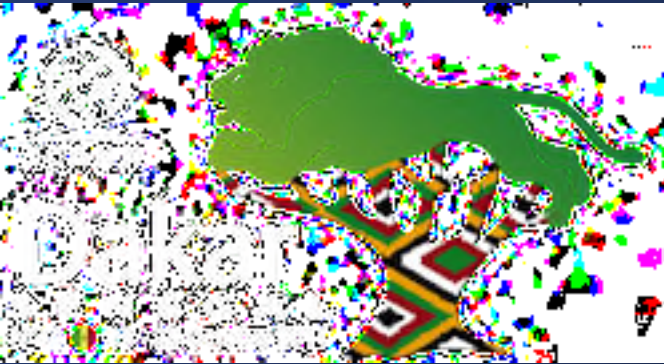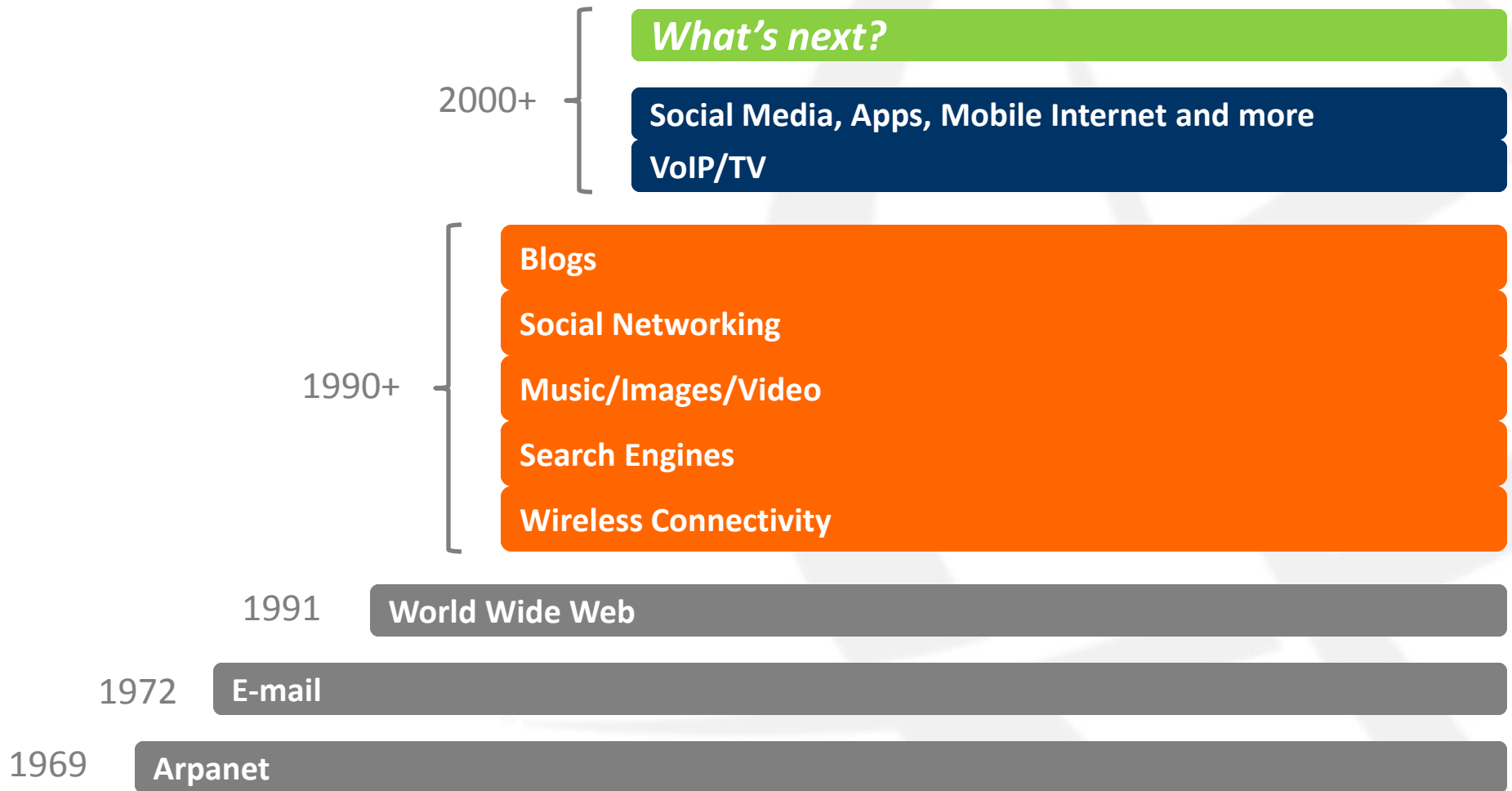# New gTLD Basics

