



ICANN Registry Request Service

Ticket ID: D2D5A-6B9U0

Registry Name: Amazon Registry Services, Inc.

gTLD: moi

Status: ICANN Review

Status Date: 2016-10-21 14:13:12

Print Date: 2016-10-21 14:13:24

Proposed Service

Name of Proposed Service:

Registration Authentication and Customer Discovery Tool for .AWS, .AUDIBLE, .FIRE, .IMDB, .KINDLE, .PRIME, .SILK and .ZAPPOS (each separately referred to as ".TLD" and collectively as the Identified TLDs).

Technical description of Proposed Service:

The Registration Authentication and Customer Discovery Tool may consist of two components: (1) pre-registration policy verification; and/or (2) customer value products and/or services for post-registration use.

The Registry will perform pre-registration policy verification for customers that wish to register domain names in any of the Identified TLDs. The Registry will post its .TLD registration policy, which will include registration eligibility requirements, for public viewing before the .TLD Sunrise period begins. Before registering a domain name with a registrar, a customer that wishes to register a .TLD domain name provides any information necessary to verify eligibility under the registration policy, the Registry verifies any identified .TLD registration policy criteria, and then informs the customer if the customer meets those .TLD registration criteria. After the Registry performs this pre-registration policy verification, the customer will know if they can register and use a .TLD domain name. As part of this process, the availability for registration of any desired .TLD domain names will be checked.

The Registry may offer the customer the opportunity to select technology tools or applications to support use of the .TLD domain name of interest (collectively, "Technology Tools"). The Registry may also offer to the customer ancillary products or services (other than the Technology Tools) to further complement the customer's use of the domain name of interest. Customers will not be required to purchase Technology Tools or the offered ancillary products or services in order to register and use a .TLD domain name.

After the customer selects the Technology Tools of interest and/or ancillary products or services (if any), the customer will select its registrar of choice from among the complete list of .TLD-accredited registrars and be directed to that registrar's site to permit that registrar to collect the required registrant information for the domain name registration, and to submit payment for the selected .TLD domain name. Upon completion of these steps, the registrar, through the normal EPP processes, shall transmit the required registration information to the Registry and the .TLD domain name shall be registered.

A customer that first visits a .TLD-accredited registrar's website will be directed to the Registry's .TLD website to undergo the process noted above. After pre-registration policy verification, those customers will be transitioned back to the originating registrar's site.



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Consultation

Please describe with specificity your consultations with the community, experts and or others. What were the quantity, nature and content of the consultations?:

None.

Many registry operators are already offering pre-registration registration policy verification services -- the .BANK, .COOP, .MUSEUM, .PHARMACY, and .TEL registries - and it is anticipated that Spec. 13 registries will likely need to offer it.

The Technology Tools can be acquired from hundreds of sources other than the Registry. Indeed, hundreds (if not thousands) of companies that do not operate under contract with ICANN provide one or more of the Technology Tools.

Similarly, the offering of ancillary products or services (other than Technology Tools) to further complement the customer's use of the to-be-purchased item already occurs thousands of times daily on a wide variety of third-party sites operated by entities that are not under contract with ICANN.

a. If the registry is a sponsored TLD, what were the nature and content of these consultations with the sponsored TLD community?:

N/A

b. Were consultations with gTLD registrars or the registrar constituency appropriate? Which registrars were consulted? What were the nature and content of the consultation?:

Amazon Registry reached out to several registrars to have general discussions about their experience with pre-registration policy verification and how that experience (including customer experience) could be improved. Any consultations that may have occurred regarding the Technology Tools and the ancillary products and services would have occurred subject to a Mutual Non-Disclosure Agreement and cannot be disclosed.

c. Were consultations with other constituency groups appropriate? Which groups were consulted? What were the nature and content of these consultations?:

N/A



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d. Were consultations with end users appropriate? Which groups were consulted? What were the nature and content of these consultations?:

N/A

e. Who would endorse the introduction of this service? What were the nature and content of these consultations?:

N/A

f. Who would object the introduction of this service? What were(or would be) the nature and content of these consultations?:

N/A

Timeline

Please describe the timeline for implementation of the proposed new registry service:

The Services shall be implemented before launch of the ICANN-mandated Sunrise process.

