Introduction to New gTLD Program

9 March, 2010

Agenda

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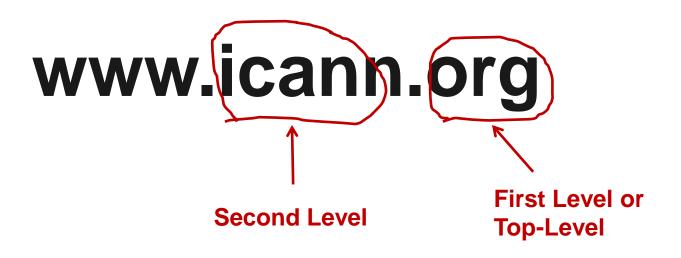- Where we are and what's next

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"
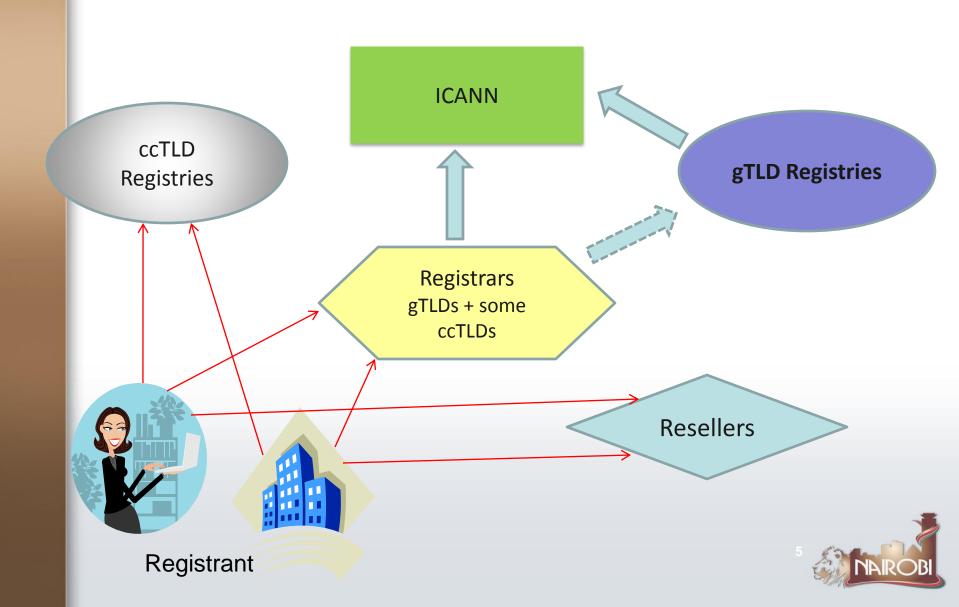
Your Internet Address

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
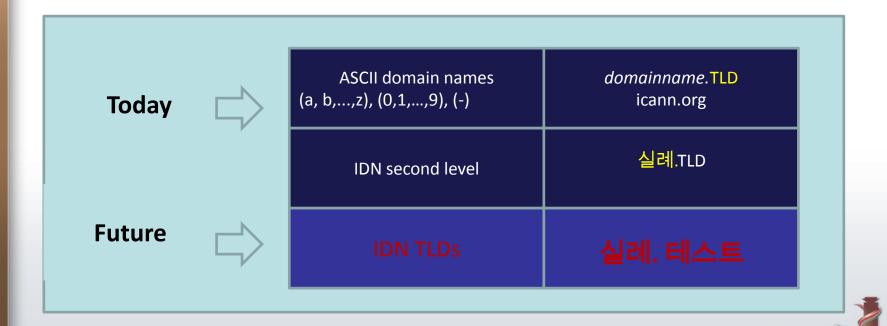
ccTLDs
Country code Top-Level Domains

- 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 <u>Fast Track</u> + <u>New gTLDs</u>

		ASCII domain names (a, b,...,z), (0,1,...,9), (-)	*domainname.*TLD icann.org
Today	⇨		
		IDN second level	실례.TLD
Future	⇨	IDN TLDs	실례. 테스트

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$185 + potential for others
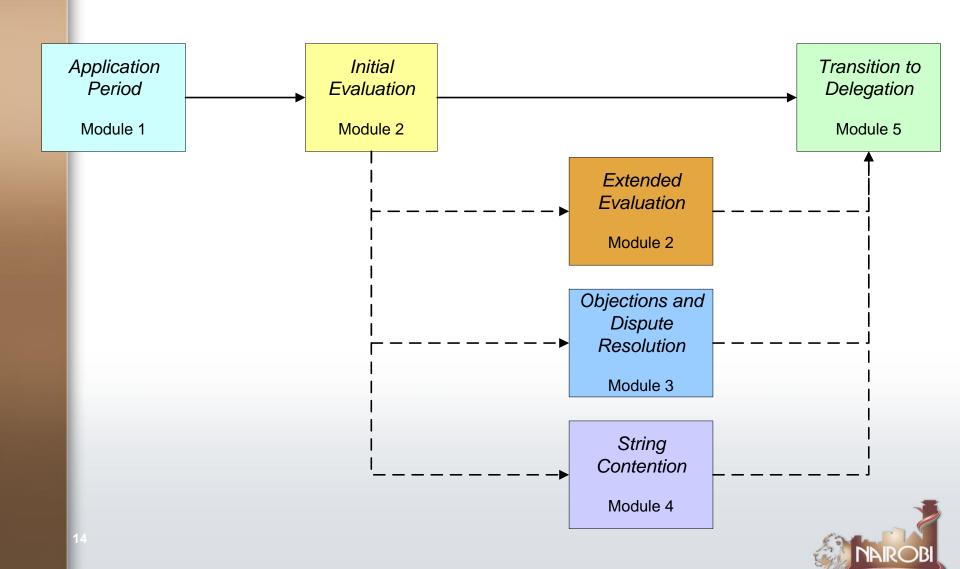- US$ 25K annual registry fee + transaction fee 0.20 USD

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!