

# Middle East and Adjoining Countries School on Internet Governance (MEAC-SIG)

Tunis 2015

## New TLDs & IDNs

Khaled Koubaa

# Domain Names & IDNs

Domain name

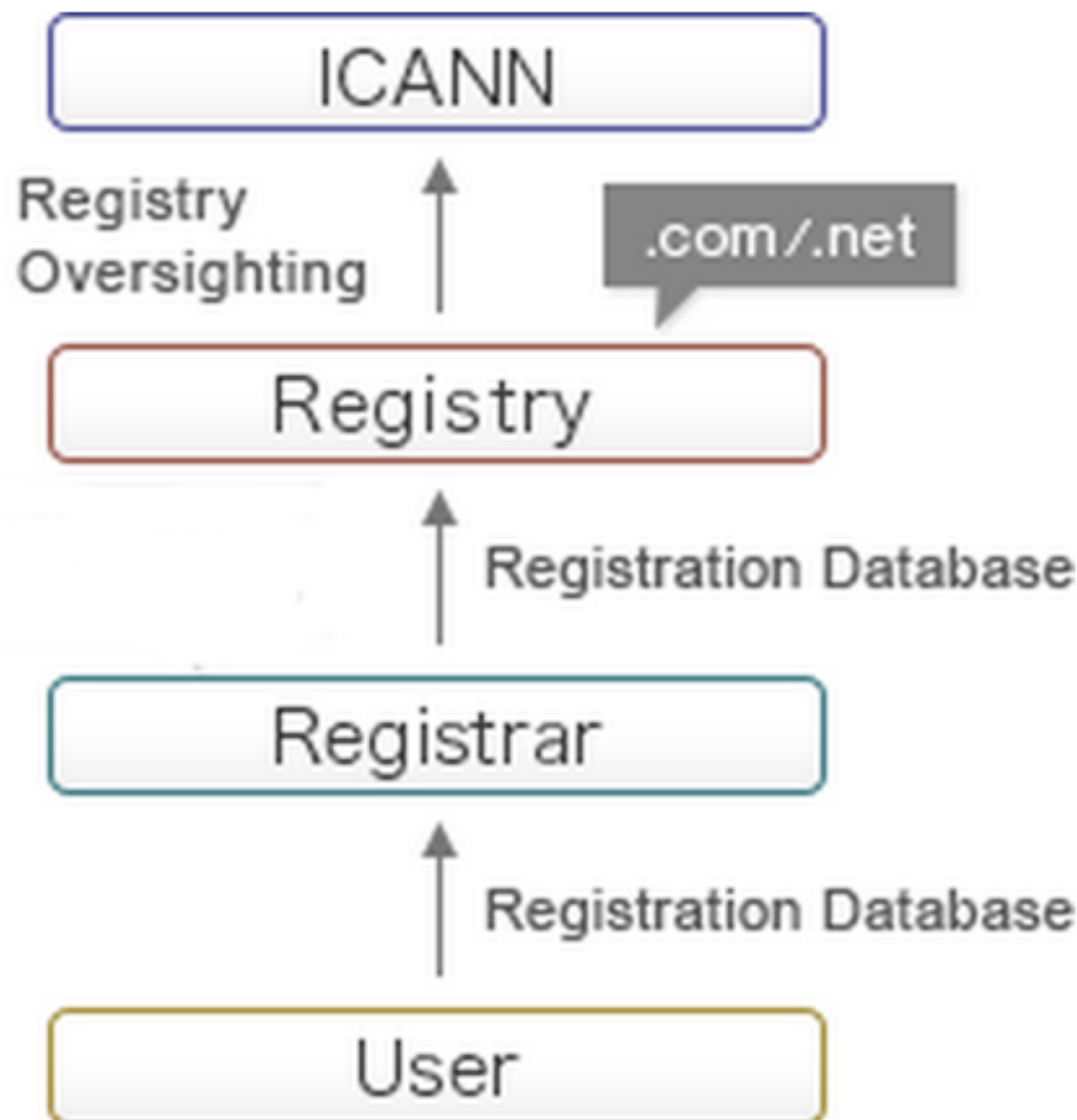
http://www.thisisadomain.com

Second Level Domain (SLD)

Managed by a registrar under contract  
with a registry

Top-Level Domain (TLD)

Managed by a registry





Adam Costello

UC Berkeley

[[Docs](#)] [[txt](#)|[pdf](#)] [[draft-ietf-idn-pu...](#)] [[Diff1](#)] [[Diff2](#)] [[Errata](#)]

Updated by: [5891](#)