Business Description

Describe how the Proposed Service will be offered:

The Registry will offer the services as described above, and the services will be accessible to customers through a user-friendly website that will be accessible from the Registry's website and/or related websites.

Describe quality assurance plan or testing of Proposed Service:

Each component of the Registration Authentication and Customer Discovery Tool is fully tested and has been widely used, as described above.

Please list any relevant RFCs or White Papers on the proposed service and explain how those papers are relevant.:



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See <https://github.com/james-f-gould/EPP-Allocation-Token-Specification/blob/master/draft-gould-allocation-token.txt>, which describes the technical solution, which Neustar co-developed, that allows verification of tokens generated, in Amazon Registry's case, in connection with pre-registration policy eligibility verification. Neustar was an instrumental co-author of a technical extension for the provisioning and management of domain name registrations and applications using tokens to register domain names. An EPP extension is required.

Contractual Provisions

List the relevant contractual provisions impacted by the Proposed Service:

None, to our knowledge.

What effect, if any, will the Proposed Service have on the reporting of data to ICANN:

None

What effect, if any, will the Proposed Service have on the Whois?:

None

Contract Amendments

Please describe or provide the necessary contractual amendments for the proposed service:

Exhibit A, Approved Services, Para. 5, Registration Authentication and Customer Discovery Tool. Registry Operator may offer the Registration Authentication and Customer Discovery Tool service, which verifies eligibility of potential registrants according to Registry Operator's registration policy by providing, receiving and validating authentication tokens required for the registration of domain names. Registry Operator must support authentication of tokens from registrars via EPP. As part of this Registry Service, the Registry Operator may offer optional customer value products and/or services. The Registry Operator is required to obtain prior approval pursuant to the Registry Services Evaluation Policy, currently available at <http://www.icann.org/en/registries/rsep/rsep.html> before offering a customer value product or service that is a Registry Service; provided, however, that the offering of a customer value product or service on the Registration Authentication and Customer Discovery Tool will not, in and of itself, cause such a customer value product or service to be a Registry Service.



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Benefits of Service

Describe the benefits of the Proposed Service:

Amazon seeks to be the Earth's most customer-centric company. This goal applies also to our top level domain registries and drives the decision to offer the Registration Authentication and Customer Discovery Tool. We expect that customers will benefit significantly from each component of the Registration Authentication and Customer Discovery Tool.

Allowing customers to undergo .TLD pre-registration policy verification at the registry level, to select any potential Technology Tools, and to have the opportunity to purchase ancillary products and services that complement use of their desired domain name makes it easier for a customer to obtain its desired .TLD domain name more quickly and to get online without the need to hire a developer. The customer will know before they pay for a .TLD domain name (1) what the registry policies are; and/or (2) if they are eligible to register and use that domain name. In addition, customers are not faced with numerous interactions across a number of websites and email correspondence and other processes. This path provides for a more seamless customer experience.

Customers will receive a simplified, easy-to-understand presentation of any Technology Tools available for use in connection with a .TLD domain name before proceeding with registration along with an offering of additional products and services that complement use of their desired domain name. Permitting customers to select their desired registrar from the list of .TLD-accredited registrars promotes transparency and consumer choice.

Registrars may benefit, too. For example, registrars will not need to spend the time and money necessary to design and implement the tools for .TLD registration policy verification, and will not have to develop and implement payment-related processes to deal with potential .TLD registrants that, after submitting payment to the registrar, are deemed ineligible to register a .TLD domain name.

Competition

Do you believe your proposed new Registry Service would have any positive or negative effects on competition? If so, please explain.:

The Registration Authentication and Customer Discovery Tool will have positive effects on competition. First, we are using the top level domain in an innovative way that will significantly improve customer experience and value. Second, by providing customers with a list of all .TLD-accredited registrars, customers will benefit from full information access. Moreover, listing registrars so that customers have access to the full universe of .TLD-accredited registrars should have a positive impact on competition among .TLD-accredited registrars.



