



New gTLDs Program

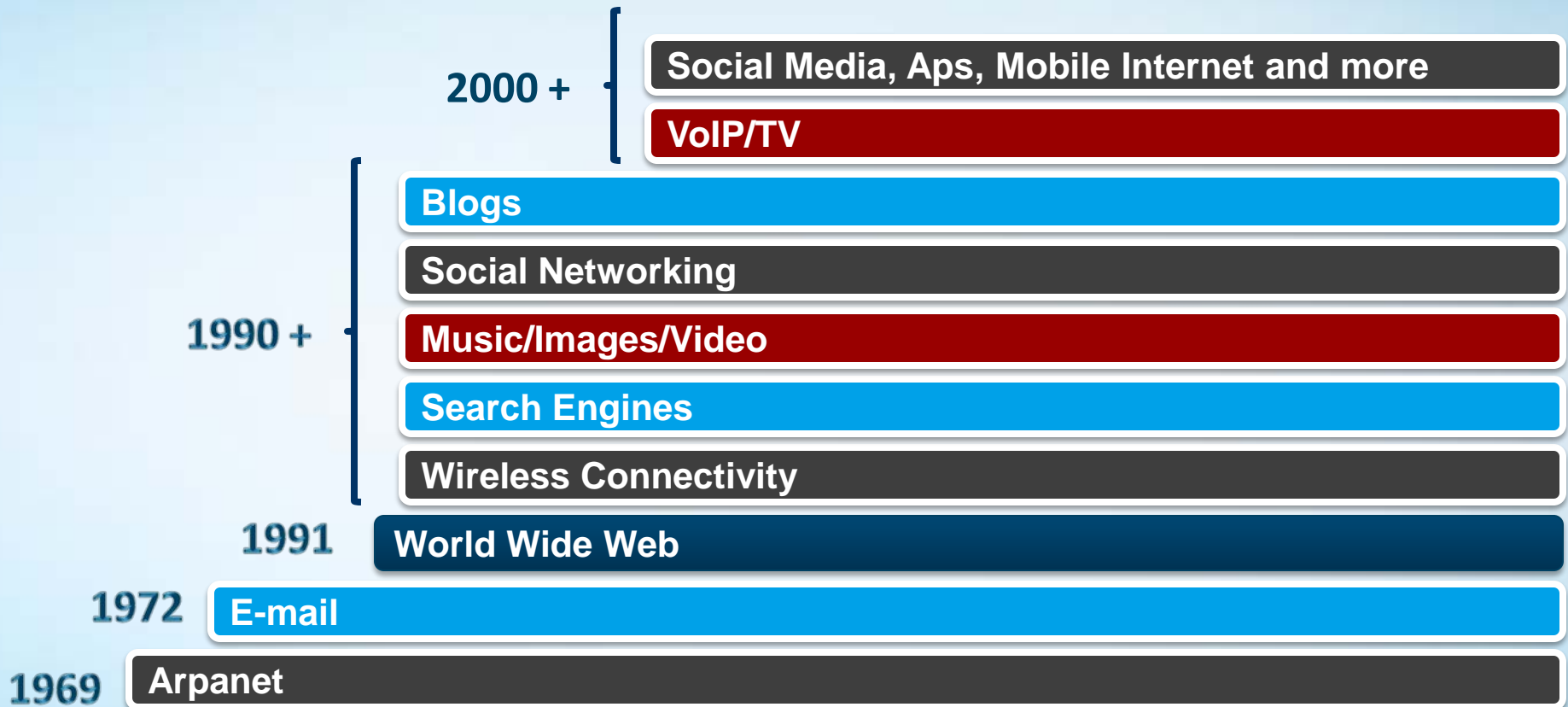
Karla Valente
Director of Product, Services
and Communications
ICANN

