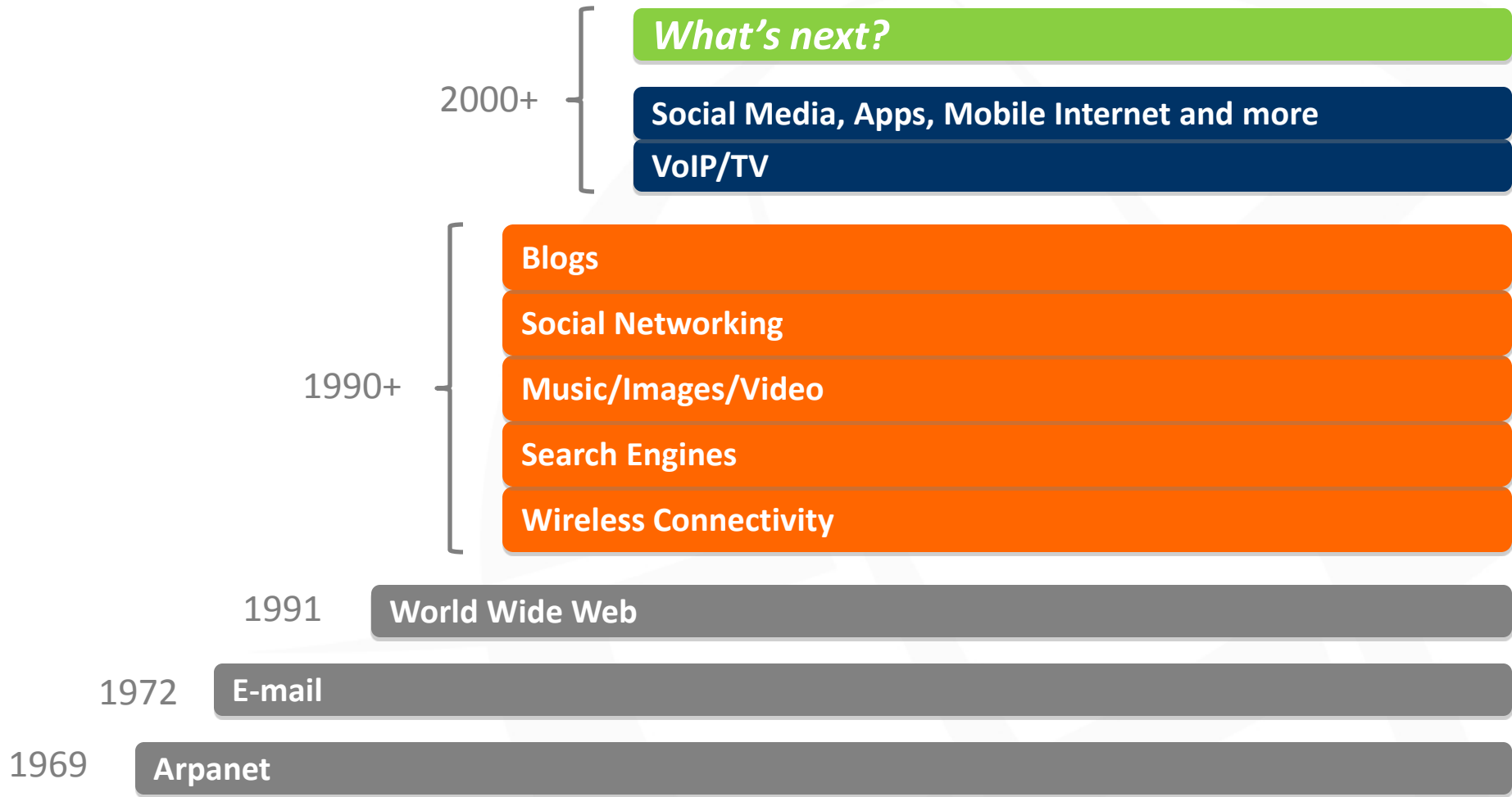# New gTLD Basics
New Internet Extensions