PROPOSED STANDARD

**Errata Exist**

Network Working Group  
Request for Comments: 3492  
Category: Standards Track

A. Costello  
Univ. of California, Berkeley  
March 2003

**Punycode: A Bootstring encoding of Unicode  
for Internationalized Domain Names in Applications (IDNA)**

Status of this Memo

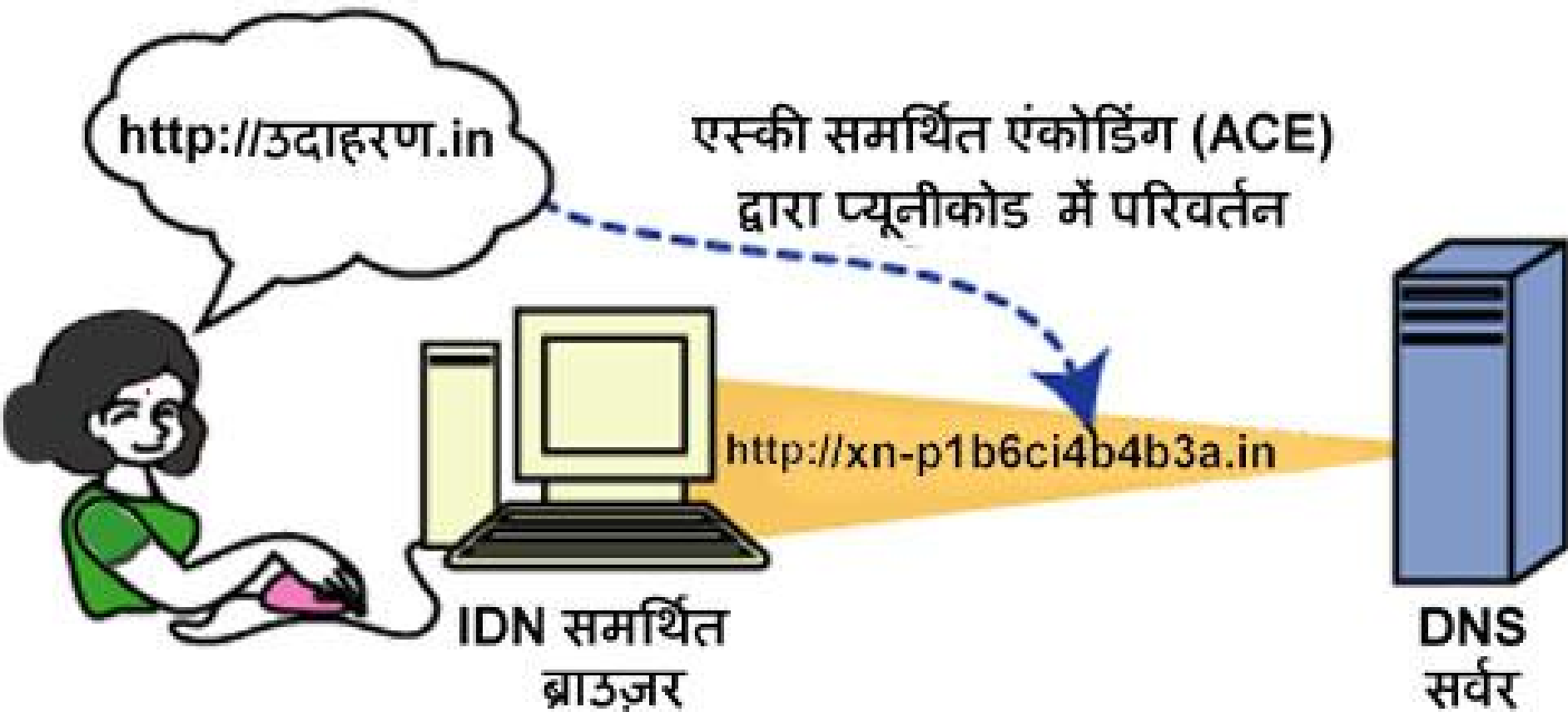
This document specifies an Internet standards track protocol for the Internet community, and requests discussion and suggestions for improvements. Please refer to the current edition of the "Internet Official Protocol Standards" (STD 1) for the standardization state and status of this protocol. Distribution of this memo is unlimited.

# PUNYCODE

## Punycode domain name converter

خالد.com encodes to xn--mgbne7f.com. #

# IDN.DOMAIN

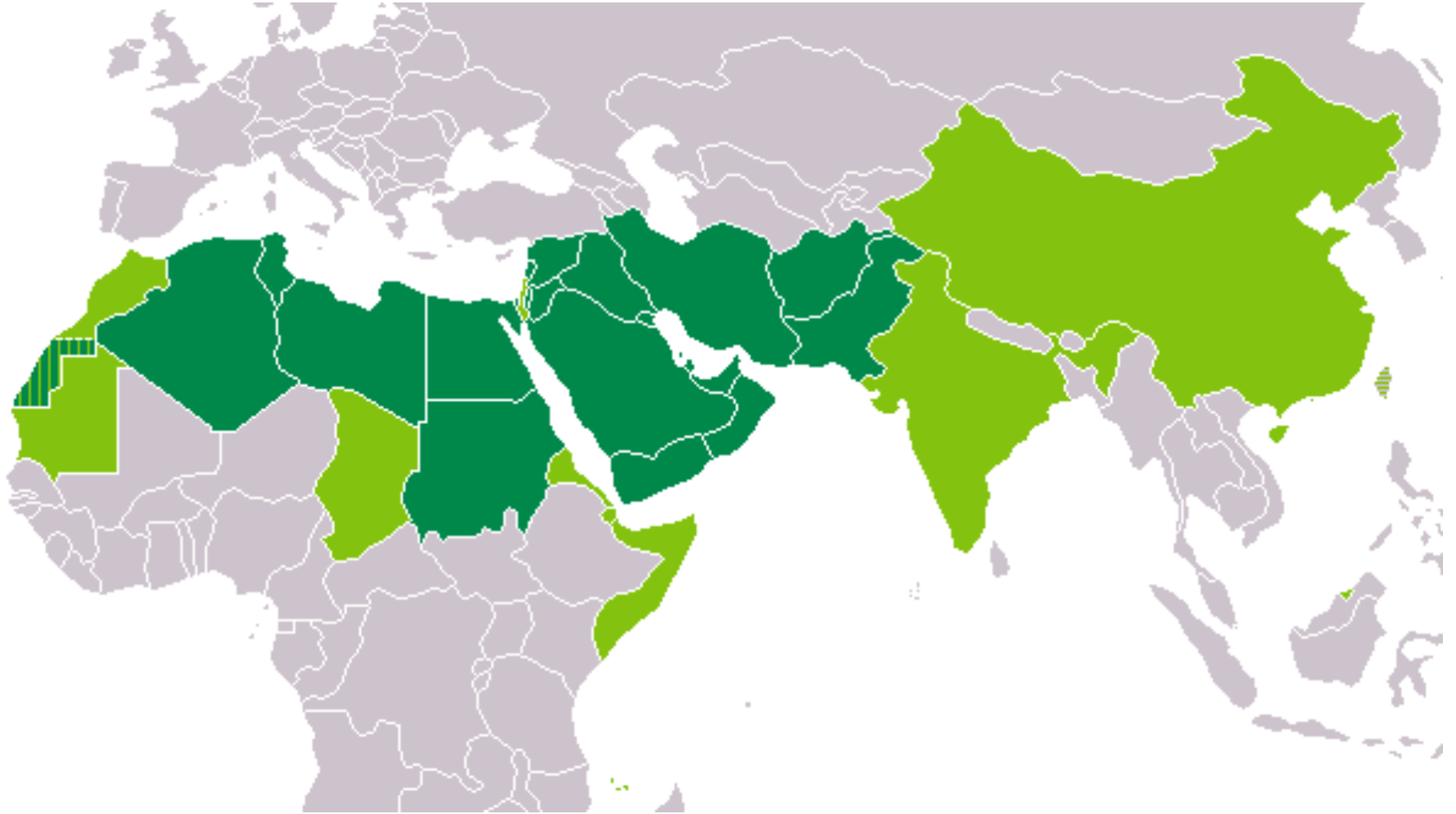



















# IDN.IDN

παράδειγμα • δοκιμή  
пример • испытание  
הדִּיקָה • אמוּנָה  
실례 • 테스트  
例子 • 測試  
مثال • إختبار  
例え • テスト