November 2009

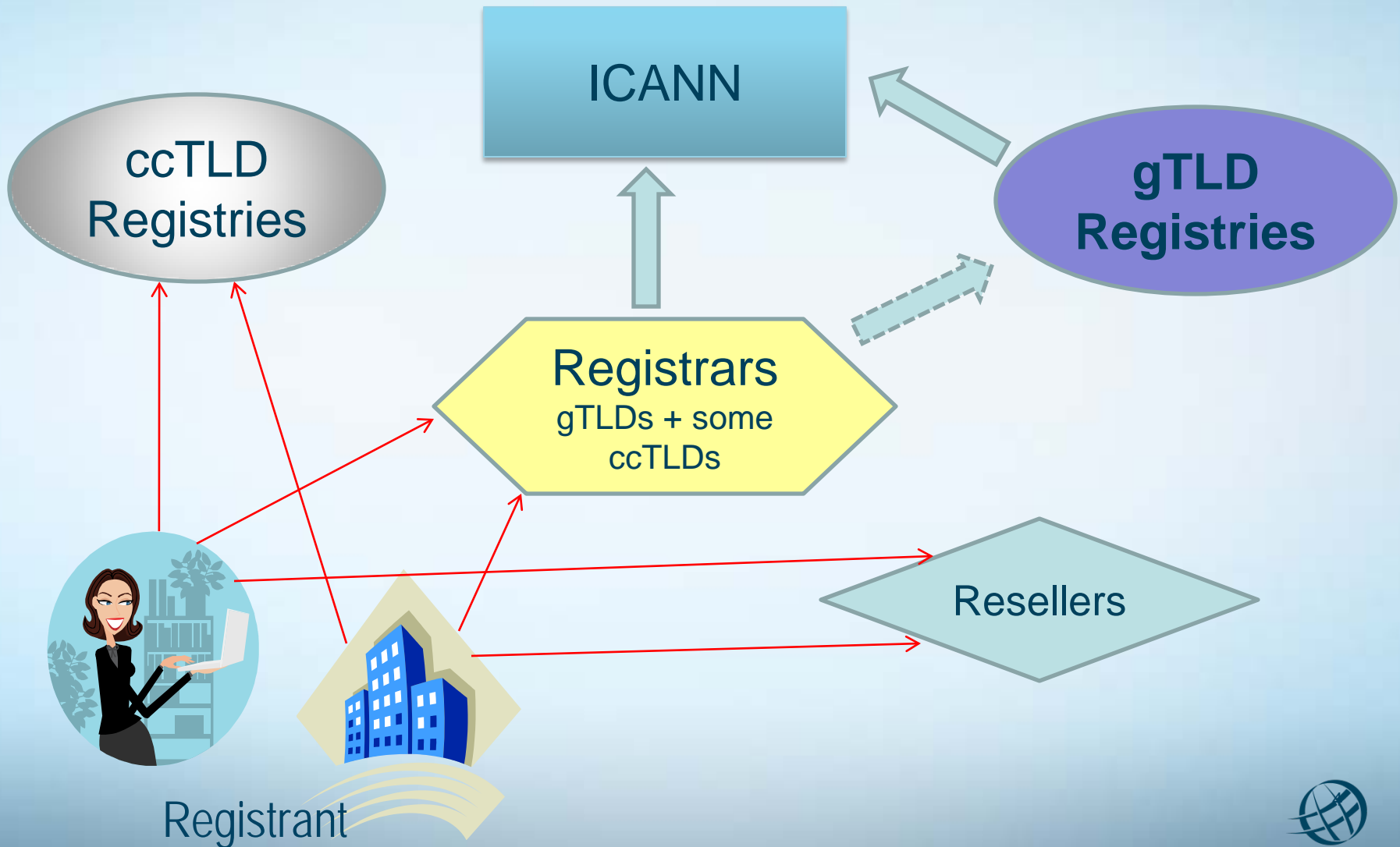
Agenda

- Internet - an evolving ecosystem
- Domain Name System
- New gTLDs Program overview
- What's next?