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, when, what, how, how much

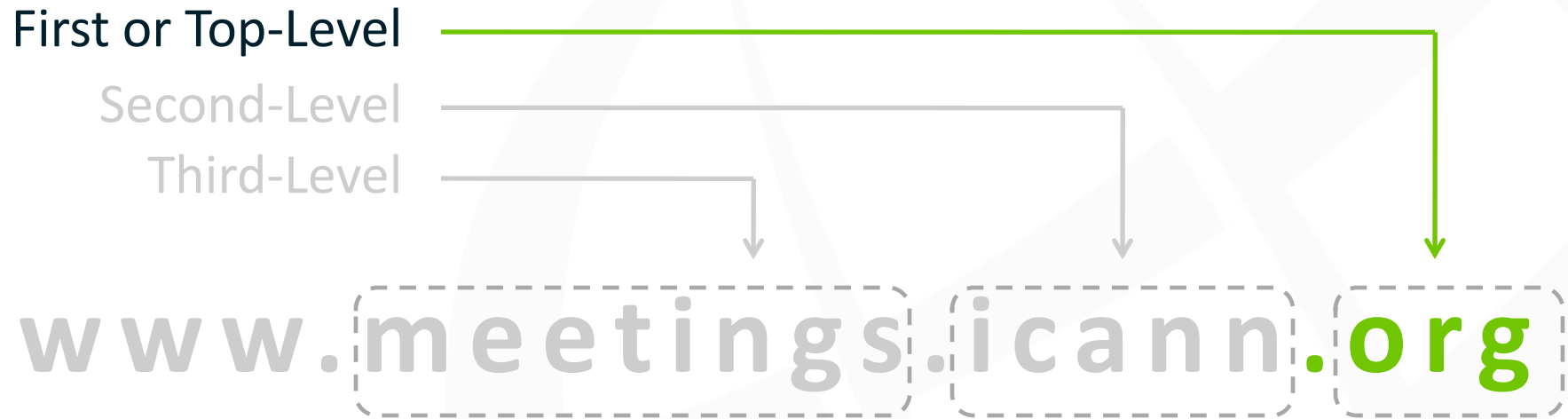- Where to get more information

Internet - An Evolving Ecosystem

2000+
- What's next?
- Social Media, Apps, Mobile Internet and more
- VoIP/TV

1990+
- Blogs
- Social Networking
- Music/Images/Video
- Search Engines
- Wireless Connectivity