# ARABIC SCRIPT



	060	061	062	063	064	065	066	067	068	069	06A	06B	06C	06D	06E	06F
0		ي	ذ	-	و	و	و	پ	ڈ	غ	گ	ہ	ی	و	و	و
	0600	0610	0620	0630	0640	0650	0660	0670	0680	0690	06A0	06B0	06C0	06D0	06E0	06F0
1		ي	ء	ر	ف	و	ا	خ	ز	ف	گ	ہ	ی	و	و	ا
	0601	0611	0621	0631	0641	0651	0661	0671	0681	0691	06A1	06B1	06C1	06D1	06E1	06F1
2		ي	آ	ز	ق	و	ا	خ	ز	ف	گ	ہ	ی	و	و	ا
	0602	0612	0622	0632	0642	0652	0662	0672	0682	0692	06A2	06B2	06C2	06D2	06E2	06F2
3		ي	أ	س	ك	و	ا	ج	ر	ف	گ	ہ	ی	و	و	ا
	0603	0613	0623	0633	0643	0653	0663	0673	0683	0693	06A3	06B3	06C3	06D3	06E3	06F3
4		ي	ؤ	ش	ل	و	ا	ج	ر	ف	گ	ہ	ی	و	و	ا
	0604	0614	0624	0634	0644	0654	0664	0674	0684	0694	06A4	06B4	06C4	06D4	06E4	06F4
5		ي	إ	ص	م	و	ا	خ	ر	پ	ل	و	ہ	و	و	ا
	0605	0615	0625	0635	0645	0655	0665	0675	0685	0695	06A5	06B5	06C5	06D5	06E5	06F5
6		ي	ئ	ض	ن	و	ا	و	چ	ب	ق	ل	و	و	و	ا
	0606	0616	0626	0636	0646	0656	0666	0676	0686	0696	06A6	06B6	06C6	06D6	06E6	06F6
7		ي	ا	ط	ه	و	ا	و	چ	ز	ف	ل	و	و	و	ا
	0607	0617	0627	0637	0647	0657	0667	0677	0687	0697	06A7	06B7	06C7	06D7	06E7	06F7
8		ي	ب	ظ	و	و	ا	ئ	ڈ	ژ	ق	پ	و	و	و	ا
	0608	0618	0628	0638	0648	0658	0668	0678	0688	0698	06A8	06B8	06C8	06D8	06E8	06F8
9		ي	ة	ع	ي	و	ا	ٹ	د	ژ	ک	ب	و	و	و	ا
	0609	0619	0629	0639	0649	0659	0669	0679	0689	0699	06A9	06B9	06C9	06D9	06E9	06F9
A		ي	ت	غ	ي	و	ا	ٹ	د	ب	ک	ر	و	و	و	ا
	060A	061A	062A	063A	064A	065A	066A	067A	068A	069A	06AA	06BA	06CA	06DA	06EA	06FA
B		ي	ث	ک	و	و	ا	ب	ڈ	پ	ک	ن	و	و	و	ا
	060B	061B	062B	063B	064B	065B	066B	067B	068B	069B	06AB	06BB	06CB	06DB	06EB	06FB
C			ج	ک	و	و	ا	ت	ڈ	پ	ک	ن	ی	و	و	ا
	060C	061C	062C	063C	064C	065C	066C	067C	068C	069C	06AC	06BC	06CC	06DC	06EC	06FC
D			ح	ی	و	و	ا	ت	د	ص	ک	ن	ی	و	و	ا
	060D	061D	062D	063D	064D	065D	066D	067D	068D	069D	06AD	06BD	06CD	06DD	06ED	06FD
E		ي	خ	ی	و	و	ا	پ	ڈ	ض	ل	ہ	ی	و	و	ا
	060E	061E	062E	063E	064E	065E	066E	067E	068E	069E	06AE	06BE	06CE	06DE	06EE	06FE
F		ي	د	ئ	و	و	ا	ت	ڈ	ظ	گ	چ	و	و	و	ا
	060F	061F	062F	063F	064F	065F	066F	067F	068F	069F	06AF	06BF	06CF	06DF	06EF	06FF