Internet - an Evolving Ecosystem



DNS – Snapshot of a Complex Ecosystem



Your Internet Address



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

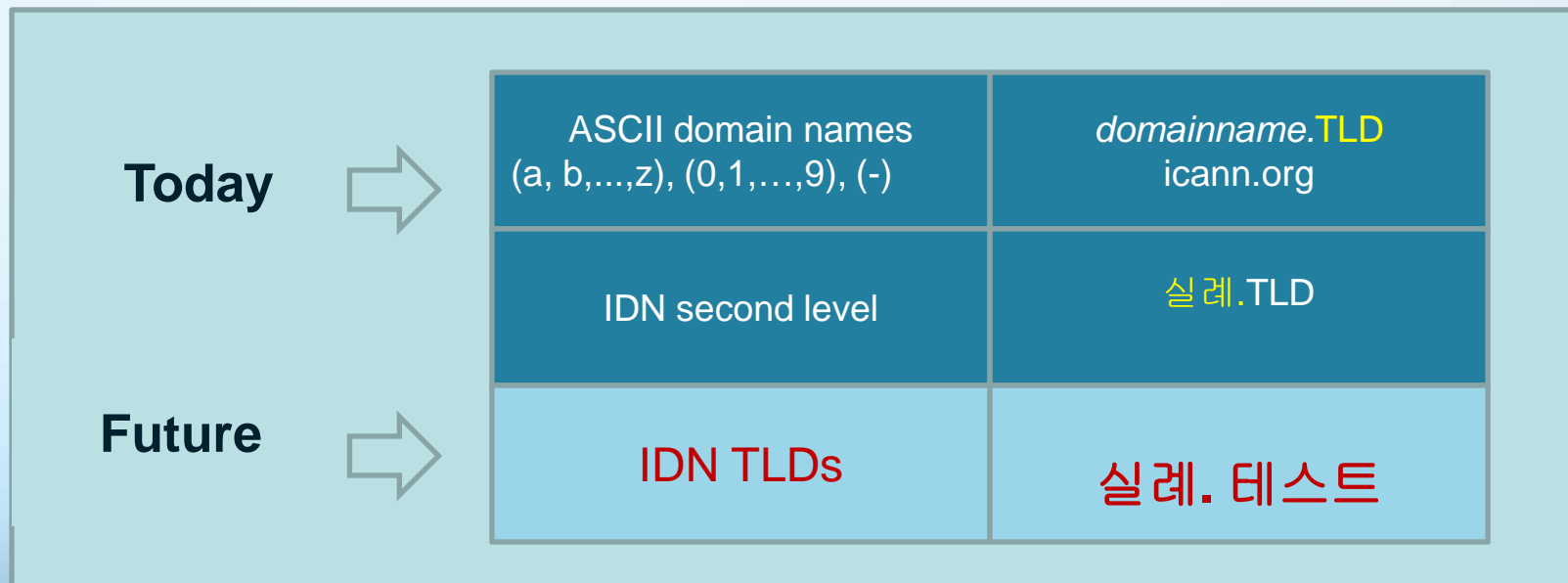
ccTLDs

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
 - ◆ 北京.中国; [xn--1lq90i.xn--fiQs8S]
- IDNs introduced via Fast Track + New gTLDs



ICANN's Mission and New gTLDs

- 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”
- Core objective in founding ICANN; a requirement in each of ICANN + U.S. government agreements
“Define and implement a predictable strategy for selecting new TLDs”
- Promote competition, consumer trust and consumer choice; address various issues
(9.3 - Affirmation of Commitments)

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

What has Been Done?

- Policy development – *Dec 2005 to Sep 2007*
- ICANN Board Policy approval – *Jun 2008*
- Publication of Draft Applicant Guidebook for public comments
 - November 2008 (version 1) May 31 (Excerpts)
 - March 2009 (version 2) **October 4 (version 3)**
- Publication of several reports and explanatory memos
- Focused work on overarching issues resolution
- Considering Expressions of Interest path