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

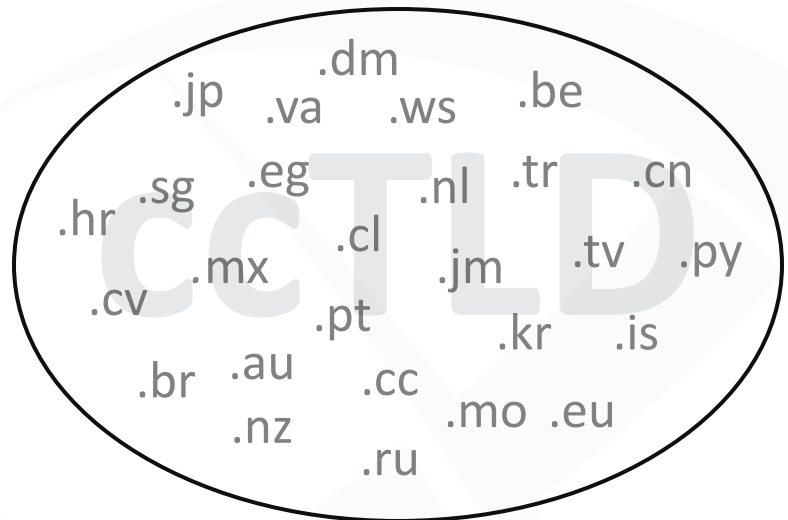# Terminology Clarifications

- **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**

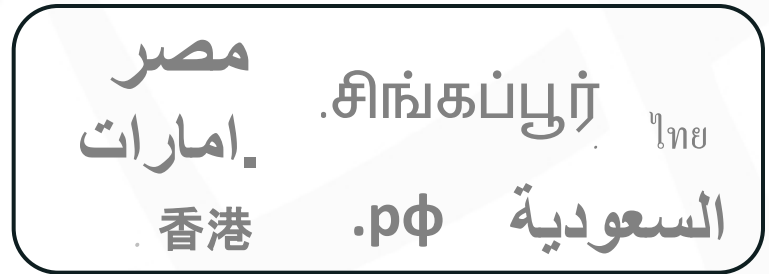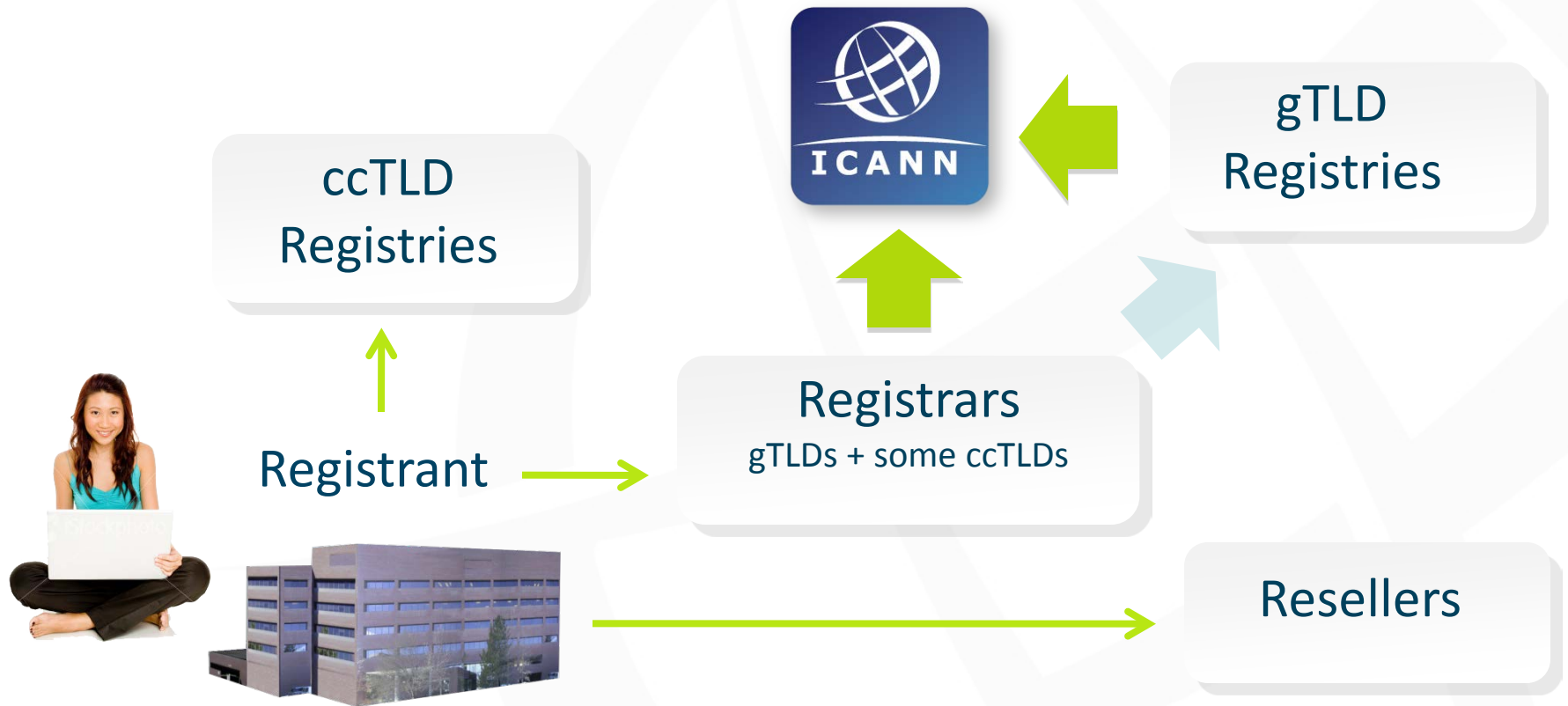 - Domain name represented by local language characters, or letter equivalents

DNS - A Complex Ecosystem

ccTLD Registries

ICANN

gTLD Registries

Registrant

Registrars
gTLDs + some ccTLDs

Resellers

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)

gTLD Timeline

**Predating ICANN
(before 1998)**

2004 Round

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

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

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

2000 Round

**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

Board Approval of Final Guidebook

Publication Final 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

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

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?

