



# New gTLD Program Status Update

6 December 2010



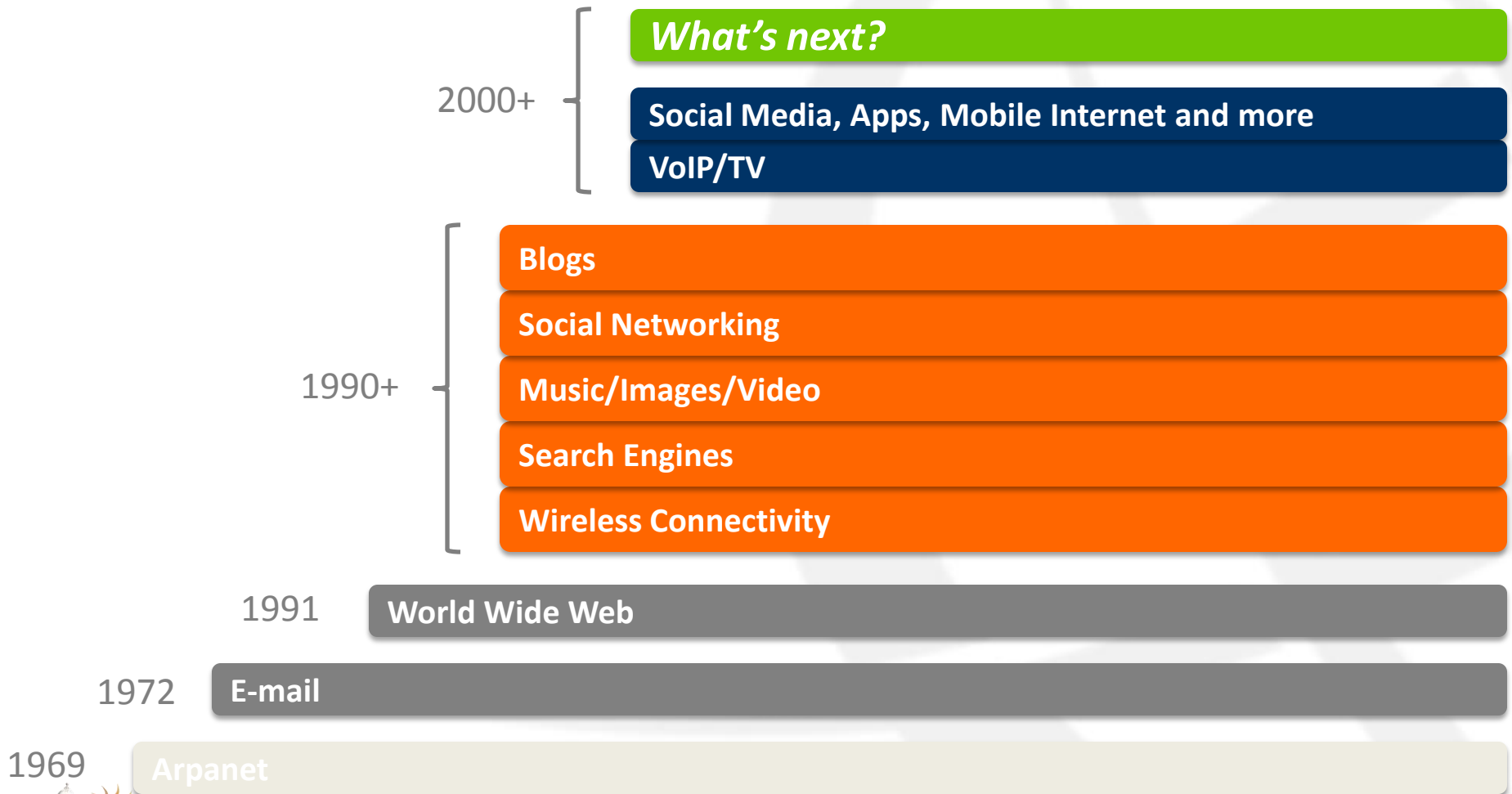
no. 39 5 - 10 December 2010

**CARTAGENA  
DE INDIAS**

# 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, when, what, how, how much
- Where to get more information

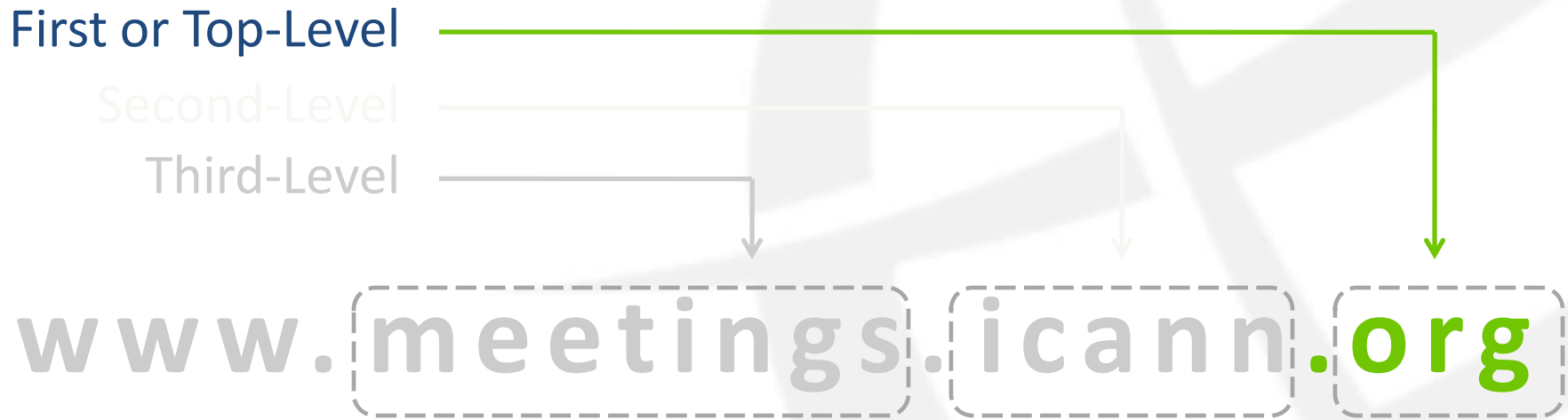
# Internet - An Evolving Ecosystem



# The Anatomy of a Domain Name



# The Anatomy of a Domain Name



**Predating ICANN  
(before 1998)**

**2004 Round**

**ICANN Board  
Policy Approval  
Jun 2008**

**.com .edu .aero .biz .pro .asia .cat  
.gov .int .mil .coop .info .jobs .mobi .tel  
.net .org .arpa .museum .name .travel .post**



**2000 Round**

**New gTLD Program  
Policy development  
Dec 05 to Sep 07**

# Public Participation & the Draft Applicant Guidebook

Nov 08 - version 1  
May 09 - excerpts  
Mar 09 - version 2  
Oct 09 - version 3  
Feb 10 - excerpts  
May 10 - version 4

