

gTLDs Case Study on (dot) amazon

.amazon Story

- One of the most striking cases within the new gTLDs circus
- The tech giant “Amazon”- a billion dollar company applied for the .amazon gTLD.
- Concerns were raised by government’s of Brazil, Argentina, Peru and Chile- citing their ownership over the name.
- However the name was granted to the Amazon, the company

It's OK That Amazon Will (Likely) Get the .amazon Domain

Based on my time at ICANN, I know how hard it was to make the right decisions in the face of what, to the public, appeared to be obviously wrong.



VICTOR J. BLUE/BLOOMBERG/GETTY IMAGES

Something to Ponder

- Who has the ownership over the name like .amazon?
- Since, it was awarded to the tech giant Amazon, what message does it give to other prospective gTLDs which hold patriotic and public sentiments. (Example .himalayas)
- Does this case display the regional and corporate dominance in the internet resources as a whole?
- Why is it difficult for ICANN to take such decisions?

Reflections over ICANN's decisions

“I remembered my time at ICANN and how hard it was to make the right decisions in the face of what, to the public, appeared to be obviously wrong.”

Joi Ito (For Wired, 25 May 2019)

Auction

- ICANN's "Auction" Policy? Is it a fair?
(Does this mean only entities who can tons of money get to run and choose their gTLDs)

Other options:

Rules of occupancy, Lottery, Comparative Evaluation.

Guiding Question

Thinking about new GTLDS/ or what kind of policies should be in place to promote equal/fair distribution?

Prep for Mock Session

Breakout Session (25 minutes)

- If you had resources apply for a top-level domain, what would you apply for and how would you use it?

(Discuss among your group on some gTLDs you would like to own and why— Pick out some names that would possibly be controversial) 10 mins

Examples : .sucks, .himalayas

- Each Stakeholder group publicly present 3 to 5 gTLDs names among all the discussants: 2 mins /each group

- Each stakeholder group discuss and come up with an opening statement on objection among proposed gTLDs name: 5 mins

-Each stakeholder group will have 1-min for presenting opening statement

Roundtable Discussion (25 mins)

Participant are divided into three stakeholders
(GAC, GNSO, ALAC)

The gTLDs names collected will be discussed according to the stakeholders perspective.

-Objection in names and how it is going to be used?

-Objection on the strings that reflect public sentiments?

-Objection of gTLDs that reflect national sentiments?

-Fair distribution of these gTLDs? Auction? Other ways?

Challenges

- Policies to be designed considering global context.
- Equitable and Fair policies for all
- Is it important to instinctively understand the domain policies? (What I might think is right might be wrong for others...)