
 - *Krasner 1983*
 - Sets of implicit or explicit **principles, norms, rules, and decision-making procedures** around which **actors'** expectations converge in **a given area of international relations**
- **Internet Governance**
 - *Working Group on Internet Governance 2004*
 - The development and application by **governments, the private sector and civil society**, in their respective roles, of shared **principles, norms, rules, decision-making procedures, and programmes** that shape the **evolution and use of the Internet**

Theoretical Framework

- Regime Effects (Young)
 - Compliance to the norms created by the regime
- Actors
 - ccTLD registries at ccTLD/ccNSO/ICANN
 - Government Representatives at the GAC/ICANN
- Norms Associated with ICANN Regime
 - More Global Market Orientation
 - Less State (Government) Control

Research Question & Hypotheses

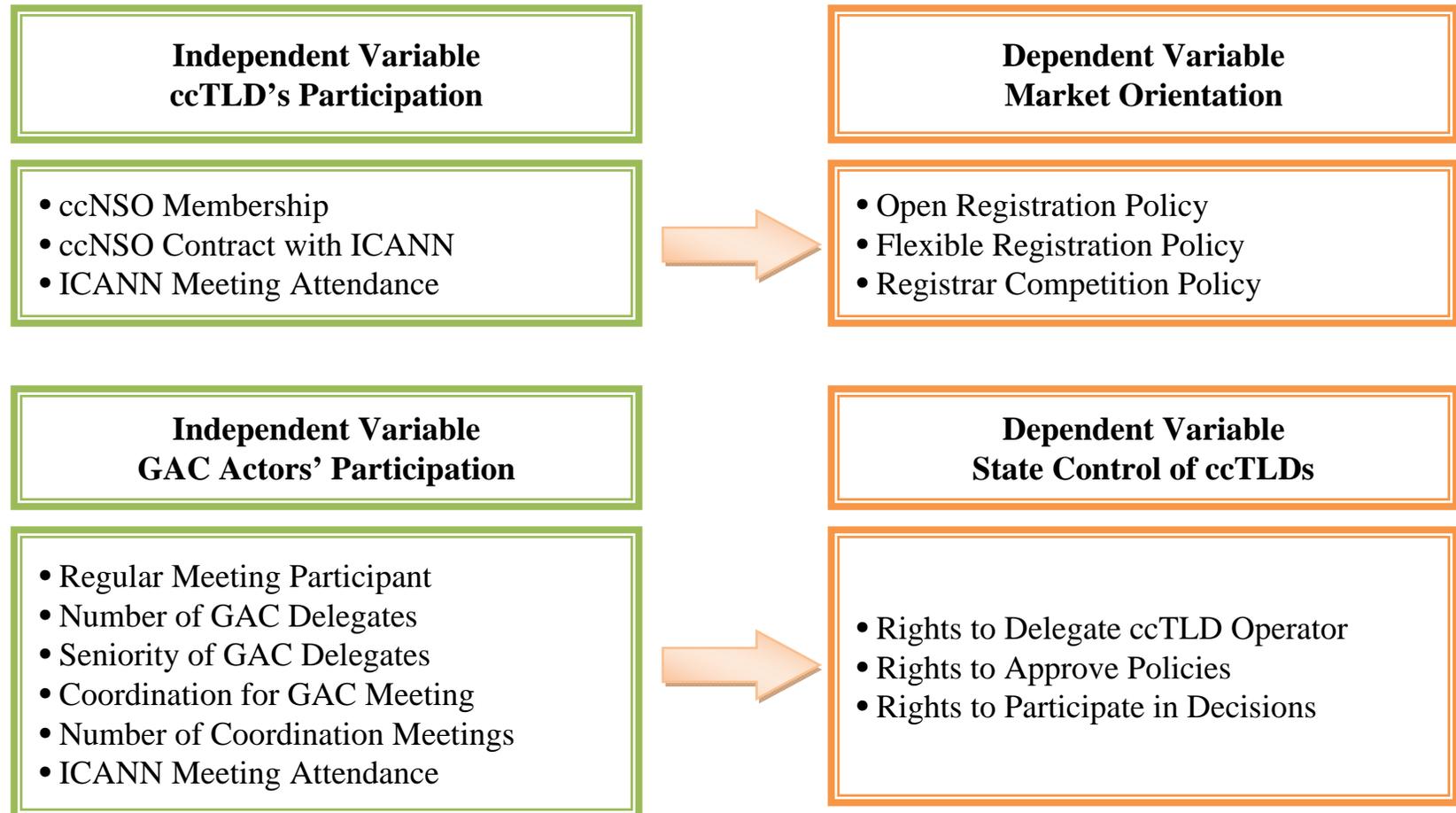
- **Research Questions**

- RQ1: Is there a correlation between ccTLD registries' ICANN participation (ccTLD/ccNSO) and global market orientation of ccTLDs?
- RQ2: Is there a correlation between Governments' participation (GAC) and less state control?

- **Hypotheses**

- H1: Actively participating actors of ccTLD/ICANN regime would comply to “global market orientation” of ccTLDs.
- H2: Regularly participating actors of GAC/ICANN regime would comply to “less state control” of ccTLDs.

