



Introduction to New gTLD Program



9 March, 2010

Agenda

- ICANN's mission and New gTLDs
- Basics about the name address
- Historical background
- Program overview
- Where we are and what's next

ICANN's mission and New gTLDs

- A core objective in founding ICANN; a requirement in each of ICANN's U.S. government agreements (1998 – present):
“Define and implement a predictable strategy for selecting new TLDs”
- Fostering choice and competition in provision of domain registration services
- 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”

Your Internet Address

www.icann.org

Second Level

First Level or
Top-Level

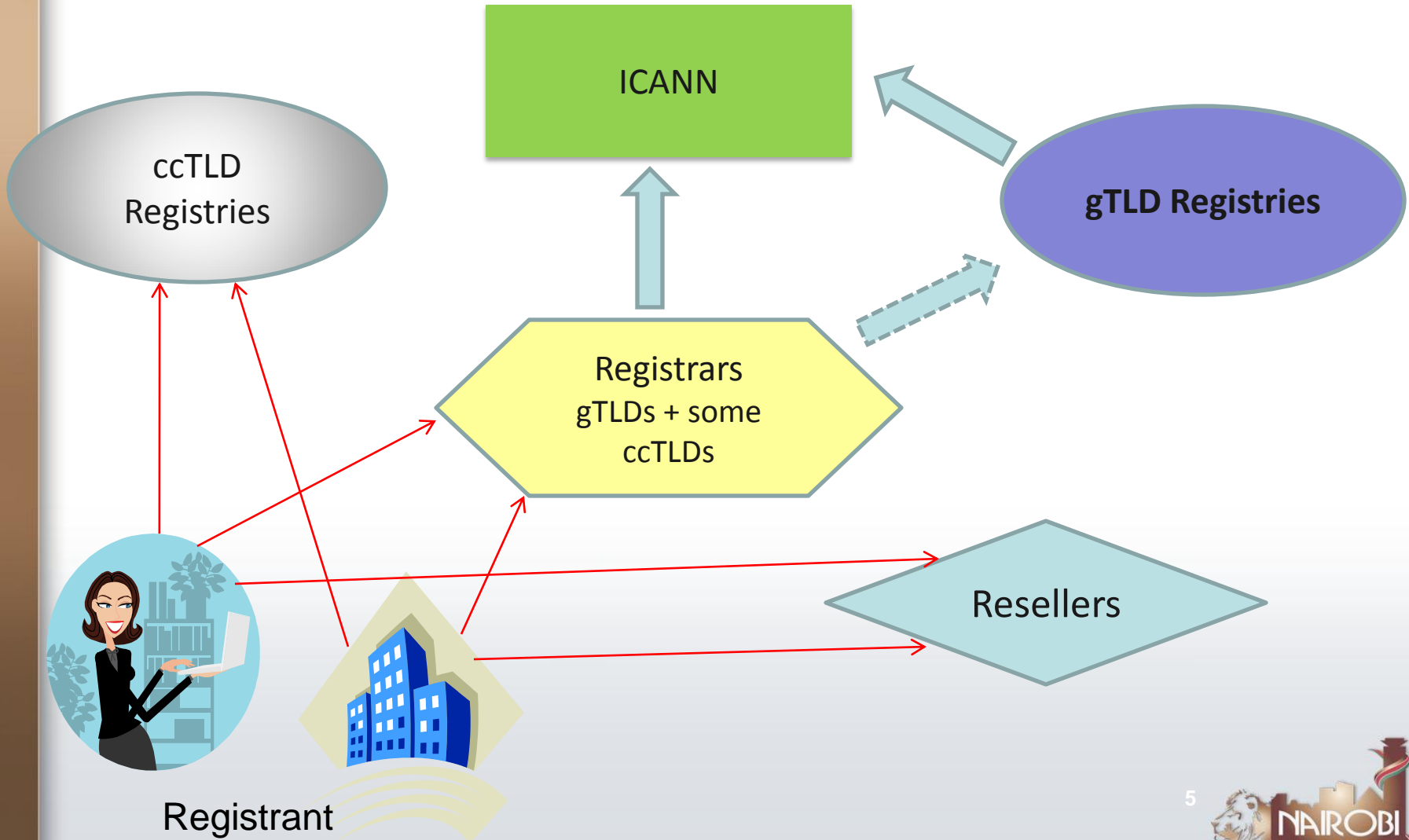
www.karla.icann.org

Third Level

Second Level

First Level or
Top-Level

DNS – Snapshot of a Complex Ecosystem



