New gTLD Basics

New Internet Extensions
Agenda

- Overview of domain names
- The history of the program
- What is a registry
- Why ICANN is doing this & the potential impact
- Program - who, when, what, how, how much
- Where to get more information
Internet – An Evolving Ecosystem

What’s next?

- Social Media, Apps, Mobile Internet and more
- VoIP/TV

1990+

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

2000+

1991 - World Wide Web

1972 - E-mail

1969 - Arpanet
The Anatomy of a Domain Name

First or Top-Level
Second-Level
Third-Level

www.meetings.icann.org
The Anatomy of a Domain Name

First or Top-Level
Second-Level
Third-Level

www.meetings.icann.org
Terminology Clarifications

- **gTLD** = generic Top-Level Domain
  - Also known as an extension, label, string, suffix...
  - Series of characters that make up part of your Internet address
- **ccTLD** = country code Top-Level Domain
- **IDN** – Internationalized Domain Name
  - Domain name represented by local language characters, or letter equivalents
Players in the Domain Name Industry – Current Landscape

- ccTLD Registries
- Registrant
- gTLD Registrations
- Registrars (gTLDs + some ccTLDs)
- Resellers
What is a gTLD Registry?

• Is a business responsible for running a critical piece of Internet infrastructure
• Is the authoritative, master database of all domain names registered in each top-level domain
• Mandatory Agreement with ICANN
Emergency Back-End Registry Operator (EBERO)

- Organization partnered with ICANN
- Provides critical registry services in emergency situations
- To ensure continuity of services
What is the New gTLD Program?

- An initiative that will enable the introduction of unlimited generic top-level domain names or extensions (both ASCII and IDN) into the domain name space

- Managed by ICANN
gTLD Timeline

Pre dating ICANN (before 1998)
- .com .edu .gov .int .mil .net .org .arpa

2000 Round
- .aero .biz .coop .info .museum .name .pro

2004 Round
- .asia .cat .xxx .jobs .mobi .tel .travel .post

New gTLD Program Policy development
Dec 2005 to Sep 2007
Public Participation and the Draft Applicant Guidebook

- October 2008 (version 1)
- May 2009 (excerpts)
- March 2009 (version 2)
- October 2009 (version 3)
- February 10 (excerpts)
- May 2010 (version 4)
- November 2010 (proposed final version)
- April 2011 Discussion Draft
- May 2011 Applicant Guidebook

Program Launch

12 January - 12 April 2012

ICANN Board Policy approval
Jun 2008

Communications Campaign
20 June 2011

On-going status reporting on ICANN’s website

Board Approval of Final Guidebook

Publication Complete Applicant Guidebook

On-going status reporting on ICANN’s website
Why Expand the Top Level?

- To increase choice and competition in the domain name space
- To create a platform for innovation
- To incorporate character sets such as Chinese, Arabic, Cyrillic or any non-Latin alphabet at the top-level
ICANN’s Mission and New gTLDs

1998 - founding documents
“The new corporation ultimately should … 3) oversee policy for determining the circumstances under which new TLDs are added to the root system”

ICANN/U.S.A. government agreements
“Define and implement a predictable strategy for selecting new TLDs”

2009 - Affirmation of Commitments (9.3)
Promote competition, consumer trust and consumer choice
Potential Impact - Businesses

• Opportunity for investment
• More choice and competition
• Platform to innovation; new business model opportunities
• Brand management and online marketing practices
• Impact to industry sectors; security; control; user behavior
• Upgrade systems/applications to accept new TLDs
Potential Impact - Governments & Communities

- Increase of online cultural, linguistic, geographic communities
- More globally and culturally inclusive Internet with IDNs
- Geographic names
Potential Impact – Internet Users

• More choice; innovation; competition
• Online cultural, linguistic, geographic communities
• New ways to find information, products and services
Who Can Apply?

ATTENTION!
Not for individuals
This is a business commitment to become a REGISTRY!

Entities from anywhere in the world that meet the pre-defined criteria and requirements as outlined in the Applicant Guidebook.
Applicant Support Program

Three parts to the program

• Access to pro bono services
  – Applicant Support Directory
• Financial Assistance
• The Applicant Support fund

IMPORTANT NOTE!
If you apply for financial assistance & do not meet the threshold criteria, you will be disqualified from the New gTLD Program
How to Apply?

- **TLD Application System (TAS)**
  - Accessible via [www.icann.org](http://www.icann.org)
  - Process application in English
  - Answer questions; upload documents
  - Critical deadlines
When Can I Apply?