# New TLDs





7

BILLION



**288**  
**MILLION**

domain names  
registered globally<sup>1</sup>

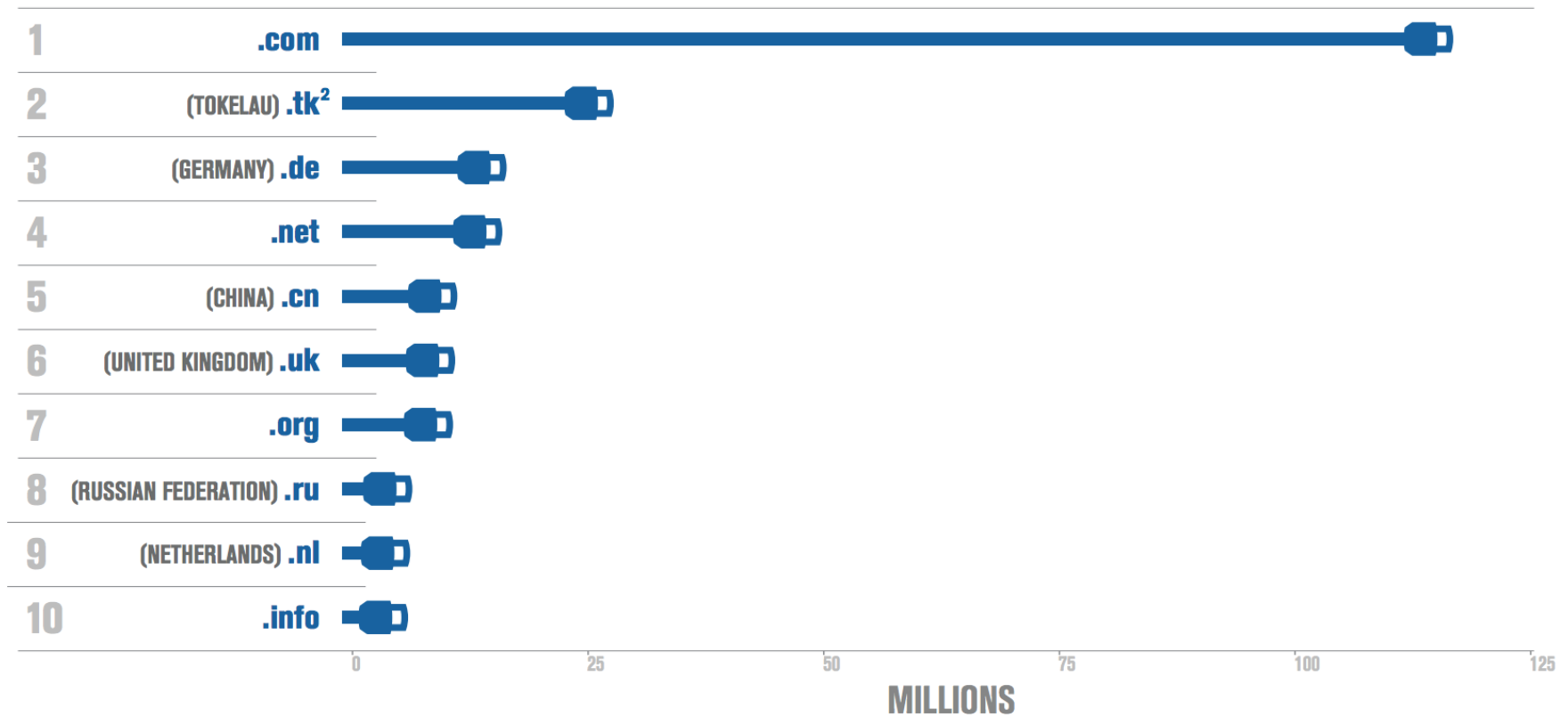


**6.2%**  
**INCREASE**

year over year  
from Q4 of 2013



# Breaking the .com stranglehold



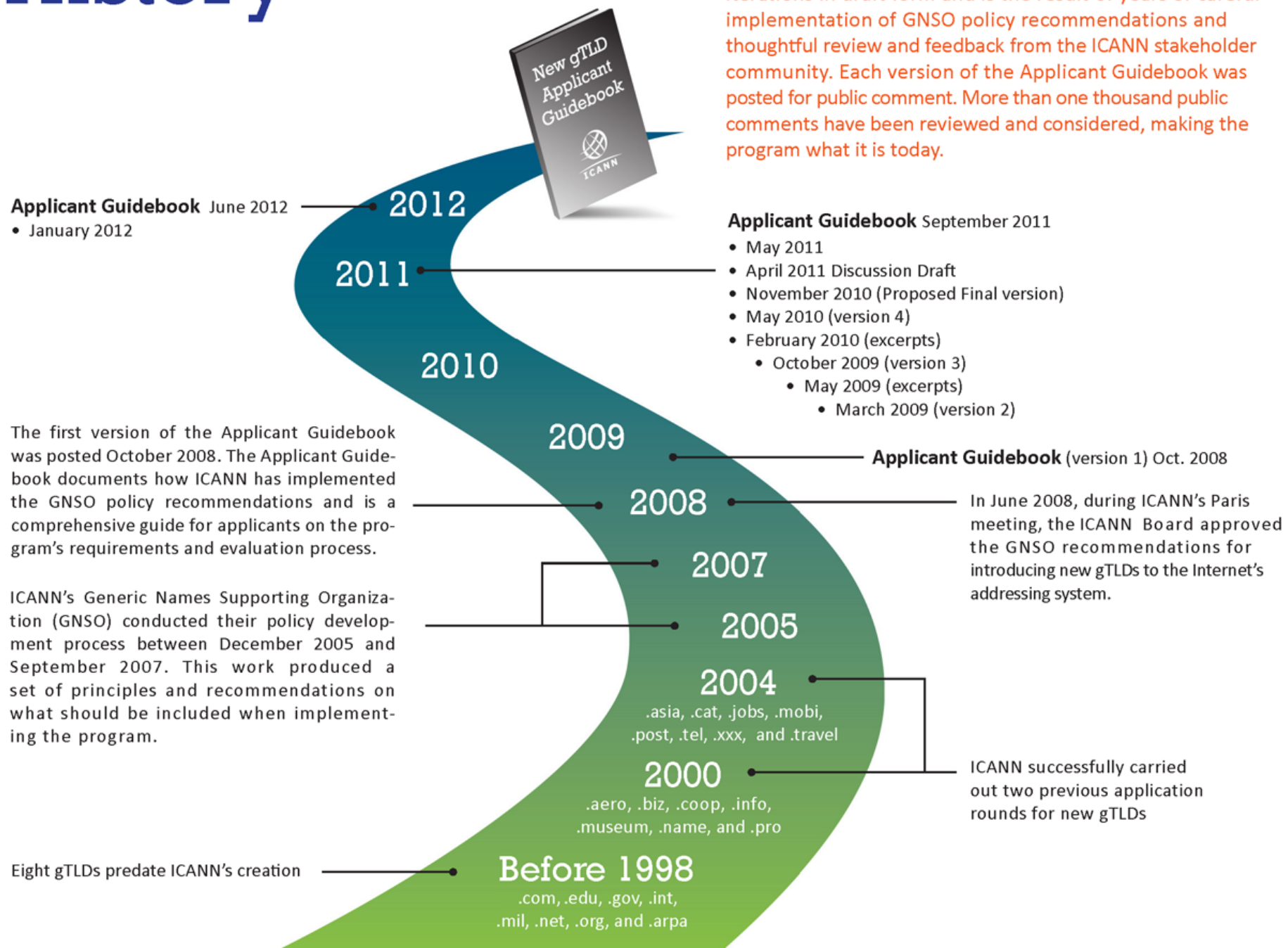
Source: Zooknic, Q4 2014; Verisign, Q4 2014; Centralized Zone Data Service, Q4 2014