New Internet Exentsions

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

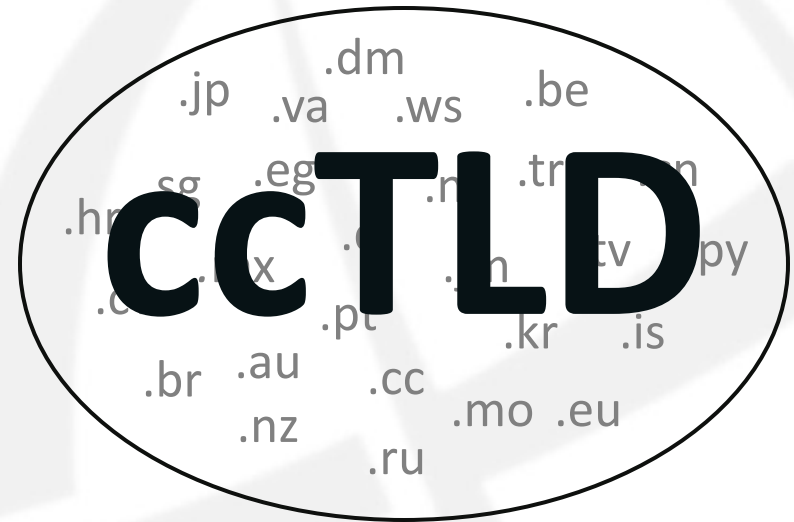www.meetings.icann.org
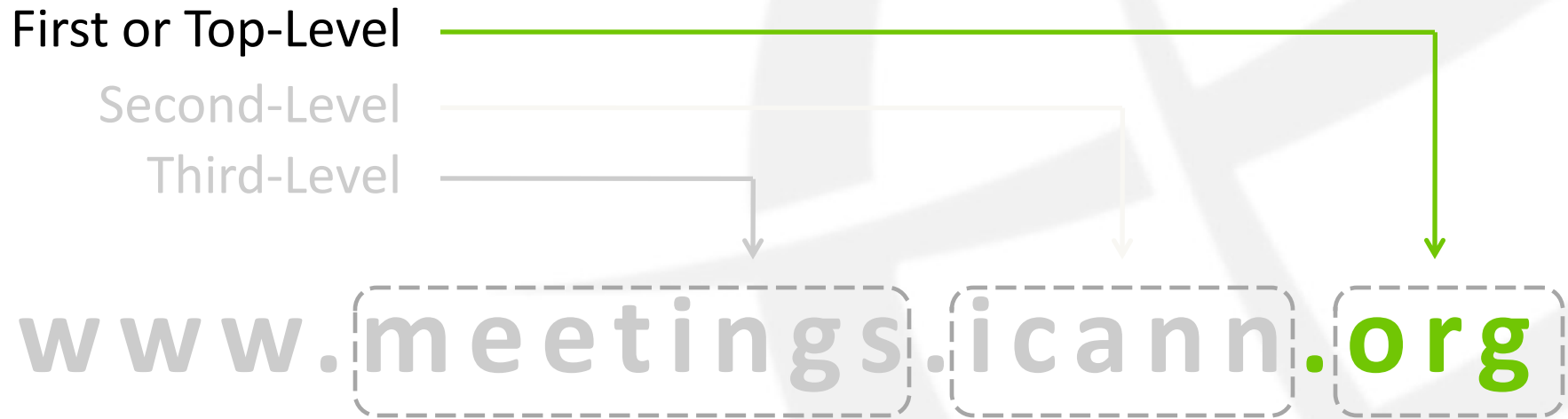
Terminology Clarifications

