The DNS’s technical system and institutional framework have been performing reliably and effectively during the past three and half decades. The future challenges need to be addressed now.
Useful to View in this manner by ICANN

Geography of Top-Level Domain names

Internet Population
- > 100 M
- 10 - 100 M
- 1 - 10 M
- 0.1 - 1 M
- < 0.1 M
- no information

Data source and analysis:
Matthew Zook, ZookNIC (www.zooknic.com)
Data source:
World Bank 2011 (data.worldbank.org)
Some Useful Statistics & Pointers

• Since 1983, the Domain Name System (DNS) has been in use to simplify and indicate websites by means of domain names rather than IP (Internet Protocol) addresses.

• From 1 website in 1991 [i.e., World Wide Web Project], over 1.94 billion websites are on the Internet in very quick time. It is nice if 200 million of them are active!!!

• Governance cannot be oblivious of the registered and dormant gTLDs.

• TLD types: ARPA, gTLD, grTLD, ccTLD, sTLD, tTLD and iTLD: They are in practice Symbolic Models [mentioned for academic interest]

• Many websites use ccTLDs as gTLDs to attract the Search Engines to the content.
Working with Domain Names

• The domain name can be parsed. Tools can be built with some rule base.

• RFC specifications are necessary for registering the TLDs.

• Ideally the TLD is a single / atomic unit. But ICANN registers only a chosen suffix.

• Public Suffix is superset of ICANN Registry entry. In theory it can be truncated based on a specific need to make it an effective TLD. Public suffix is defined by human for a specific purpose.

• Plenty of Confusion in the Governance Models. ICANN may have to socially responsible on this.

• Concern: Registry Suffix is reasonably formal thanks to ICANN. Public suffix? Also, cookies are hazardous on Public Suffix.

• The impact is on “Search Engine Optimization [SEO]”, Malicious Content Detection, Data Regulation, Privacy and hacker handles to mention a few.
PDP Characteristics

• De facto means “in fact”, while de jure means “by law.”
• de facto as “in practice” and de jure as “on paper”.
• None can fight the Internet. If a sizeable population is having a practice, just go ahead with it may be an effective policy.
• Inclusivity is the cornerstone of Governance. We need to be more committed, responsive and permit iterative processes. Where possible an additional round of discussions will help.
• Peter Drucker wrote a book “People and Performance”. This sequence is best for governance more so due to the fact that Productivity is a Paradox in IT.