Proposed  
Final Applicant  
Guidebook  
Nov 2010

Board  
Approval of  
Final  
Guidebook

Program  
Launch



ICANN Community at Work

IRT STI ZFA HSTLD TDG  
VI-WG IDN JAS Rec6

Communications  
Campaign  
With launch dates;  
application details

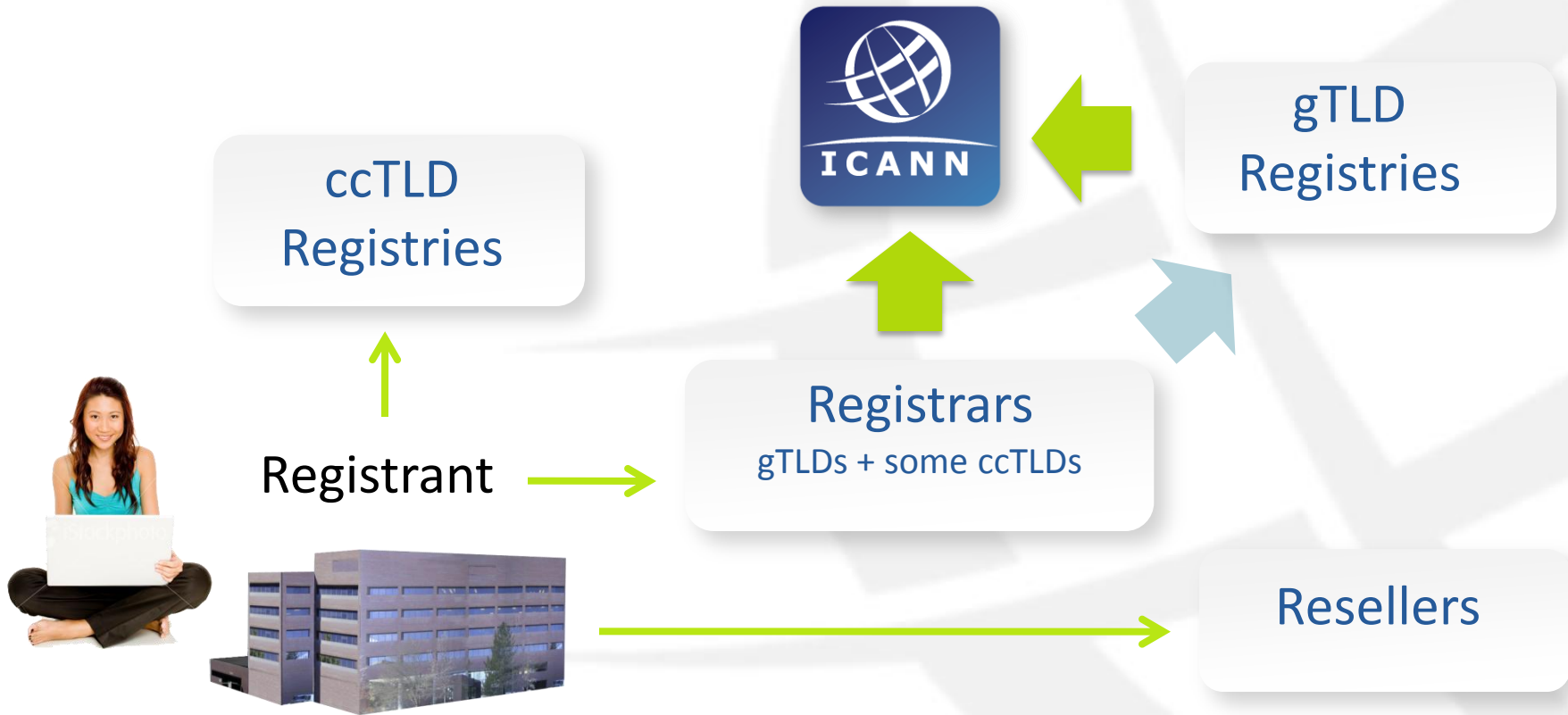
On-going  
Status  
Reporting

# 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

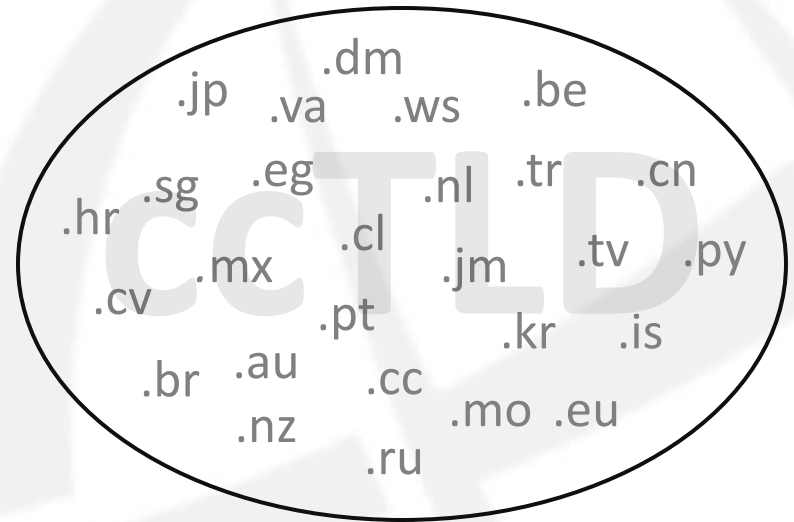


# ROOT



New gTLD Program

New gTLDs



Fast Track Program

IDN ccTLDs



# 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 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
- Local ccTLDs
- Geographic names



# 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](http://www.icann.org)
- Process application in English
- Answer questions; upload documents
- Critical deadlines