# CANN



# History



# A New World of gTLDs

- **Brands:** Brand owners, such as corporations, sport teams and other high-profile entities, can protect their brands and trademarks, enhance brand trust and create new ways to extend their brand and services to partners, resellers and customers.
- **Communities:** Group of like-minded organizations that share common missions, goals and challenges can promote commercial or non-commercial offerings to better promote, protect, guide and serve their communities.
- **Geographic:** Cities and regions can promote greater recognition of their areas, generate additional revenue and better serve constituents.
- **Generic Terms:** This category covers terms that don't fall under the previous three categories. Forward-thinking organizations and innovative entrepreneurs could pursue new business opportunities or build their online presence.

# A New neighborhoods





**1930** Applications



**1409** Extensions



**1155** Applicants

**Brands | 34%**

amazon.com Google



**FedEx**

**IBM**

**BBC**

**Ferrari**

**intel**

**HEINZ** **LEGO**

Community, 4 Geographic, 3

IDN, 6

TM, 34

Generic, 53

Generic

TM

IDN

Community

Geographic

# Who comes up with these names?

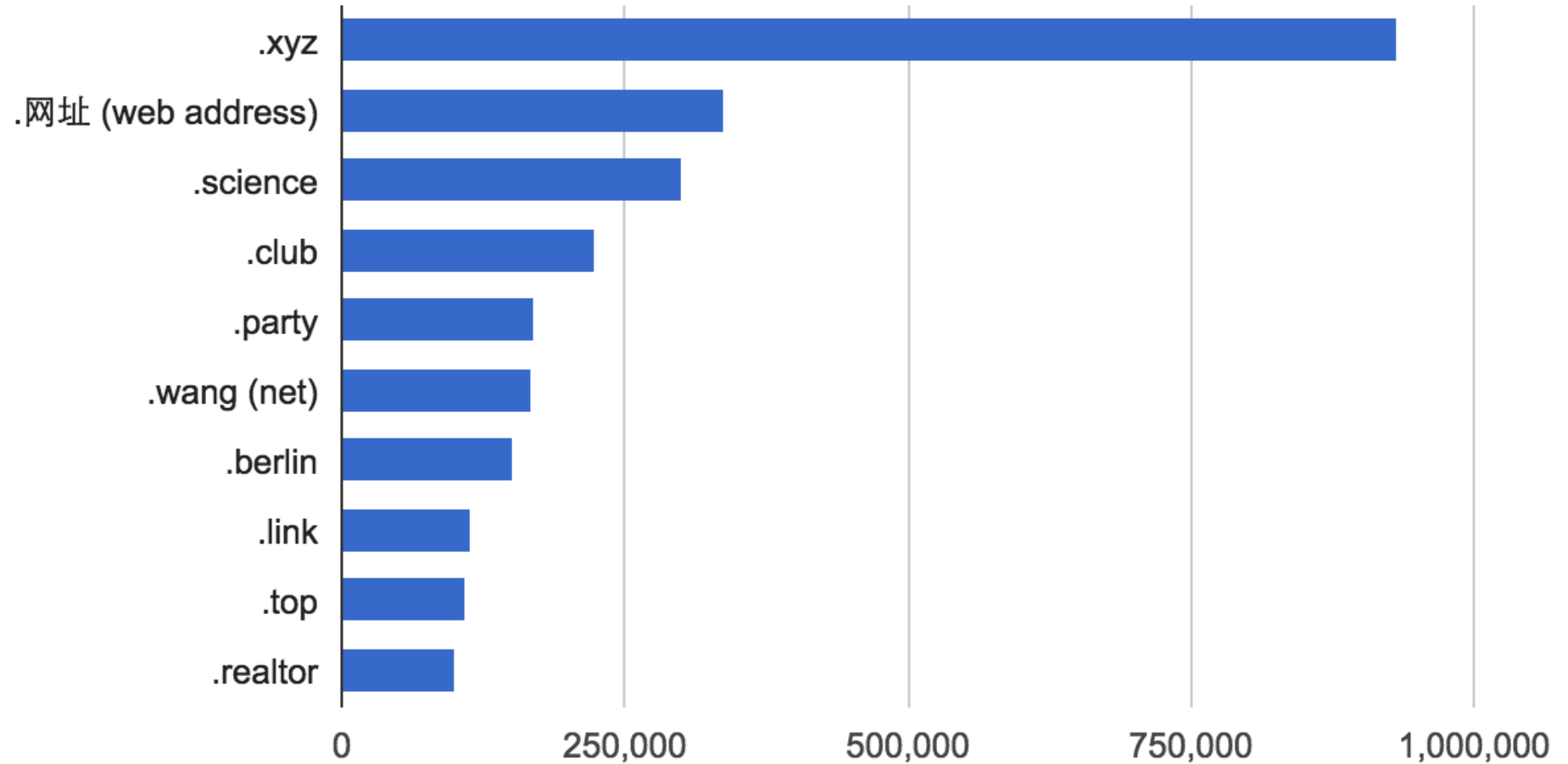
- In theory everyone, but ...
- 185 K\$ for the application + \$\$\$\$ to build the registry ( or a solid contract with a registry operator )
- Donuts 307 TLDs, Google 101 TLDs, Top Level Domain Holdings (TLDH) 92 TLDs, Amazon 76 TLDs, Famous Four 57 TLDs, and UniRegistry with 54 TLDs.