Operationalization



Data Collection

- 35 ccTLD Actors and 35 GAC Actors
 - 30 ccTLDs from OECD member states and EU
 - 4 ccTLDs from Brazil, Russia, India and China (BRIC)
 - 35 ccTLDs cover more than 90 % ccTLD registration
- Data Collection
 - Interview Data during ICANN meetings
 - Lisbon ICANN meeting (March, 2007)
 - LA ICANN meeting (October, 2007)
 - Publicly Available Data
 - Participant Observation

Global Market ccTLDs

.AT .BE .CH .CN .CZ .DE .DK .ES .EU
.FR .GR .IN .IT .LU .MX .NL .NZ .PL
.PT .RU .SE .TR .UK

- *Twenty Three* ccTLDs out of 35 are Global Market ccTLDs
- *Five* ccTLDs out of 23 served Global Market before ICANN was set up and actively participate in ICANN later.
- *Fourteen* ccTLDs out of 23 evolved into Global Market after active ICANN participation
- *Three* ccTLD out of 23 evolved into Global Market after passive ICANN participation

National Market ccTLDs

.AU .BR .CA .FI .HU .IE .IS .JP .KR
.NO .SK .US

- *Twelve* ccTLDs out of 35 are National Market ccTLDs
- *Seven* ccTLDs out of 12 remained National Market after active ICANN participation
- *Five* ccTLDs out of 12 remained National Market under passive ICANN participation

More State Controlled ccTLDs

.AU .BR .CH .CN .DK .ES .EU .FI .FR
.GR .IE .IN .JP .KR .NO .SK .US

- *Seventeen ccTLDs* out of 35 are ccTLDs with More State
- *Thirteen ccTLDs* out of 17 became ccTLDs with More State after active ICANN participation.
- *Four* ccTLDs out of 17 once actively participated in ICANN before ccTLD institutionalization in their countries.
- After the institutionalization, the four governments (.ES, .IE, .GR, .SK) stopped attending the GAC/ICANN as of today.

Less State Controlled ccTLDs

.AT .BE .CA .CZ .DE .HU .IS .IT .LU
.MX .NL .NZ .PL .PT .RU .SE .TR .U
K

- *Eighteen ccTLDs* out of 35 are ccTLDs with Less State
- *Nine* ccTLDs out of 18 remained ccTLDs with Less State after active ICANN participation.
- *Nine* ccTLDs out of 18 remained ccTLDs with Less State under passive ICANN participation. Only one gov't out of the eight shows its previous involvement with GAC/ICANN.

Findings from Market Orientation

- ccNSO Participation leads to strong conformance with the norm of global market orientation
- Non-State Actor Regime Leaders
 - Norm Diffusion: Globalizing the Market
 - Austria, Denmark, New Zealand, Poland, Switzerland, UK
 - Norm Stabilization: Competition
 - Germany, United Kingdom, China
- ccTLD Actors' Compliance and Noncompliance
 - Compliance: Global Liberalization
 - Noncompliance: National Sovereignty

Findings from State Control

- GAC Participation is weakly correlated with the norm of less state control
- State Actor Regime Leaders
 - Promote the norm of less state control to regime members
 - US, EU, Australia's more state control to their own ccTLDs
- GAC Actors' Compliance and Noncompliance
 - Compliance: Multi-Stakeholder ccTLD Administration Model
 - UK and NZ
 - Noncompliance A: Tender Process
 - Australia, Denmark, European Union, France, India, United States
 - Noncompliance B: Bilateral Agreements
 - Brazil, Canada, Finland, Korea, Norway, Slovakia, Switzerland

Four ccTLD Types

ccTLD Actors	State Actors	
	Regular GAC Participation	Irregular GAC Participation
Active ccNSO Participation	Global Market and Less State (15)	Global Market and More State (8)
Passive ccNSO Participation	National Market and Less State (3)	National Market and More State (9)

Limitations of ccTLD Study

- ccTLDs of Developing Countries
 - Even though BRIC is presented as a set of developing countries in my study, BRIC does not represent the nature of ccTLDs in developing countries.
 - Most ccTLDs in developing countries in Africa, Asia and Latin America are state-oriented.
- ccTLDs of Small Island Territories
- IDN ccTLDs

ccTLD Market

- More Globalized Market in the future?
- More Competition with gTLDs?
- ASCII ccTLDs and IDN ccTLDs
 - www.Samsung.KR 삼성.한국
- ASCII ccTLDs and IDN ccTLDs and IDN gTLDs
 - www.Samsung.KR 삼성.한국 삼성.컴

ccTLD State Regulation

- With ccTLD Diplomacy
 - Self-regulation
 - Global market orientation
 - Many CENTR members
- Without ccTLD Diplomacy
 - Co-regulation
 - National market orientation
 - Many APTLD members

ccTLD Dilemma

- Market: Global vs National
 - More Competition with gTLDs
 - New gTLDs, IDN ccTLDs and IDN gTLDs
 - .Berlin, .Paris, .NYC, etc
 - .서울, .東京
- State Regulation: Public vs Private
 - More attentions from States to ccTLD Regulation

Thank you!

Comments and suggestions!