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How would you define the markets in which your proposed Registry Service would compete?:

The Registration Authentication and Customer Discovery Tool will compete with providers of the following services: pre-registration policy verification and technology tools to support use of a domain name.

What companies/entities provide services or products that are similar in substance or effect to your proposed Registry Service?:

The .BANK, .COOP, .MUSEUM, .PHARMACY, and .TEL registries offer pre-registration policy verification, and we anticipate that Spec. 13 registries will require it. Hundreds (if not thousands) of companies offer technology tools and ancillary products and services.

In view of your status as a registry operator, would the introduction of your proposed Registry Service potentially impair the ability of other companies/entities that provide similar products or services to compete?:

No. In fact, many of these services are already being offered today with respect to multiple other top-level domains. In addition, with the exception of the pre-registration policy verification services, all of the other services can be acquired for the .TLD through hundreds (if not thousands) of other service providers. Indeed, the proposal opens up the landscape to more - and not less - competition.

Do you propose to work with a vendor or contractor to provide the proposed Registry Service? If so, what is the name of the vendor/contractor, and describe the nature of the services the vendor/contractor would provide.:

We will use the current token system offered by Neustar (our backend registry service provider) in connection with the pre-registration policy verification services. The referenced token is a technical solution, which Neustar co-developed, that allows verification of tokens generated, in Amazon Registry's case, in connection with pre-registration policy verification. Neustar was an instrumental co-author of a technical extension for the provisioning and management of domain name registrations and applications using tokens to register domain names (see <https://github.com/james-f-gould/EPP-Allocation-Token-Specification/blob/master/draft-gould-allocation-token.txt>). An EPP extension is required.

This technical solution is currently offered by Neustar and is used for other new gTLDs. We understand that any registrar that is accredited with any Registry Operator for (i) a top level domain for which Neustar is the backend registry service provider; and that (ii) requires pre-registration policy verification, is aware of the existence of this token mechanism.



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Amazon Registry intends for the tokens it will use to be unique to a specific domain name and valid for a set duration that will be communicated to the customer. Customers will not be aware of the token per se, but will be aware of any time limitations associated with the token (i.e., they have x days to complete the registration). This means that if a customer undergoes the pre-registration policy verification for the domain name of her choice and later decides not to proceed to registration of that domain name, the customer cannot apply that pre-registration policy verification to a different second-level name in the same top level domain or the same second-level domain in a different ARSI-operated top level domain. This also means that, if the customer delays proceeding to registration for a time period that exceeds the specified duration, the customer will have to undergo pre-registration policy verification again and that particular domain name may no longer be available.

We are identifying entities that could provide the underlying verification service. Similarly, we are in discussions with several vendors of the Technology Tools. No Technology Tools will have any technical impact on the .TLD registration policy or the process for actually registering a .TLD domain name.

Have you communicated with any of the entities whose products or services might be affected by the introduction of your proposed Registry Service? If so, please describe the communications.:

No.

Do you have any documents that address the possible effects on competition of your proposed Registry Service? If so, please submit them with your application. (ICANN will keep the documents confidential).:

No.

Security and Stability

Does the proposed service alter the storage and input of Registry Data?:

Storage and input of Registry Data will not be altered.

Please explain how the proposed service will affect the throughput, response time, consistency or coherence of responses to Internet servers or end systems:

The proposed service will not affect the throughput, response time, consistency or coherence of responses to Internet servers or systems.



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Have technical concerns been raised about the proposed service, and if so, how do you intend to address those concerns?:

No. N/A

Other Issues

Are there any Intellectual Property considerations raised by the Proposed Service:

No.

Does the proposed service contain intellectual property exclusive to your gTLD registry?:

No.

List Disclaimers provided to potential customers regarding the Proposed Service:

Any commercially reasonable disclaimers will be finalized and provided before the Registration Authentication and Customer Discovery Tool is made available to customers.

Any other relevant information to include with this request:

None