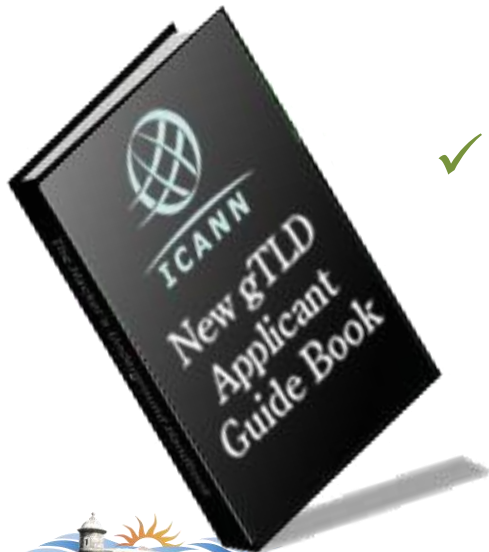
# When can I apply?



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

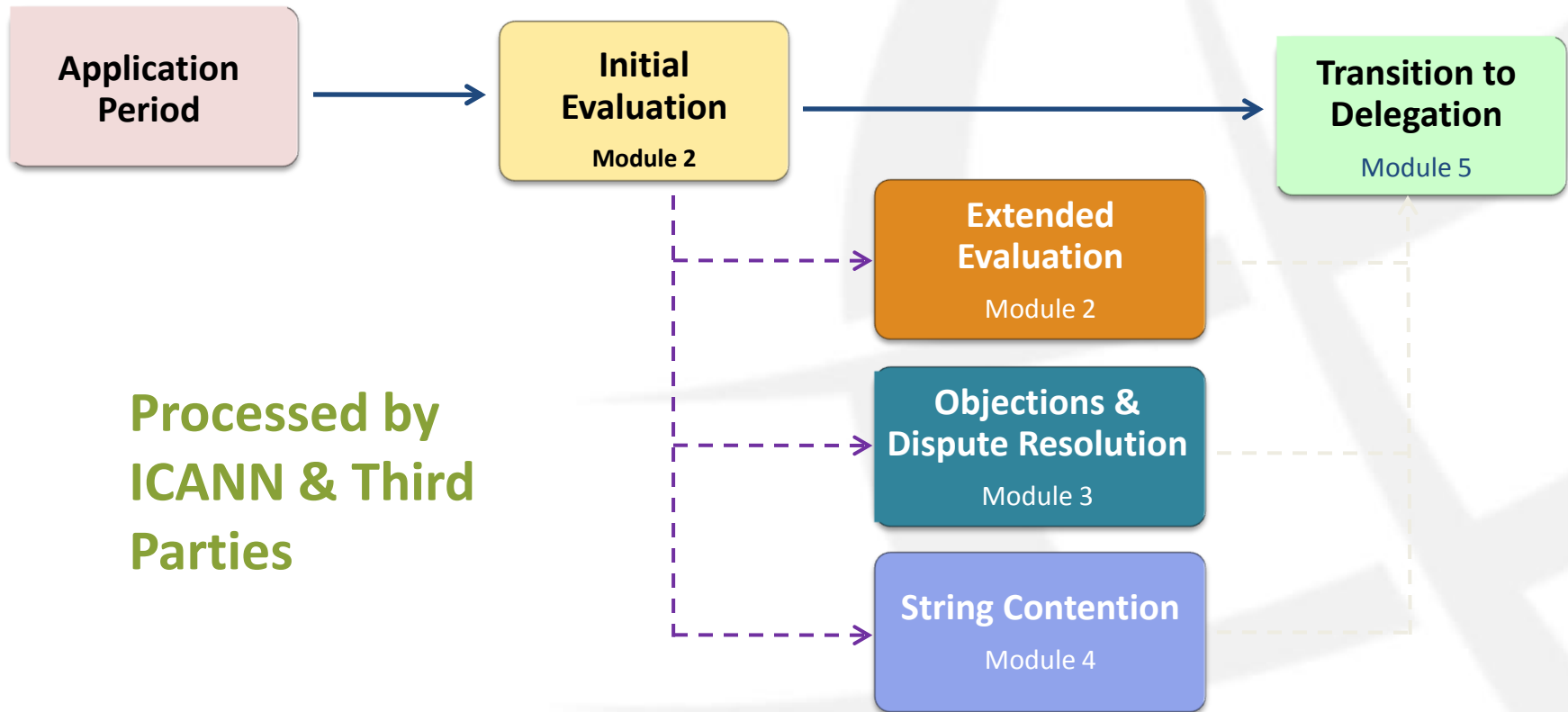
- Paid to ICANN
- Refunds apply in certain cases
- Other fees may apply – might not be paid to ICANN

