



Overview New gTLD Program

Karla Valente
Director
Communications and
Product Services

Abu Dhabi
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Agenda

- ICANN's Mission and New gTLD
- Brief gTLDs Historical Background
- New gTLD Policy Development Overview
- Process Overview



ICANN's Mission and New gTLDs

- A core objective in founding ICANN; a requirement in each of ICANN's agreements with the USG (1998 – present):
“Define and implement a predictable strategy for selecting new TLDs”
- Fostering choice and competition in provision of domain registration services
- White Paper in 1998:
“The new corporation ultimately should ... 3) oversee policy for determining the circumstances under which new TLDs are added to the root system”



Brief gTLD Historical Background

- There are presently 21 gTLDs in the root zone
- ICANN has agreements with 16
- 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)
- The experiences derived from the delegation of these registries, and the input of experts and community members has informed the development of a new policy to guide the delegation of gTLDs



Key Benefits of New gTLDs

- To encourage and foster creativity, innovation, consumer choice, and competition in the domain name space
- Internationalized Domain Names (IDN) for a more globally and culturally inclusive internet
 - ♦ IDNs currently only of second level



Policy Development Overview

- Policy development process by ICANN's GNSO from December 2005 to September 2007
- 19 Recommendations
- Policy Approved by ICANN's Board – June 2008



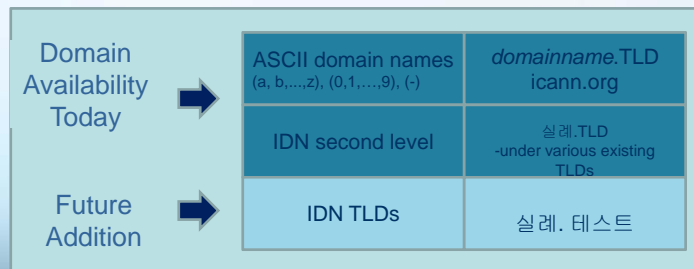
Policy Conclusions

- New gTLDs will benefit registrant choice and competition; implementation plans should be created
- Implementation plan should also allow for IDNs, and ideally implemented at the same time as new ASCII TLDs
- New gTLDs should not cause security or stability issues
- Protection of various appropriate interests requires objection and dispute resolution processes



Internationalized Domain Names

- IDNs have existed as second level since 2003
 - ♦ under web protocol standards
 - ♦ email protocol standards are underway (IETF)
- We also need IDN TLDs
 - ♦ 北京.中国; [xn--1lq90i.xn--fiQs8S]



Program Development and Community Participation

- Publication for public comment of two versions of the new gTLD Draft Applicant Guidebook (DAG) in November 2008 (DAG v1) & March 2009 (DAG v2)
- Publication of Explanatory memoranda and Public comments Analysis
- Feedback used to guide continuing process development
- Engage community experts to address selected issues



Where Are we in the Process?

- ICANN Staff continues to balance the desire to move ahead with the launch plans while addressing the Community raised concerns
- Working on Applicant Guidebook version 3 expected in Q3, prior to ICANN Seoul Meeting
- ICANN is actively seeking comments through participation in the Overarching Issues dedicated Wiki and through direct contact with Staff
- Tentative launch scheduled for 2010



The Program



New gTLDs Program

- The development of the criteria, process and tools by which organizations around the world will be able to apply for new TLDs in the near future
- Applicant Guidebook - provides a timely, clear roadmap for applicants describing the application and evaluation process
- Preserve DNS stability and security



Principles of the Program

- Care/conservatism: While speed, efficacy and efficiency are all important goals of the new implementation process: **protection of registrants, DNS stability and security** is paramount
- Evaluation fees are planned to **cover costs**
- For most applications (i.e., not controversial), ICANN will provide a **clear, predictable, timely roadmap** for the application, evaluation and delegation of gTLD strings
- Objection and dispute resolution processes in cases where strings: (1) **infringe someone's existing rights**; (2) **misappropriate a community label**; (3) **cause user confusion**; (4) **potentially go against morality & public order**. Those objections should be addressed by an independent 3rd party, employing objective standards, resolving a dispute between the applicant and the objector



The Application Process

- Open pre-determined application period
- Will be web-based - TAS
- Applicant Guidebook



The Applicant

- Any public or private established entity from anywhere in the world
- Must follow all application steps and rules as pre-established and published
- Must demonstrate organizational, operational, technical and financial capability
- Must pay an application fee (\$185K)
 - ◆ other fees may apply depending on application path
 - ◆ On-going fee applies to future Registries



Open Application

- Has not been designated as community-based
- Can be used for any purpose consistent with the requirements of the application and evaluation criteria, and with the registry agreement.
- An open gTLD may or may not have a formal relationship with an exclusive registrant or user population.
- It may or may not employ eligibility or use restrictions



Community-Based Application

- “A community-based gTLD is a gTLD that is operated for the benefit of a defined community consisting of a restricted population. An applicant designating its application as community-based must be prepared to substantiate its status as representative of the community it names in the application”
- Must designate “community-based” at the time of application



Applicant is Expected to....