2012

January   February   March   April

1  2  3  4  5  6  7  8  9  10  11  12  13  14  15  16  17  18  19  20  21  22  23  24  25  26  27  28  29  30  31

COSTA RICA

11-15 March 2012
What Do I Need to Apply?

- Review Applicant Guidebook
- Get strategic third parties involved early
- Attention to additional requirements for geographic, community and IDN applications
- Review deadlines
How Much?

Evaluation fee - US$ 185,000
• Paid to ICANN
• US $5,000 which is due upon TAS registration
• Refunds apply in certain cases
• Other fees may apply – might not be paid to ICANN

On-going Registry Fees
• US$ 25,000 annual Registry fee
• Transaction fee US$ 0.25

These are evaluation and Registry fees only. Consider carefully the costs for running a Registry.
Evaluation Process at a Glance

Application Period
Module 1

Initial Evaluation
Module 2

Transition to Delegation
Module 5

Extended Evaluation
Module 2

Objections & Dispute Resolution
Module 3

String Contention
Module 4

Processed by ICANN & Third Parties

Administrative Check
Grounds for Objections

- String Confusion
- Legal Rights
- Limited Public interest
- Community Objection
What Should I do NOW?

- Evaluate if the New gTLD Program is for you
- Review Applicant Guidebook
- Get educated about the Registry business and the DNS industry
- Understand what is needed to get ready
What if I Choose NOT to Apply?

Monitor the program to understand:

- Impact to brand/trademark
- Impact to community and geographic names
- Potential Industry trends
- Competitors actions
- Changes to Internet
- User behavior
What to expect next

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>29 March</td>
<td>TAS Registration Closes</td>
</tr>
<tr>
<td>12 April</td>
<td>Application Window Closes</td>
</tr>
<tr>
<td><strong>1 May</strong></td>
<td>Strings Posted</td>
</tr>
<tr>
<td></td>
<td>Opens:</td>
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<tr>
<td></td>
<td>✓ Objection period</td>
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<tr>
<td></td>
<td>✓ Application Comments period</td>
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<tr>
<td></td>
<td>✓ GAC Early Warning</td>
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<tr>
<td></td>
<td>✓ GAC Advice period</td>
</tr>
<tr>
<td>12 June</td>
<td>Initial Evaluation beings</td>
</tr>
<tr>
<td>30 June</td>
<td>Close of Application Comments period</td>
</tr>
<tr>
<td></td>
<td>Close of GAC Early Warning period</td>
</tr>
<tr>
<td>12 November</td>
<td>Close of Initial Evaluation → Results posted</td>
</tr>
</tbody>
</table>

2012
## What to expect next

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>29 November</td>
<td>Last day to elect Extended Evaluation</td>
</tr>
<tr>
<td>1 December</td>
<td>Last day to file an Objection</td>
</tr>
<tr>
<td></td>
<td>Close of GAC Advice period</td>
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<tr>
<td></td>
<td>Begins:</td>
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<tr>
<td></td>
<td>✓ Extended Evaluation</td>
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<tr>
<td></td>
<td>✓ Transition to Delegation (for Clean Applications)</td>
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<tr>
<td></td>
<td>✓ String Contention (for Applications not in Extended Eval or Dispute Resolution)</td>
</tr>
<tr>
<td>30 April</td>
<td>Close of Extended Evaluation</td>
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<tr>
<td></td>
<td>Close of Dispute Resolution</td>
</tr>
<tr>
<td></td>
<td>Results &amp; Summaries Posted</td>
</tr>
<tr>
<td>15 May</td>
<td>String Contention opens (for Applications w/ variables)</td>
</tr>
<tr>
<td>30 May</td>
<td>String Contention closes (for Clean Applications) ➔ Results posted</td>
</tr>
</tbody>
</table>
Sessions to attend

• MONDAY
  – New gTLD Program Update, 11:00-12:00, La Paz A/C

• WEDNESDAY
  – Rights Protection, 11:00-12:00, La Paz A
  – TLD Universal Acceptance, 12:30-14:00, La Paz A

• THURSDAY
  – Applicant Support Program, 10:30-11:30, La Paz C
More Information

New gTLD Program web-pages
http://newgtlds.icann.org

Write to: newgtld@icann.org

• Applicant Guidebook
• Factsheets
• Presentation
• Educational videos
• Status Reports
• Customer Service
  more…

http://www.facebook.com/icannorg

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Thank You