## On-going Registry Fees

- US\$ 25,000 annual Registry fee
- Transaction fee US\$ 0.20

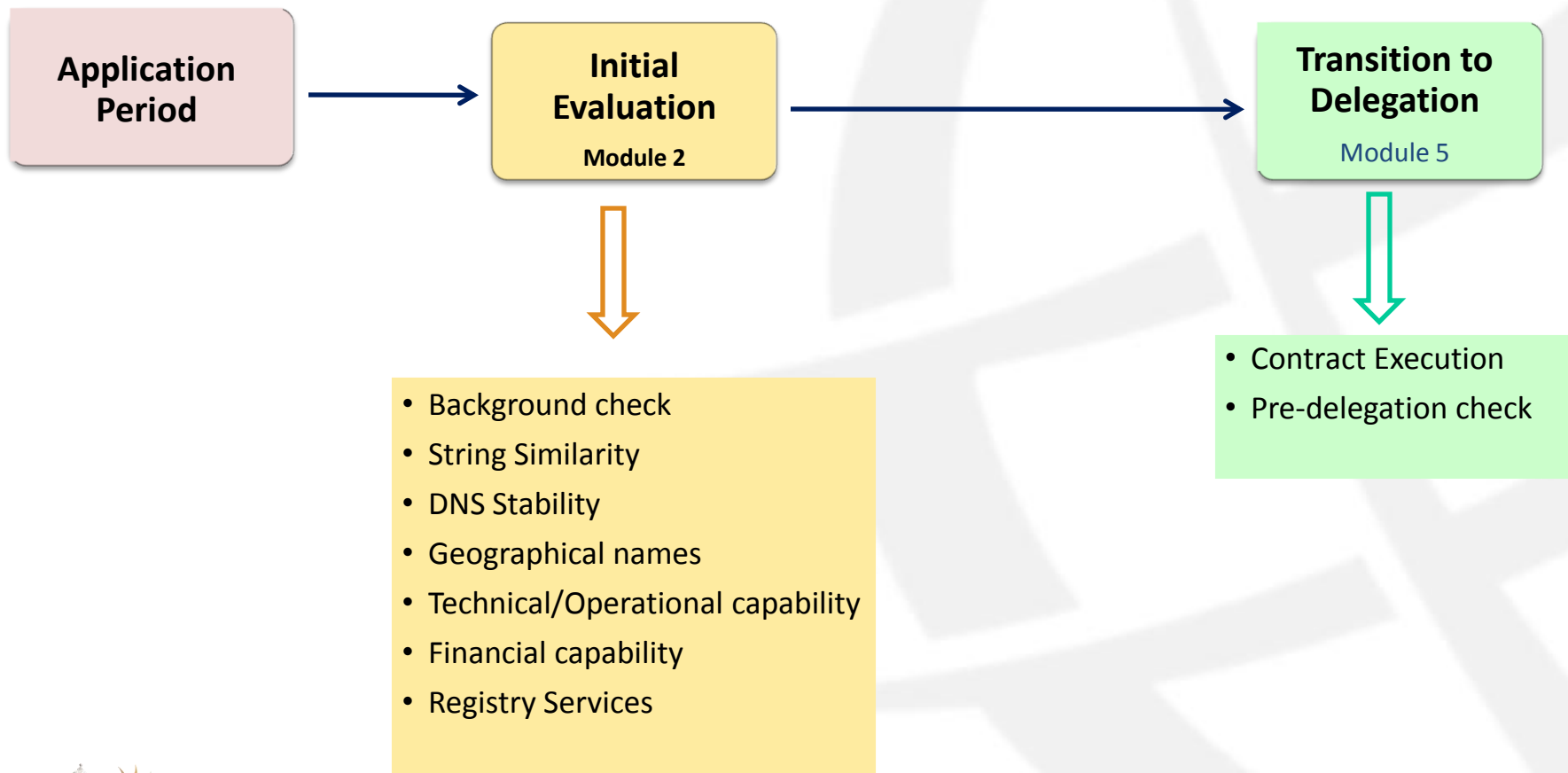
These are evaluation and Registry fees only. Consider carefully the costs for running a Registry.