- Demonstrate an ongoing relationship with a defined community that consists of a restricted population
- Have applied for a gTLD string strongly and specifically related to the community named in the application
- Have proposed dedicated registration and use policies for registrants in its proposed gTLD
- Have its application endorsed in writing by 1 or more established institution



Geographical Names

- Names requiring approval or non-objection of relevant government:
 - ♦ Meaningful representation of country and territory names
 - ♦ Sub-regional names on the ISO 3166-2 list
 - ♦ Capital cities of countries / territories on the ISO 3166-1 list
 - ♦ City names only if the application self-identifies city representation
- Regional names require approval of a substantial number of relevant governments
- The board asked for greater specificity for the terms:
 - ♦ Meaningful representation
 - ♦ Substantial number



Country/Territory Name Definition

- From the ISO-3166-1 Part 1 list:
 - ♦ The long-form or short-form names and their translations
 - ♦ The alpha-3 code
 - ♦ Exceptionally reserved names
 - ♦ Names in the remarks column (e.g., “often referred to as” or “principle islands”)
- A list of 26 “separable names” derived from the ISO 3166-1 list (e.g., “Russia” from “Russian Federation” and “Bosnia” from “Bosnia and Herzegovina”)
- Permutations of the names above

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Regional Names

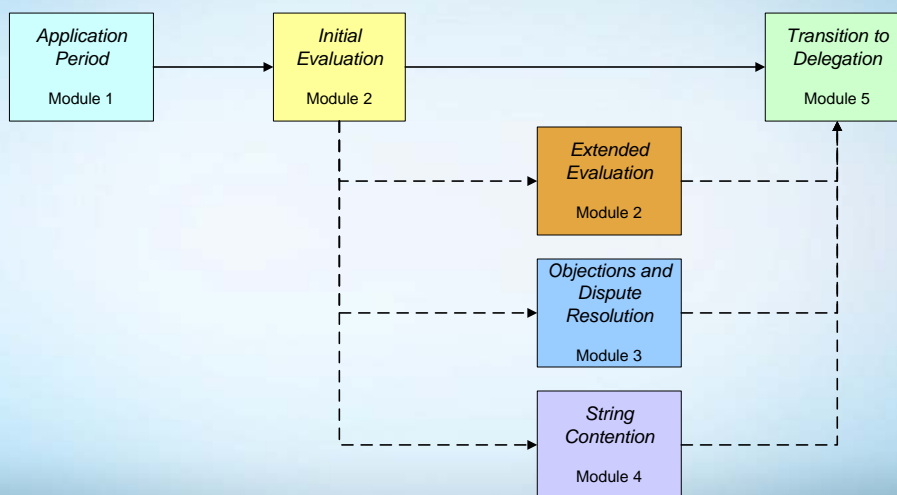
▪ UN list of 49 regions: “Composition of macro geographical (continental) regions, geographical sub-regions, and selected economic and other groupings” will be approved if there is:

- ♦ Documented support from at least 60% of the countries / territories identified as being in that region by the UN list
- ♦ No more than one objection by countries / territories identified as being in that region by the UN list

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Evaluation Process



The Evaluation Processes

- Review of applicant's organizational, operational, technical and financial capability
- Check of the proposed TLD string
 - ◆ Must not lead to technical instability or unwanted/unexpected results in the DNS
 - ◆ Must not be a reserved name or existing TLD
 - ◆ Must not cause string confusion
- Evaluation panels and examiners
- Extended evaluation will apply in some cases



Objection and Dispute Resolution

- Pre-defined objection filing period processed by independent Dispute Resolution Providers
- Potential grounds for objection
 - ◆ String Confusion
 - Avoid user confusion
 - ◆ Infringement of Rights
 - Protection of intellectual property and other pre-existing rights
 - ◆ Morality and Public Order
 - Additional safeguards; interests of governments
 - ◆ Community Objection
 - Protection of community interests (e.g. geographically based indigenous, religious organizations)



String Contention Processes

- Two or more qualified applicants for an identical or similar TLD that successfully passed evaluation process
- Applicants will be informed about the contention be given time to mutually resolve it
- Resolution mechanisms
 - ◆ Comparative evaluation – community based applicant
 - ◆ Auction



Delegation

- Standard Base agreement
- Staff will recommend Board approval of applicants that have followed the standard process
- Actual delegation of a new gTLD to a successful applicant is contingent upon the applicant's demonstration, to the extent possible, that it has fulfilled the commitments required to meet the baseline criteria
- Pre-determined period of time to make all necessary structural arrangements for the pre-delegation phase
- IANA steps to add TLD to the root



What's Next?

- Outreach/education Events
 - ♦ ICANN Seoul Meeting (25-30 October)
 - ♦ Latin America and Africa Outreach events
 - ♦ Webinars
- Publications:
 - ♦ Summary of consultation events - Sydney, NYC and London – Q3 2009
 - ♦ Analysis – IRT proposal public comments – Q3 2009
 - ♦ Version 3 – Draft Applicant Guidebook
 - ♦ Root scaling study ~ Q3 2009
 - ♦ Final Applicant Guidebook ~ Q4 2009



THANK YOU

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