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

gTLDs Versus ccTLDs

gTLDs

Generic Top-Level
Domains

- Three or more letters
examples: .com .mobi .museum
- 21
- Registration policies vary
- ICANN Registrar systems
- Relationship with ICANN – Registry Agreement
- Varies in IDN and third level offers

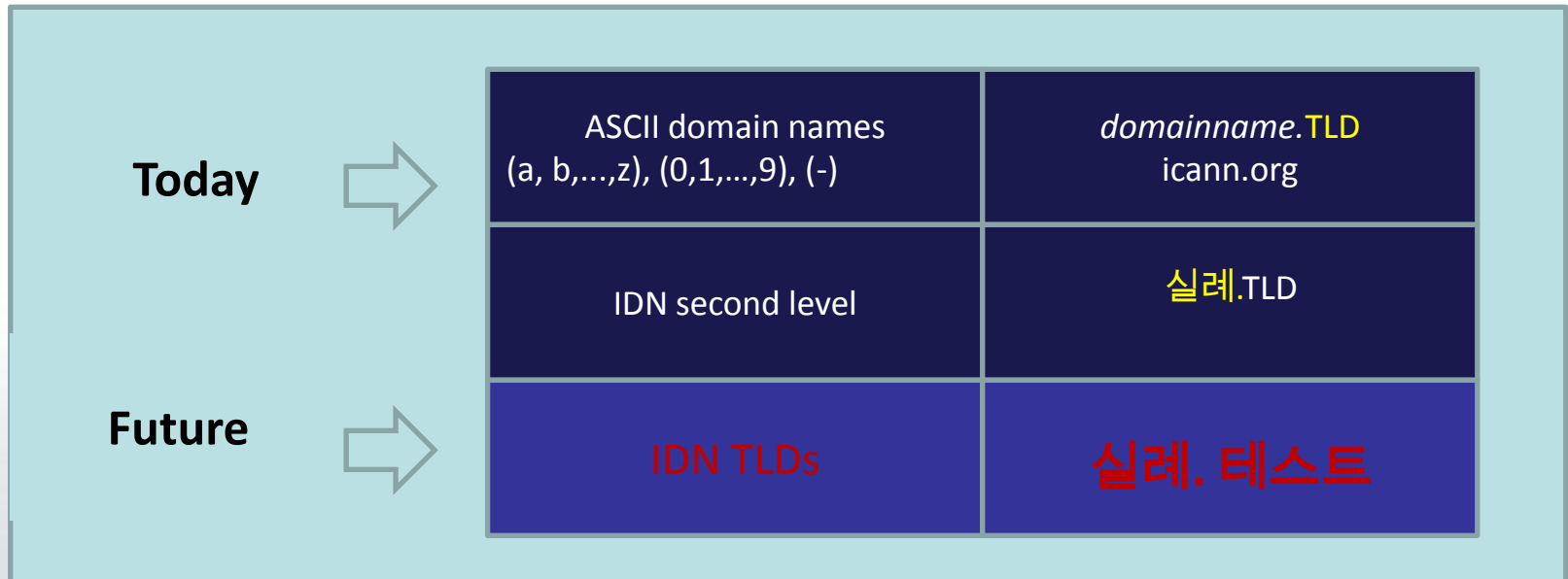
ccTLDs

Country code Top-Level
Domains

- Two letters
examples: .br .fr .eu
- 240 +
- Registration policies vary
- Might have different Registrar systems
- Different types of relationships with ICANN
- Varies in IDN and third level offers

Internationalized Domains Names

- IDNs have existed as second/third levels since 2003
- We also need IDN TLDs
 - .中国; [xn--1lq90i.xn--fiQs8S]
- IDNs introduced via Fast Track + New gTLDs



What Can We Expect?