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 which is due upon TAS registration

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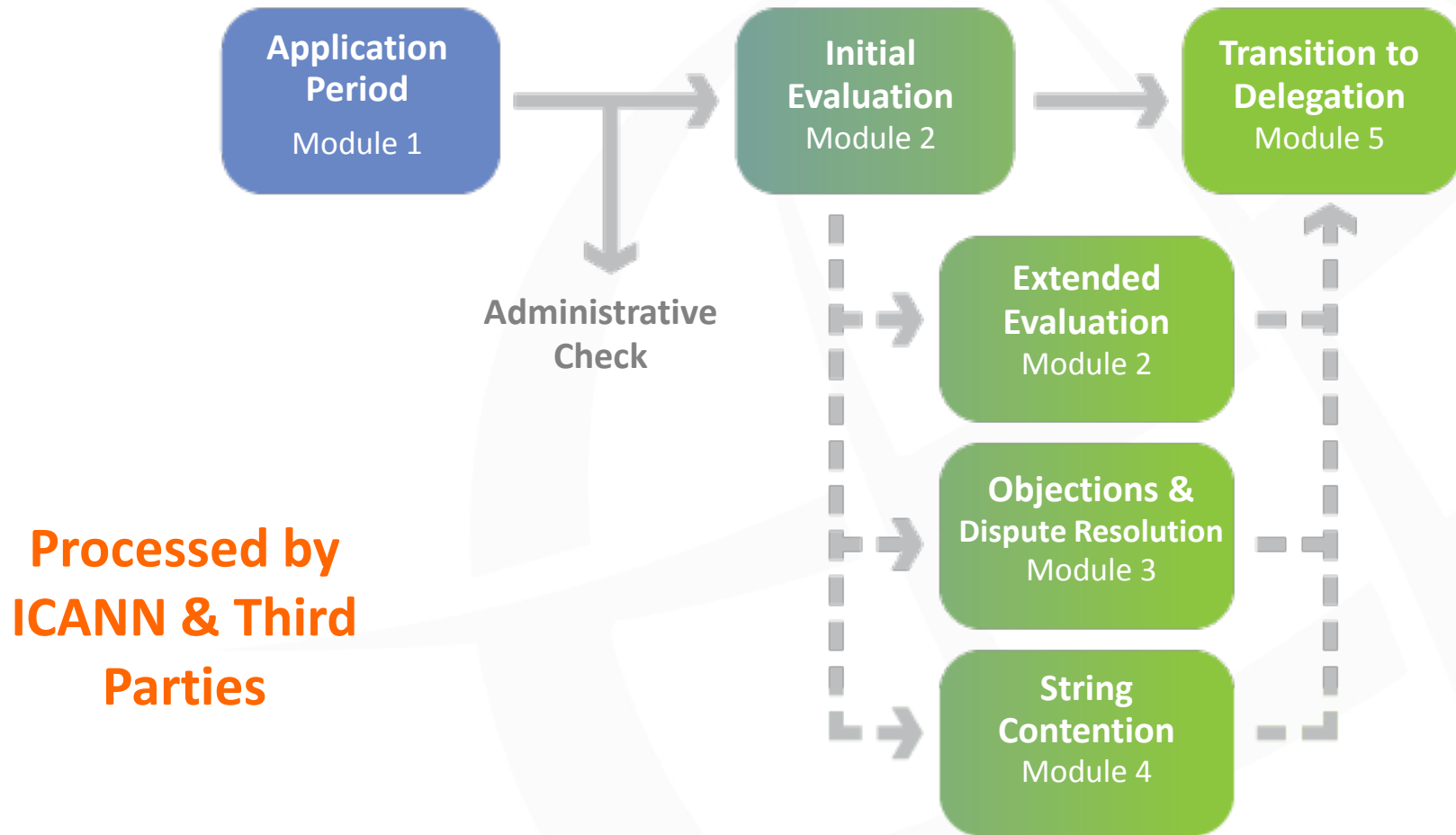
- Other fees may apply – might not be paid to ICANN