# Evaluation Process at a Glance

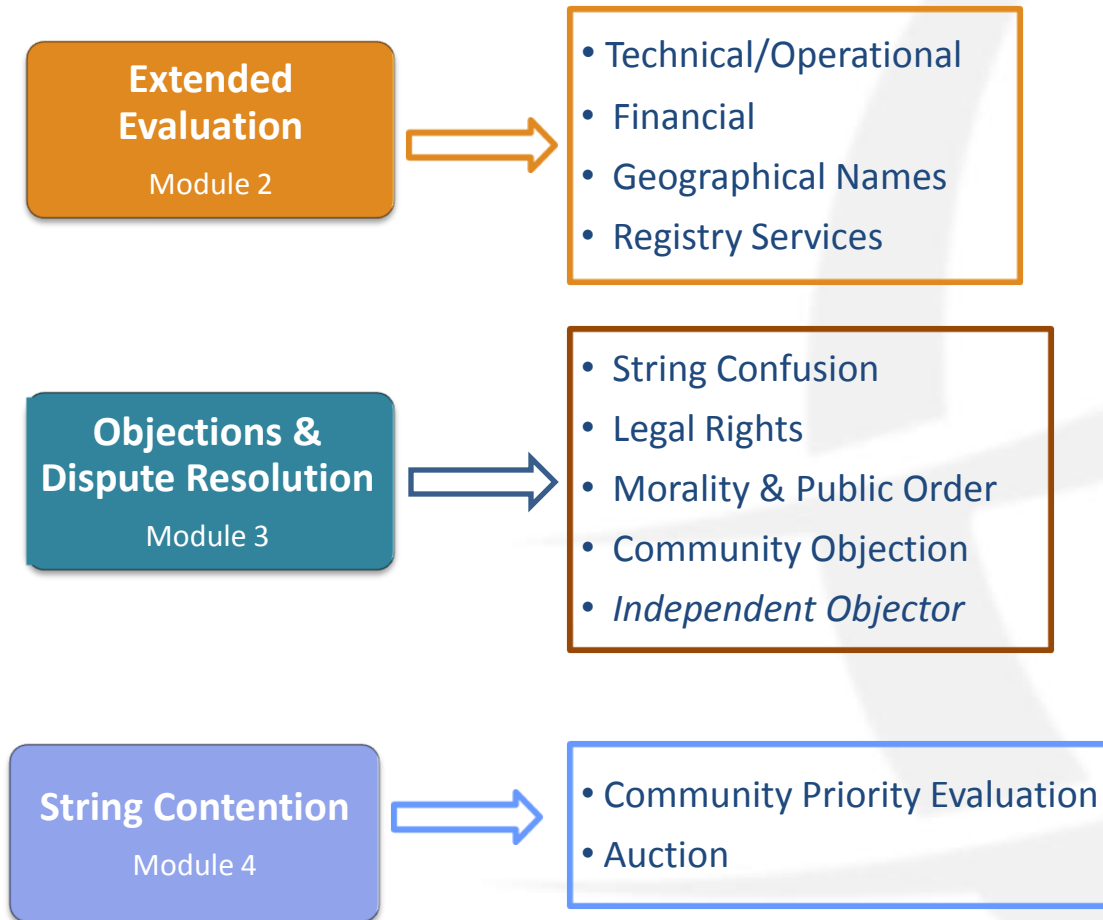


Processed by  
ICANN & Third  
Parties

# Straightforward Evaluation Path



# Variables in Evaluation Path



**Plan for  
Additional  
Fees &  
Processing  
Time**



# Grounds for Objection



**String Confusion**

**Infringement  
of Rights**

**Morality &  
Public Order**

**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



# Do Not Miss

Monday (15:30 - 17:30) - **Overarching Issues**

(17:30 - 19:00) - **New gTLD Rec 6**

Tuesday (16:00 - 17:30) - **New gTLD Basics**

Wednesday (17:00 - 18:30) - **Getting Ready**

Thursday (9:00 - 10:00) - **Assisting gTLD Applicants  
from Developing Economies**

# More Information...

- [www.icann.org](http://www.icann.org)
- New gTLD Program web-pages 
- Write to [newgtld@icann.org](mailto:newgtld@icann.org)

- Applicant Guidebook
- Factsheets
- Global Events
- Public Comments
- Status Reports
- more...*



# Questions



Thank You