.ads	.cloud	.eat	.gmbh	.llp	.nexus	.spot
.and	.corp	.esq	.goo	.lol	.page	.srl
.android	.cpa	.est	.goog	.love	.pet	.store
.app	.dad	.family	.google	.mail	.phd	.talk
.are	.day	.film	.guge	.map	.play	.team
.baby	.dclk	.fly	.hangout	.mba	.plus	.tech
.blog	.dds	.foo	.here	.med	.prod	.tour
.boo	.dev	.free	.home	.meme	.prof	.tube
.book	.diy	.fun	.how	.mom	.rsvp	.vip
.buy	.docs	.fyi	.inc	.moto	.search	.web
.car	.dog	.game	.ing	.mov	.shop	.wow
.cal	.dot	.gbiz	.kid	.movie	.show	.you
.channel	.drive	.gle	.live	.music	.site	.youtube
.chrome	.earth	.gmail	.llc	.new	.soy	.zip

.グーグル  
.みんな  
.谷歌

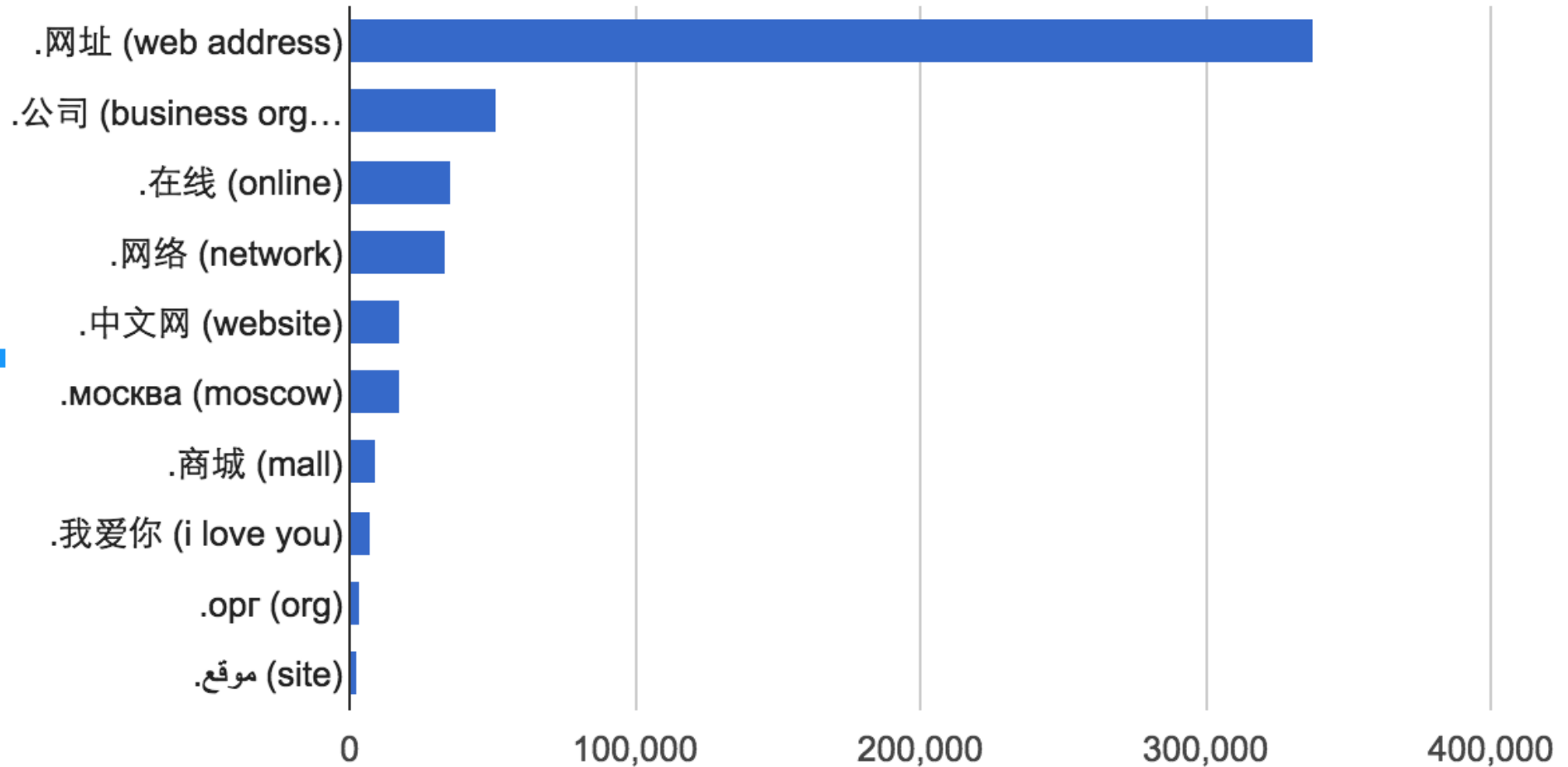
Google™ gTLD applications

## Top 10 Biggest Selling New gTLDs



Source : <https://namestat.org/>

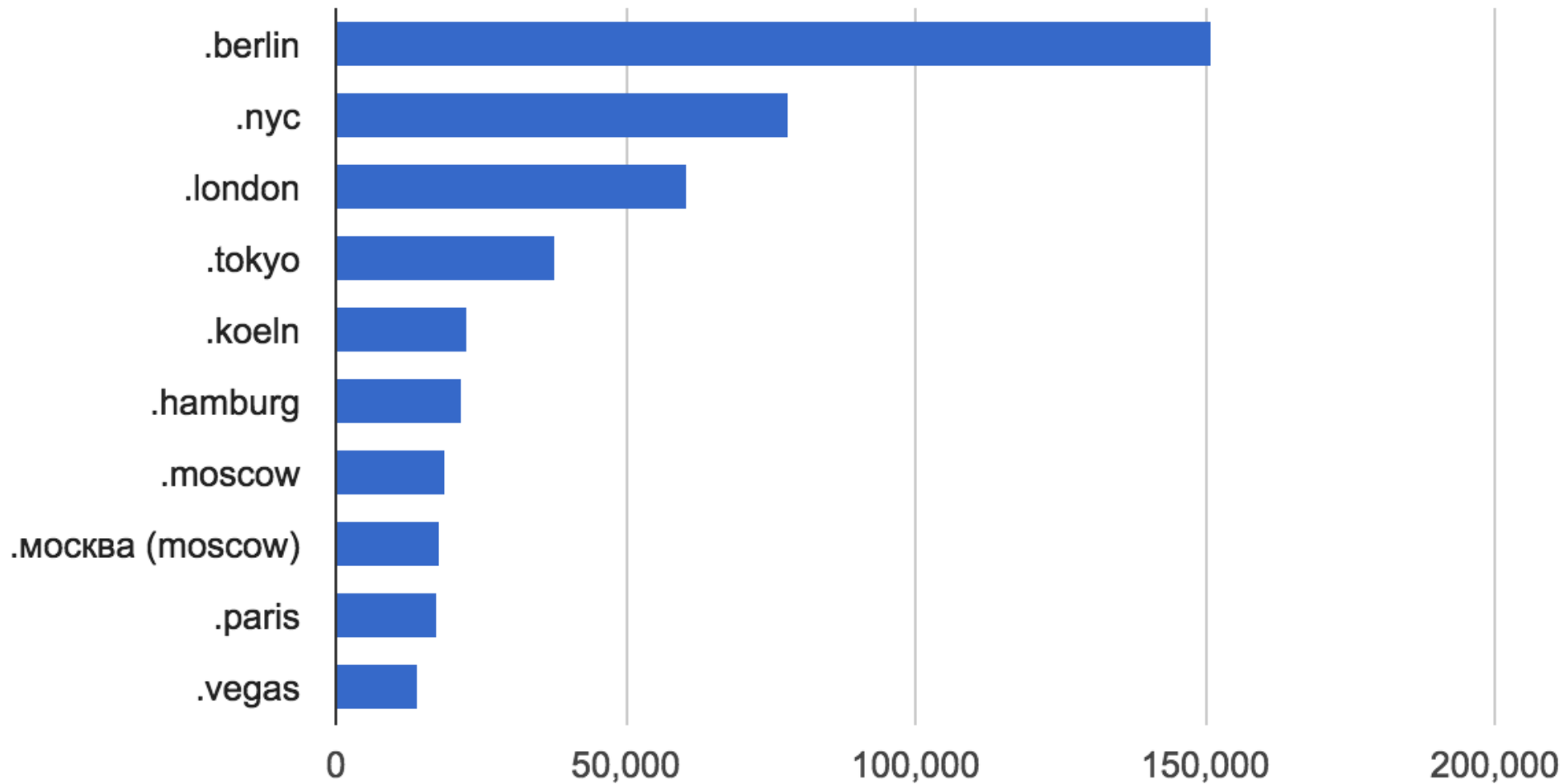
## Top 10 Biggest Selling IDNs



Source : <https://namestat.org/>



## Top 10 Biggest Selling City TLDs



Source : <https://namestat.org/>

# Key players to work with

## Public

anyone who uses the Internet regularly

For new domains to succeed, the public must be aware of and understand what's coming. Education will raise awareness and ensure a basic level of trust and comfort as new domains flood the Internet.

## Users

any individual, company, or organization registering a domain (**registrant**)

Convincing users to register new domains will be critical to the success of a new TLD Registry.

## Registrars

companies accepting domain registrations

In order to drive user registrations, a new Registry will have to form effective partnerships with other registrars and also market our domains directly to users - a push-pull approach.

## Registries

companies owning new domains

Partnership and buy-in from other registries are necessary to support industry-wide initiatives.