- **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
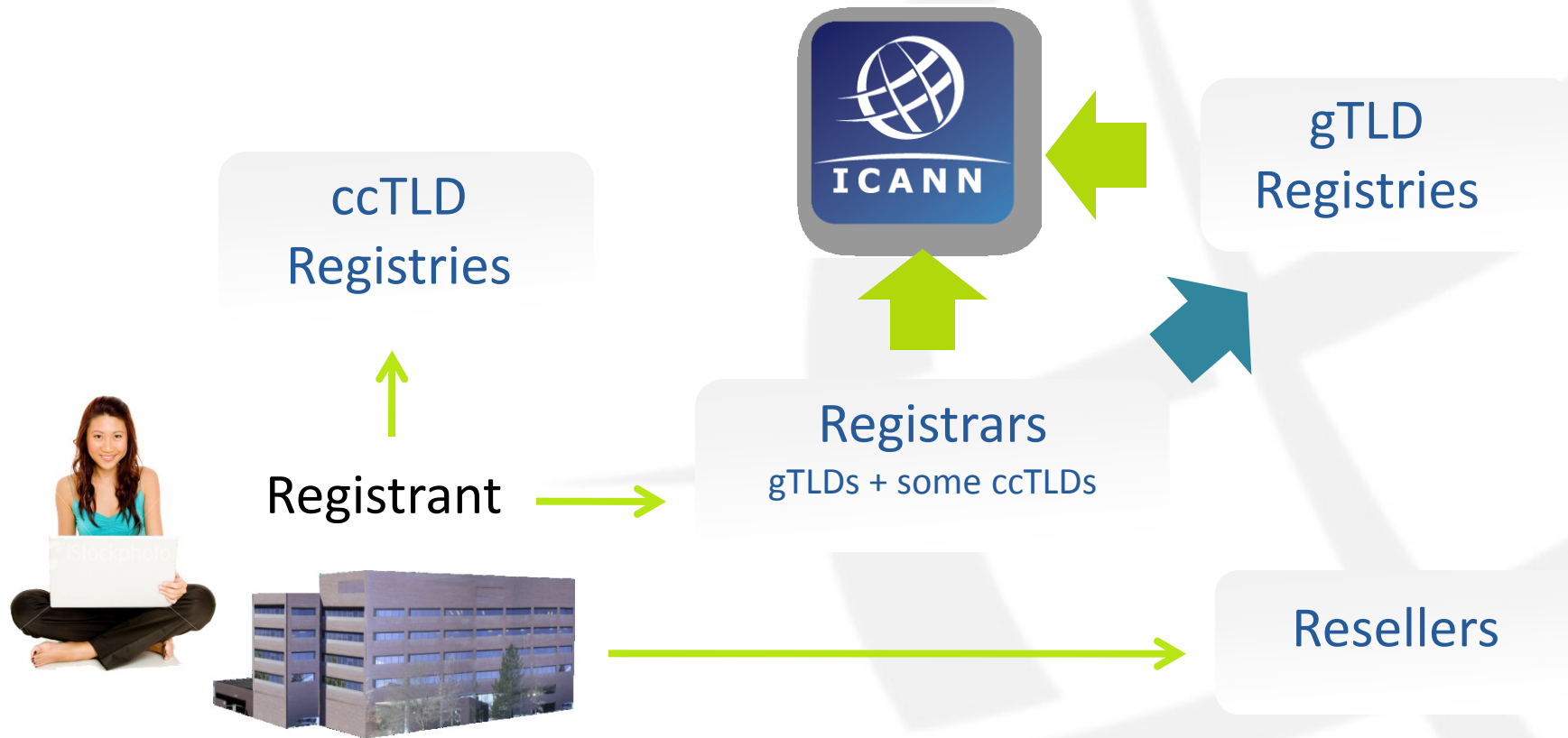
ROOT

gTLD

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

ccTLD

.jp .dm .va .ws .be .sg .eg .n .tr .n .hr .x .tv .py .c .pt .kr .is .br .au .cc .nz .mo .eu .ru

New gTLD Program

Fast Track Program

New gTLDs

.city .acronym
.gIDNs .brand .generic
.community .region

IDN ccTLDs

مصر .சிங்கப்பூர் .ไทย
امارات.
香港 .рф السعودية

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 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)

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

2000 Round

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

2004 Round

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

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 Complete Applicant Guidebook
19 September 2011

Program Launch
12 January 2011

ICANN Board Policy approval Jun 2008

Communications Campaign 20 June 2011

ICANN New gTLD Applicant Guide Book

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 opportunities 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.newgtlds.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 of which is due upon TAS registration