- Internationalized Domain Names (IDN)
- Increase in creativity, innovation and consumer 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

Why Should You Care?

- New ways end users find information on-line
- More choices as registrant
- Opportunity for investment and new businesses
- A more globally and culturally inclusive internet with IDNs
- Systems and applications will need to be updated to accept new TLDs
- Potential impact on your brand or trademark
- Potential impact on your cultural community, organization and industry sector
- Potential impact on your geographic name

What Happened So Far?

- Policy development – Dec 2005 to Sep 2007
- ICANN Board Policy approval – Jun 2008
- Publication of Draft Applicant Guidebooks for public comments
 - Currently in version 3
- Publication of several reports and explanatory memos
- Focused work on overarching issues resolution with help of experts and ICANN community

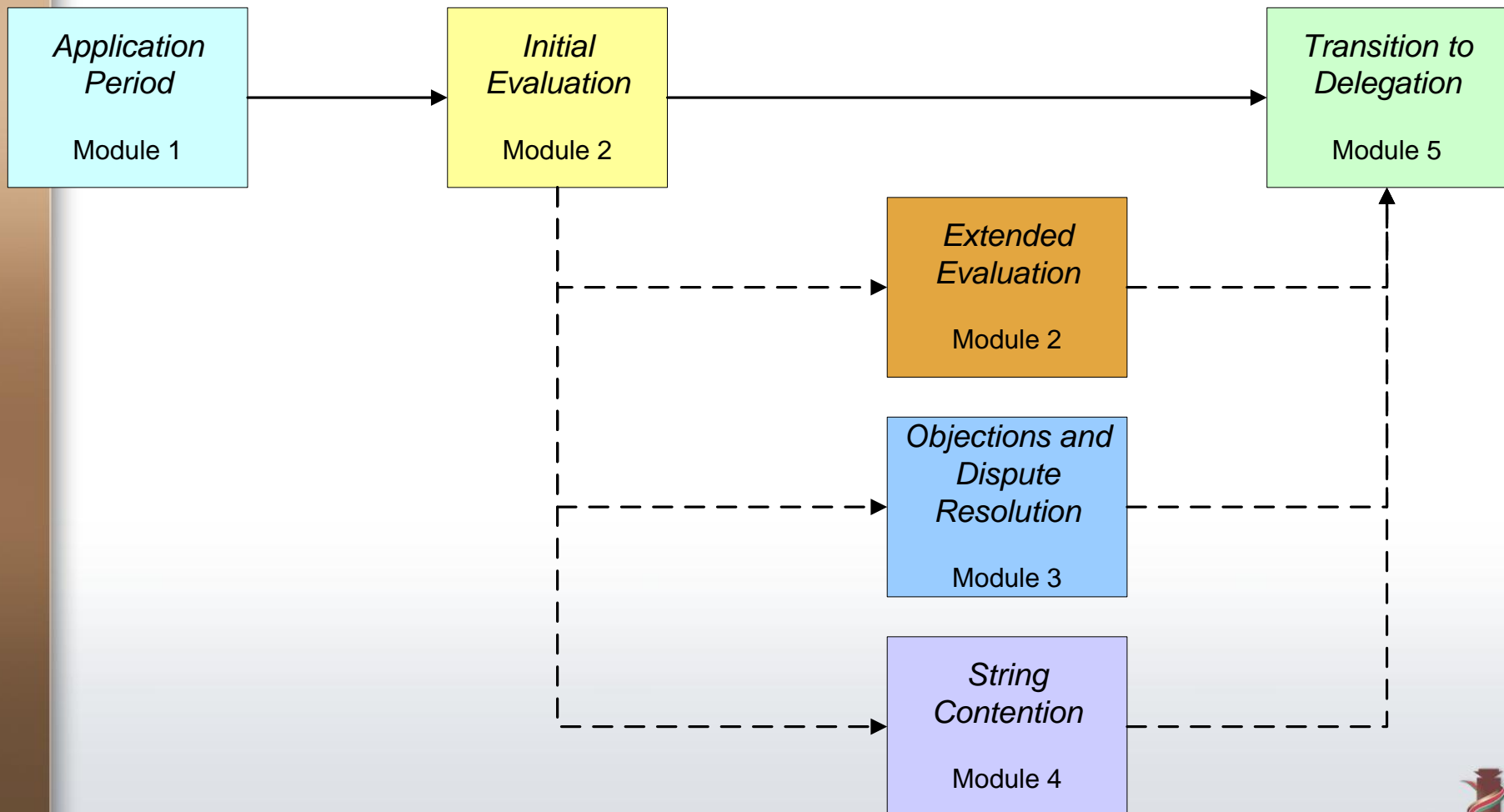
Important to Know - 1

- Applicant – entity from anywhere in the world
- Online application system; Program in English
- Specific deadlines – examples: application period, objections
- Criteria and requirements – technical, operational, financial, string and more
- Additional requirements – geographic and community applicants
- Evaluation fee US\$185 + potential for others
- US\$ 25K annual registry fee + transaction fee 0.20 USD

Important to Know - 2

- Evaluation done by panels of experts and ICANN
- Objections
 - Legal Rights
 - Community Representation
 - Morality & Public Order
 - String Confusion
- String Contention
 - Community priority evaluation
 - Auction
- This is a business commitment!

New gTLD Evaluation Process



Key Elements of Proposed EOI Model

- Mandatory for eligibility in the first New gTLD application round
 - If voluntary EOI: substantial cost; questionable value
- US \$55,000 deposit