# Complete Inversion of Demand-Supply Dynamics

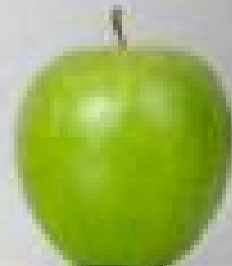
Pre 2013



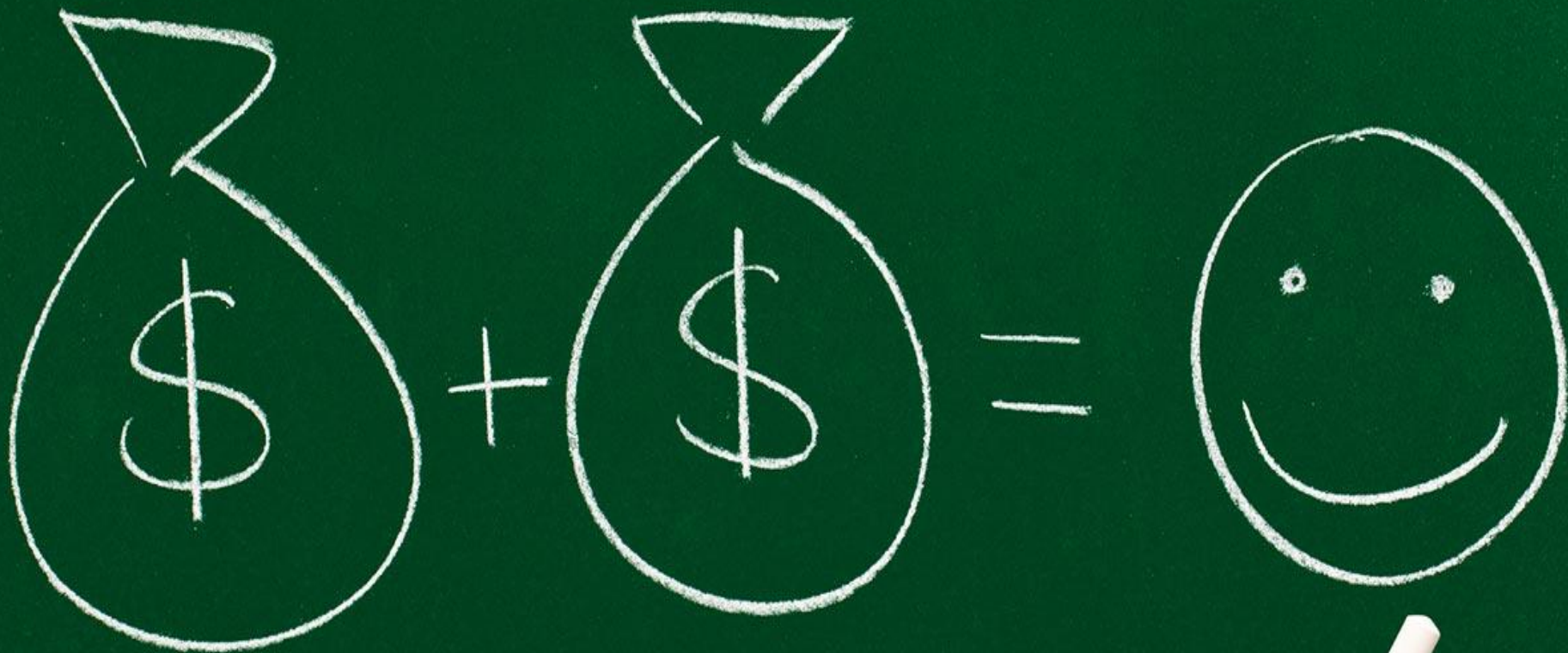
Post 2013



Registrar



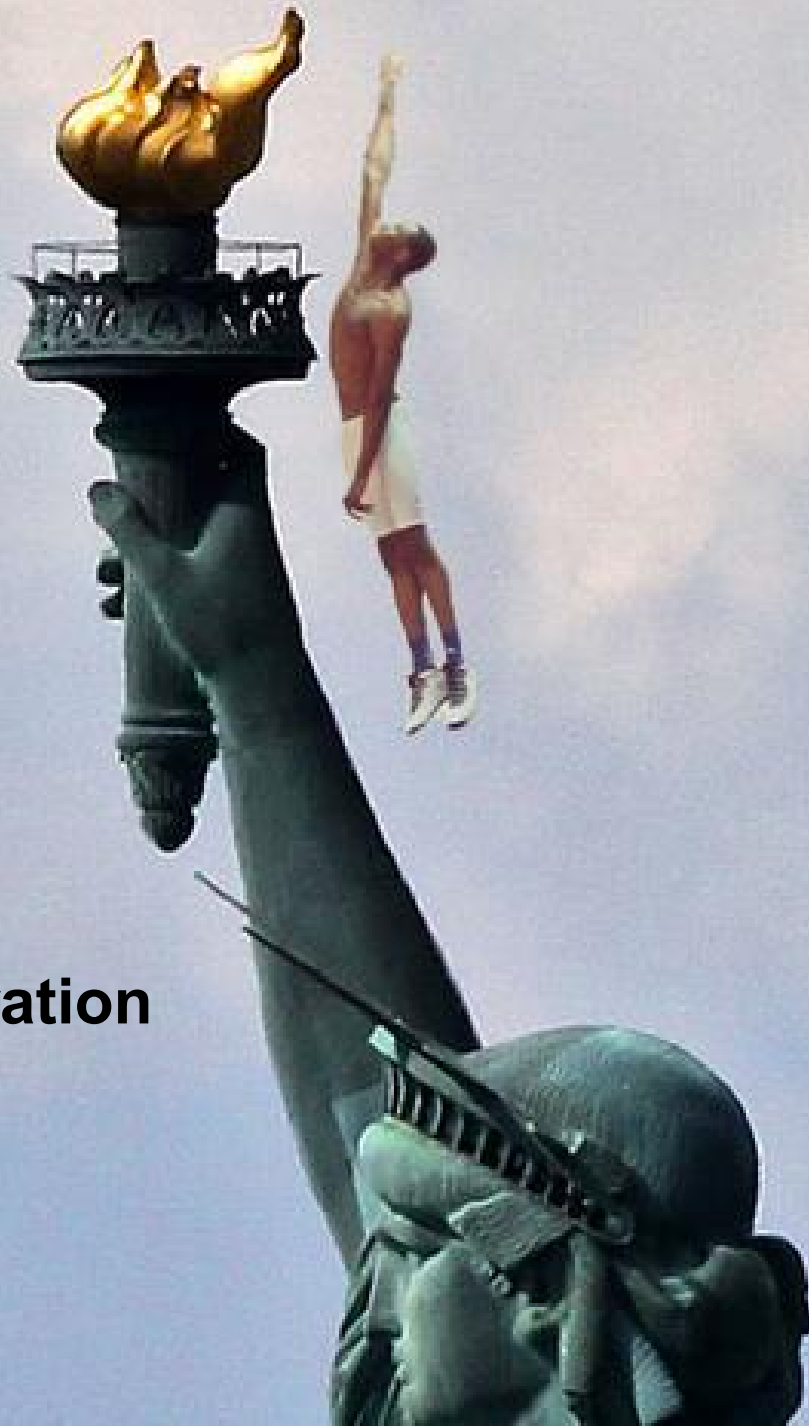
TLD



**Need to incentivize Registrar = More budget**



## Vertical Integration



# TLD Launch Phases

1. **Sunrise** : an ICANN-mandated 60-day period wherein legal trademark owners worldwide can stake a claim before registration opens;
2. **Pre-registration** ( Landrush ) phase : the earlier you register the domain name the more you'll get the name.
3. **Open registration** (general availability) : In most cases, after the first two phases are met, there's a certain date that the name is generally available to anyone.

# New TLD vs Search Engine

*“Google has a lot of experience in returning relevant web pages, regardless of the top-level domain (TLD). Google will attempt to rank new TLDs appropriately, but I don't expect a new TLD to get any kind of initial preference over .com, and I wouldn't bet on that happening in the long-term either. If you want to register an entirely new TLD for other reasons, that's your choice, but you shouldn't register a TLD in the mistaken belief that you'll get some sort of boost in search engine rankings.”*

*Matt Cutts engineer in the search quality team at Google*



# Technical problems arise with New TLDs

- Universal acceptance of more-than-3-characters TLD or IDN TLD.
- Web browsers
- Internet Software applications
- Mobile Operation Systems

Thank you

[@koubaak](#)