- Refunds apply in certain cases

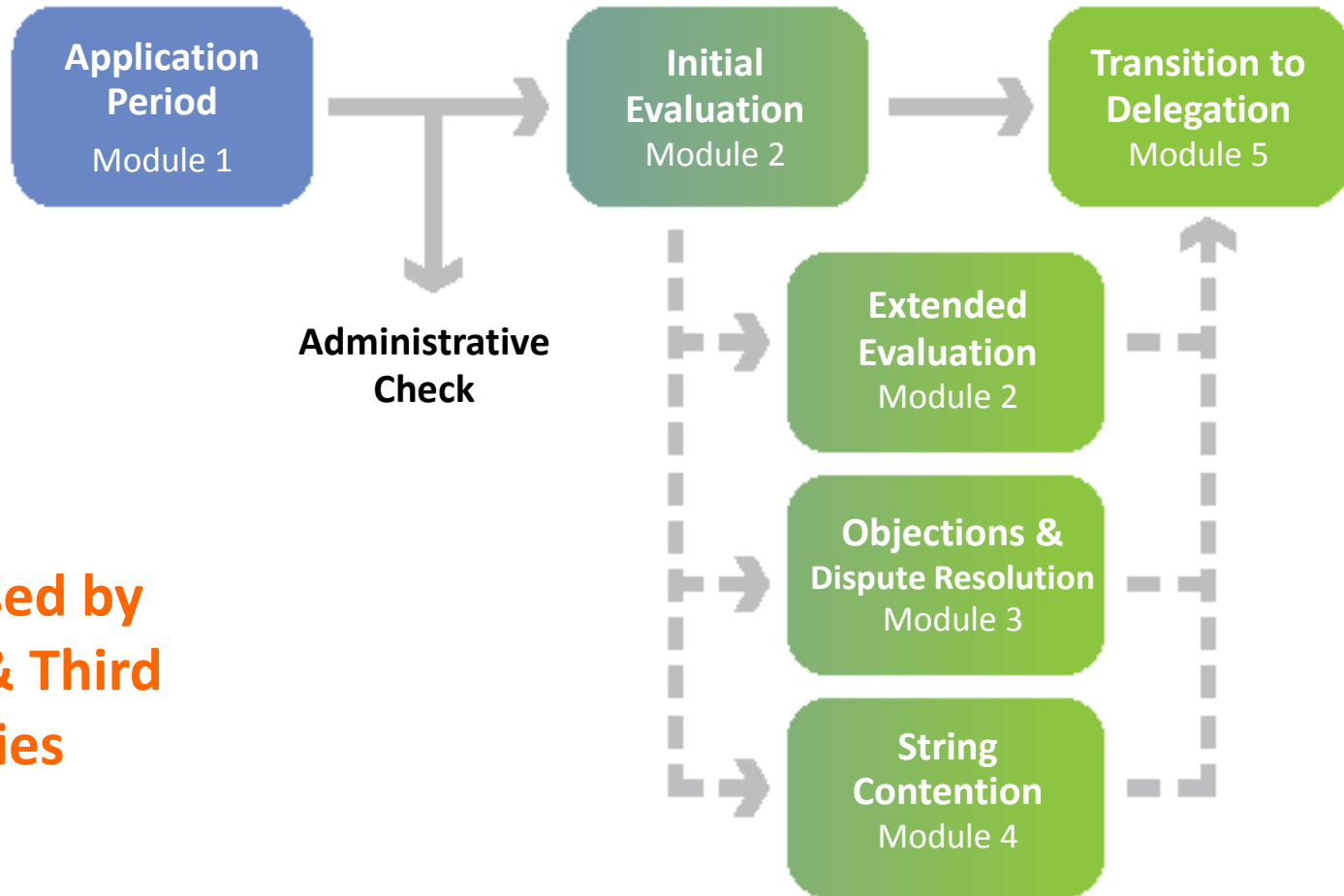- Other fees may apply – might not be paid to ICANN