 - Discourage speculation; tied to gTLD fee structure
- Deposit non-refundable, unless round not launched
 - Bright line rule; settle issues before launching
- Participant and string information will be made public
 - Transparency; inform operational readiness & objection
- A fully executed EOI/Preregistration Communications Campaign
 - Added to the on-going Communications Plan
- No evaluations/ DRP will occur at this time



Pre-Requisites to EOI

- Publication of Draft Applicant Guidebook, version 4
- Resolution of several open issues, for example:
 - Vertical Integration
 - IDN 3-character
- Execution of EOI/Pre-registrations communications campaign
 - *Minimum* 4 months; to start at the Board resolution press release
- Operational readiness

Ten Currently Open Public Fora

Trademark & Community Protections

- Registry Restrictions Dispute Resolution Procedure (RRDRP)
- Trademark Post Delegation Dispute Resolution Procedure (Trademark PPDRP)
- Trademark Clearinghouse
- Uniform Rapid Suspension (URS)

Malicious Conduct

- Zone File Access Concept Paper
- High Security Top-Level Domain (HSTLD) - Draft Program Development Snapshot

Registry Operations & Agreement

- Process for gTLD Registry Agreement Amendment
- Benchmarking of Registry Operations

IDN Issues

- IDN 3-Character
- IDN Variants

What's Next?

- EOI Board resolution about the EOI – yes or no
- Continue communications awareness and, if EOI approved, initiated *EOI Communications Campaign*
- Continue resolution of open issues
- Publication of Draft Applicant Guidebook, Version 4
 - expected prior to ICANN Brussels (20-25 Jun 2010)
- Continue operational readiness efforts
- Continue with election and publication of evaluation panels
- For all documents and current information go to:
 - <http://www.icann.org/en/topics/new-gtld-program.htm>
- Follow twitter: **NewgTLDsICANN**

Thank You!
Asante!