On-going Registry Fees

- US$ 25,000 annual Registry fee

- Transaction fee US$ 0.25

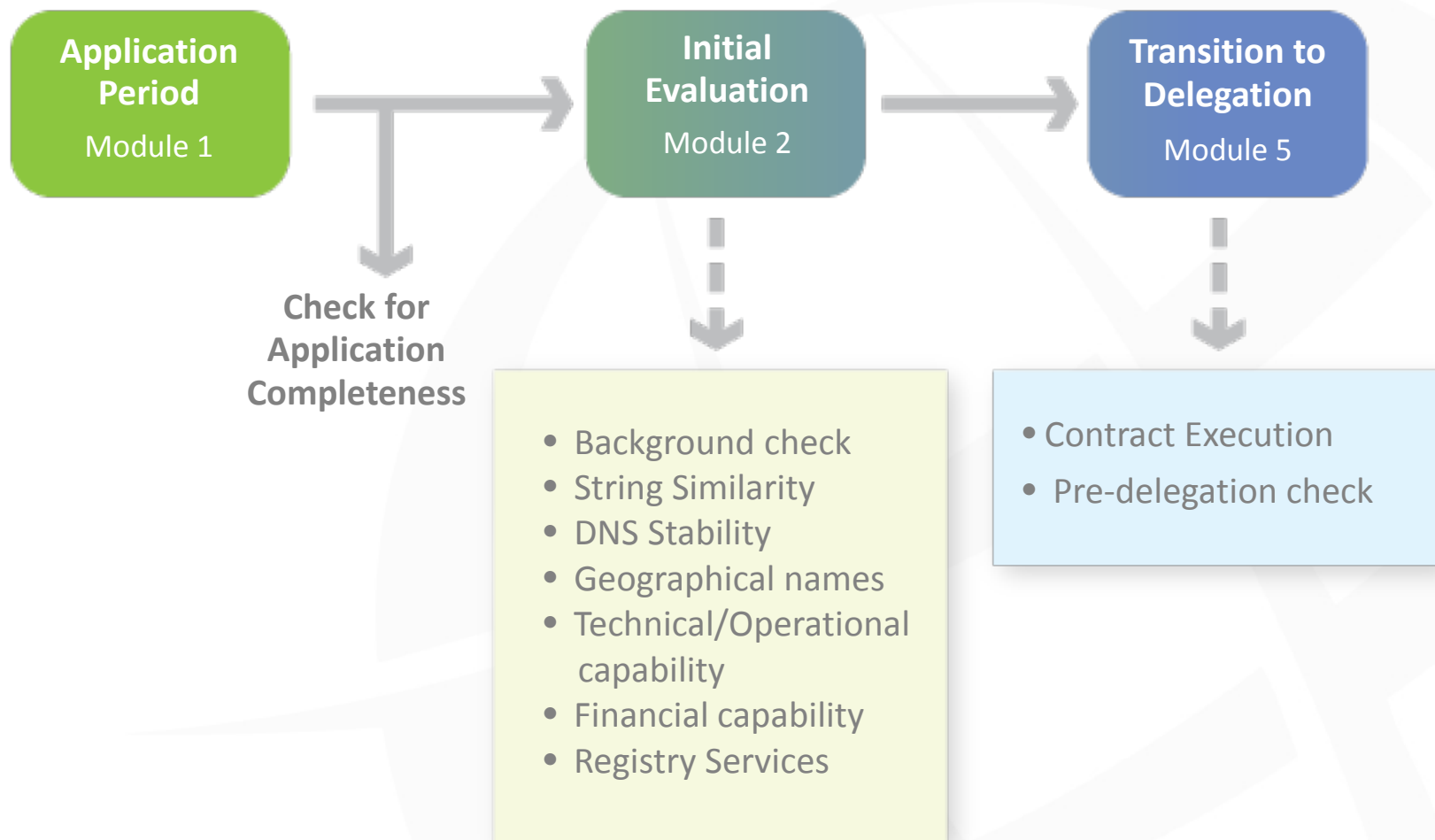These are evaluation and Registry fees only. Consider carefully the costs for running a Registry.

Evaluation Process at a Glance

Application Period — Module 1

Administrative Check

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

Straightforward Evaluation Path

Application Period
Module 1

Initial Evaluation
Module 2

Transition to Delegation
Module 5

Check for Application Completeness

- Background check
- String Similarity
- DNS Stability
- Geographical names
- Technical/Operational capability
- Financial capability
- Registry Services

- Contract Execution
- Pre-delegation 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
- Limited Public Interest
- Community Objection
- *Independent Objector*

String Contention
Module 4

- Community Priority Evaluation
- Auction

Plan for Additional Fees & Processing Time

25

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/newgtlds

- New gTLD Program web-pages ⇨

- Write to: newgtld@icann.org

NewgTLDsICANN

- Applicant Guidebook
- Factsheets
- Global Events
- Public Comments
- Status Reports
  more…