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.
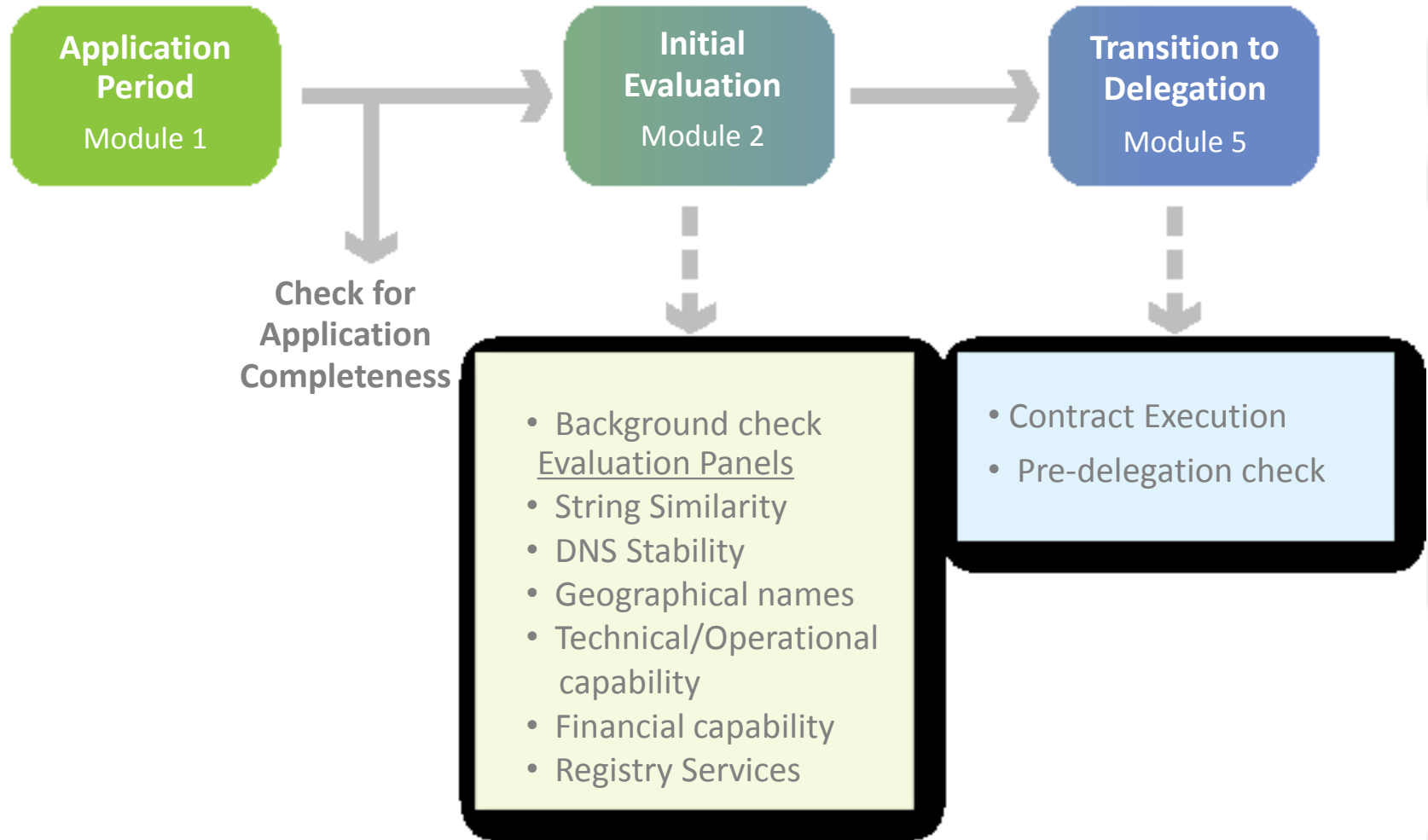
Applicant Support Program

- Applicant Support Program can be found under the Applicants tab on: http://newgtlds.icann.org

  - Applicants seeking support and organizations offering support can find each other.

- $USD 2 million allocated as seed funding to assist applicants from developing economies.

  - Criteria and process for grant allocation will be posted to the new gTLD site once the information is available.
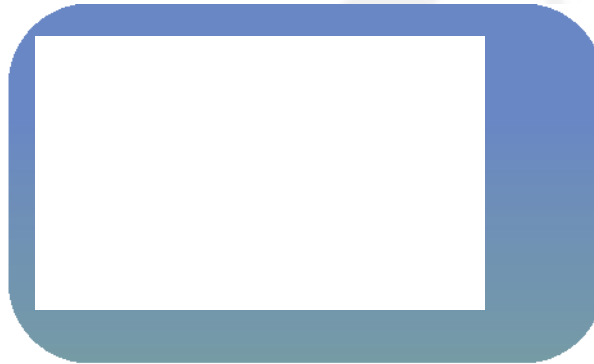
Evaluation Process at a Glance

Straightforward Evaluation Path

Application Period
Module 1

Initial Evaluation
Module 2

Transition to Delegation
Module 5

Check for Application Completeness

- Background check Evaluation Panels
- 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

- - - →

Objections & Dispute Resolution
Module 3

- - - →

String Contention
Module 4

- - - →
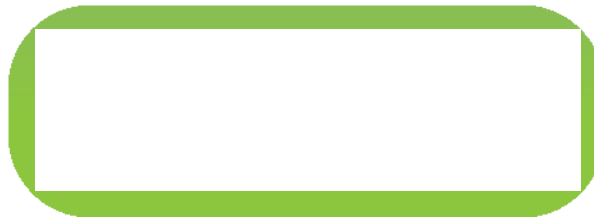
Plan for Additional Fees & Processing Time

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.newgtlds.icann.org

- New gTLD Program web-pages ⇨

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

- Write to: newgtld@icann.org

  NewgTLDsICANN