New gTLD Basics

New Internet Extensions
Agenda

• Overview about domain names, gTLD timeline and the New gTLD Program

• Why is ICANN doing this; potential impact of this initiative to businesses, governments, Internet communities and users

• Program - who, what, when, how, how much

• Where to get more information
Internet - An Evolving Ecosystem

What’s next?
- Social Media, Apps, Mobile Internet and more
- VoIP/TV

1969 - Arpanet
1972 - E-mail
1991 - World Wide Web
1990+ - Wireless Connectivity
1990+ - Music/Images/Video
1990+ - Search Engines
1990+ - Social Networking
2000+ - Blogs
2000+ - Social Media, Apps, Mobile Internet and more
2000+ - VoIP/TV

3
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
gTLD Timeline

Predating ICANN (before 1998)

2000 Round

. com . edu . gov . int . mil . net . org .arpa

.aero . biz . coop . info . museum . name . pro

2004 Round

.asia . cat . jobs . mobi . tel . travel . post

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

- November 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)
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
DNS - A Complex Ecosystem

ccTLD Registries

Registrant

ICANN

Registrars
gTLDs + some ccTLDs

Resellers
gTLD Registries
New gTLDs

New gTLD Program

Fast Track Program

IDN ccTLDs

.country .acronym .glIDNs .brand .generic .community .region
What is a gTLD Registry?

- Is a business with very specific technical requirements
- Mandatory Agreement with ICANN
- Is the authoritative, master database of all domain names registered in each top-level domain
- Keeps the master database and also generates the "zone file" which allows computers to route Internet traffic to and from top-level domains anywhere in the world
- Today, Internet users don't interact directly with the registry operator; users can register names by using ICANN-Accredited Registrars
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 the Internet Corporation for Assigned Names and Numbers (ICANN)
Why Expand the Top-Level?

• Remove existing limitations to ASCII gTLDs which do not reflect growing Internet reality and needs

• Create platform to innovation in the industry and Internet

• Open doors to increase choice and competition in the market place
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 for 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
- Government & Communities

- Increase of online cultural, linguistic, geographic communities
- More globally and culturally inclusive internet with IDNs
- Local ccTLDs
- 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?

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

ATTENTION!

• Not for individuals
• This is a business commitment to become a REGISTRY!
How to Apply?

• Online
• TLD Application System (TAS)
  • will be accessible via www.icann.org
• Process application in English
• Answer questions; upload documents
• Critical deadlines
When Can I Apply

ICANN will announce the program’s launch dates as part of the communications campaign
What do I Need to Apply

✓ Review Applicant Guidebook for details
✓ 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 of 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.
Straightforward Evaluation Path

Application Period

→ Initial Evaluation
  Module 2

→ Transition to Delegation
  Module 5

Check for application completeness

Complete Background check
Panels
• String Similarity
• DNS Stability
• Geographical names
• Technical/Operational capability
• Financial capability
• Registry Services

• Contract Execution
• Pre-delegation check
Evaluation Process at a Glance

Application Period

Initial Evaluation
Module 2

Extended Evaluation
Module 2

Objections & Dispute Resolution
Module 3

String Contention
Module 4

Transition to Delegation
Module 5

Processed by ICANN & Third Parties

Administrative check
Variables in Evaluation Path

Extended Evaluation
Module 2

- Technical/Operational
- Financial
- Geographical Names
- Registry Services

Objections & Dispute Resolution
Module 3

- String Confusion
- Legal Rights
- Community Objection
- Limited Public Interest
  - Independent Objector

String Contention
Module 4

- Community Priority Evaluation
- Auction

Plan for Additional Fees & Processing Time
Grounds for Objection

- 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
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
More Information...

- [www.icann.org](http://www.icann.org)
- New gTLD Program web-pages
- Questions?

Email us: [newgtld@icann.org](mailto:newgtld@icann.org)

New gTLDs|ICAN

- Applicant Guidebook
- Factsheets
- FAQs
- Public Comments
- Status Reports

*more...*
Thank You
Questions