New gTLD Program: Overarching Issues
Agenda

• Introduction

• Discussion topics
  1. Economic Studies
  2. Root Zone Scaling
  3. Trademark Protection
  4. Mitigating Malicious Conduct
Overarching Issues

- **Root Scaling**: Is there an impact to the root server system with an expanded number of gTLDs?
- **Economic Studies**: What are the benefits and costs associated with the introduction of new gTLDs?
- **Trademark Protection**: How to address the legitimate concerns of trademark owners (top and second levels)?
- **Malicious Conduct**: How to ensure that new gTLDs don’t act as an amplifier for malicious behavior on the Internet?
Overall Approach

• Seek consultation from those who commented on these issues

• Seek expert assistance to address issues
  o Partner with ICANN community experts
  o Commission other third party experts

• Publish relevant studies and reports

• Share and actively discuss resolution and proposed implementation approaches
Overarching Issues - Path Forward

- Implement current proposed solutions
- **Measuring impact;** monitor effectiveness
- Continual improvement
Measuring Impact

<table>
<thead>
<tr>
<th>Policy</th>
<th>Affirmation of Commitments</th>
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<tbody>
<tr>
<td>• Introduction of New gTLDs timely, orderly &amp; predictable</td>
<td>• Promote competition</td>
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<td>• Competition in the provision of Registry services</td>
<td>• Consumer trust</td>
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<td>• Additional consumer choice</td>
<td>• Consumer choice</td>
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<td>• Market differentiation</td>
<td>• Effectiveness of:</td>
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<td>• Geographical and service-provider diversity</td>
<td>(a) the application and evaluation process</td>
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<td>(b) safeguards put in place to mitigate issues involved in the introduction or expansion</td>
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Root Impact - Solution Crafting

• Critical Collaborators
  ✓ RSSAC;
  ✓ SSAC;
  ✓ RSST

• Key Documents Published
  ✓ “L” Root Server Scaling Report
  ✓ Delegation Rate Scenarios
  ✓ Summary Impact of Root Zone Scaling
Root Impact - Status

• IDN delegations, IPv6 deployment, and DNSSEC signed zones have occurred

• Studies did not identify significant issues with rate-limited addition of New gTLDs

• Annual delegation rate will not exceed 1,000 per year, no matter how many applications are received
Root Scaling – Discussion

Any Questions?
Economic Studies

• Critical collaborators:
  ✓ Compass Lexecon
  ✓ Dennis Carlton
  ✓ Greg Rosston, Michael Katz
  ✓ CRAI
  ✓ Independents (Gandi, OECD)

• Key documents discuss:
  ✓ Benefits and costs of new gTLDs
  ✓ Price caps
  ✓ Vertical Separation
Studies Done (ICANN & Independent)

- Economic Considerations in the Expansion of Generic Top-Level Domain Names, Phase II Report: Case Studies (*Rosston, Katz, Sullivan, Dec 10*)
- An Economic Framework for the Analysis of the Expansion of Generic Top-Level Domain Names (*Rosston, Katz, Sullivan, Jun 10*)
- Report Of Dennis Carlton Regarding ICANN’s Proposed Mechanism for Introducing New gTLDs (*Carlton, Jun 09*)
- Comments on Michael Kende's Assessment of Preliminary Reports on Competition and Pricing (*Carlton, Jun 09*)
- Preliminary Report of Dennis Carlton Regarding Impact of New gTLDs on Consumer Welfare (*Carlton, Mar 09*)
- Preliminary Analysis of Dennis Carlton Regarding Price Caps for New gTLD Internet Registries (*Carlton, Mar 09*)
- Revisiting Vertical Separation of Registries and Registrars” (*CRAI, Oct 08*)
- “Libralisation of the Internet” (*Gandi, Jun 09*)
- Generic Top Level Domain Names: Market Development and Allocation Issues” (*OECD, Jul 04*)
Economic Study – Discussion

• Is it possible that there be a study defining costs and benefits with accuracy and specificity?

• Is there specific change or improvement you recommend to the current approach?

• What impact measures would you like to see reported?
Trademark Protection: Solutions Crafting

• Critical Collaborators
  ✓ IRT (Implementation Recommendations Team)
  ✓ STI (Special Trademark Issues group)
  ✓ TDG (Temporary Drafting Group)

• Key Documents
  ✓ GNSO’s STI Recommendations
  ✓ IRT Final Report
  ✓ Proposed Registry Agreement
Rights Protection Mechanisms

REGISTRY LIFECYCLE

PRE-LAUNCH → LAUNCH → ONGOING OPERATIONS

UDRP
Rights Protection

REGISTRY LIFECYCLE

PRE-LAUNCH → LAUNCH → ONGOING OPERATIONS

TM CLEARINGHOUSE

→ TM CLAIMS

→ SUNRISE

UDRP
Rights Protection

REGISTRY LIFECYCLE

PRE-LAUNCH ➔ LAUNCH ➔ ONGOING OPERATIONS

TM CLEARINGHOUSE ➔ TM CLAIMS ➔ SUNRISE

URS ➔ POST-DELEGATION PROCESS ➔ THICK WHOIS ➔ UDRP
Other Suggestions

• GPML

• Blocking at second-level

• Greater registry liability for registrant acts
Trademark Protection - Discussion

• Is there specific change or improvement you recommend to the current approach?

• What impact measures would you like to see reported?
Malicious Conduct - Solutions Crafting

• Critical Collaborators:
  ✓ High Security Zone TLD Advisory Group
  ✓ ZFA Advisory Group
  ✓ RISG

• Key Documents:
  ✓ Zone File Access Concept Paper
  ✓ HSTLD Report
  ✓ Guidebook Amendments
Malicious Conduct Mitigation Measures

- Enhanced requirements and background checks
- Requirement for DNSSEC deployment
- No wildcarding/remove glue records
- Requirement for thick WHOIS
- Anti-abuse contact and documented policy
- Expedited Registry Security Request process
- Elective TLD security verification program
- High Security TLD (HSTLD)
- Zone File Access (ZFA)
Other suggestions

- Elimination of privacy / proxy services
- Registrant verification
- Whois accuracy obligations
- Whois searchability
Malicious Conduct - Discussion

• Is there specific change or improvement you recommend to the current approach?

• What impact measures would you like to see reported?
Thank You