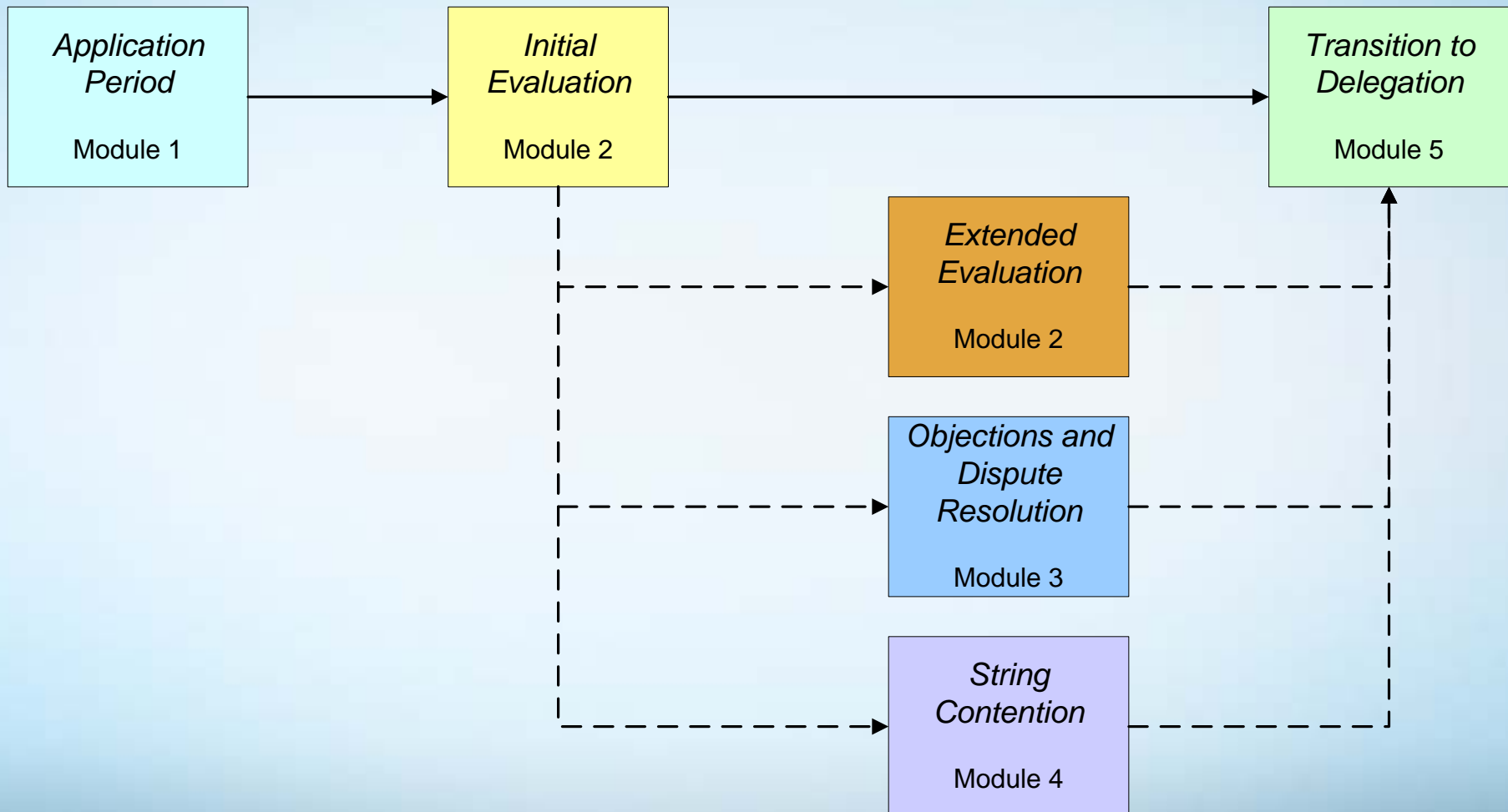
What can we Potentially Expect?

- Internationalized Domain Names (IDN)
- Increase in creativity, innovation and 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 is it Important?

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

New gTLD Evaluation Process



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!

What's Next?

- Seeking resolution on Overarching Issues
- Operational readiness
- Potential Expressions of Interest
- Next version of Applicant Guidebook
- Staff continues to balance the desire to move ahead with the launch plans while addressing the Community raised concerns

THANK YOU

www.icann.org

karla.valente@icann.org