

Prep Mock

Opportunities & Challenges of New gTLDs

Background

.com

What else?

Background

.com

What else?

.xyz

.club

.site

.shop

.media

.top

.app

The issue

**Not everybody can buy a
.com/.co/.org/.net domain**

hellokorea

Beast Mode 

 hellokorea.com TAKEN



Results

Explore More 

hellokorea.club

SPECIAL

\$1.37/yr
Retail \$11.88/yr



hellokorea.live

SPECIAL

\$1.88/yr
Retail \$19.88/yr



hellokorea.xyz

SPECIAL

\$1.00/yr
Retail \$10.88/yr



hellokorea.best

SPECIAL

\$1.80/yr
Retail \$19.88/yr



hellokorea.me

SPECIAL

\$3.88/yr
Retail \$18.99/yr



hellokorea.co

B-DAY DEAL 84% OFF

\$3.88/yr
Retail \$23.98/yr



hellokorea.media

SPECIAL

\$10.48/yr
Retail \$24.88/yr



hellokorea.digital

SPECIAL

\$5.88/yr
Retail \$24.88/yr



Q&A



is for Google

As Sergey and I wrote in the original founders letter 11 years ago, "Google is not a conventional company. We do not intend to become one." [more](#)

Larry Page

<https://abc.xyz>



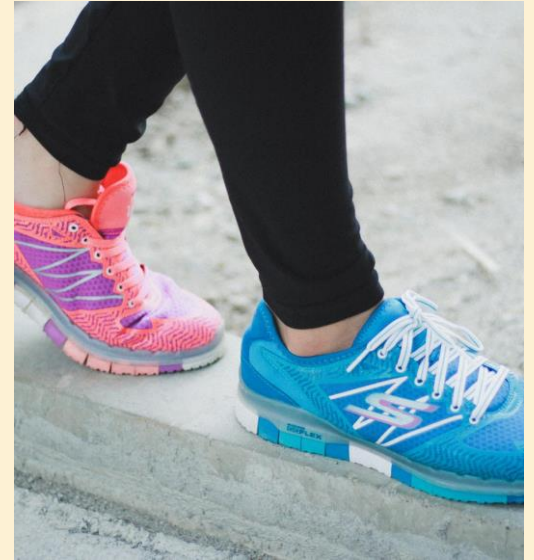
Opportunities



1. More choices to use the name you love.



2. Business Opportunities for Registrar, registry, and re-seller



3. Branding .brand

Challenges

New gTLDs Account for **51%** of Domains Considered Security Threats
But Only **12%** of Total gTLD Registrations

Domain Abuse Activity Reporting (DAAR) System Report on data from 31 May 2018
Office of the CTO Security, Stability and Resiliency team, May 2018

01 Phishing

Domain names that identify web pages **masquerading** (pretend) a trustworthy entity like a bank or online merchant. Phishing is often associated with financial fraud, but it is also used to **steal identities, domain registration accounts, personal email, email contact lists**, and more.

From: First Generic Bank <accounts@firstgenericbank.com>
Subject: Please update your account information
Date: Sep 12, 2006 3:23 PM PST

Dear First Generic Bank user,

As a courtesy to our valued customers, First Generic Bank conducts regular account information verification processes. During the most recent process, we found that we could not verify your information.

In order to ensure your account information is not made vulnerable, please visit <http://www.firstgenericbank.com.account-updateinfo.com>.

Please click on the above link to our Web site and confirm or update your account information. If you do not do this within 48 hours of receipt of this e-mail, you will not be able to use your First Generic Bank account for 30 days. This is an extra precaution we take to ensure your account remains secure.

Sincerely,

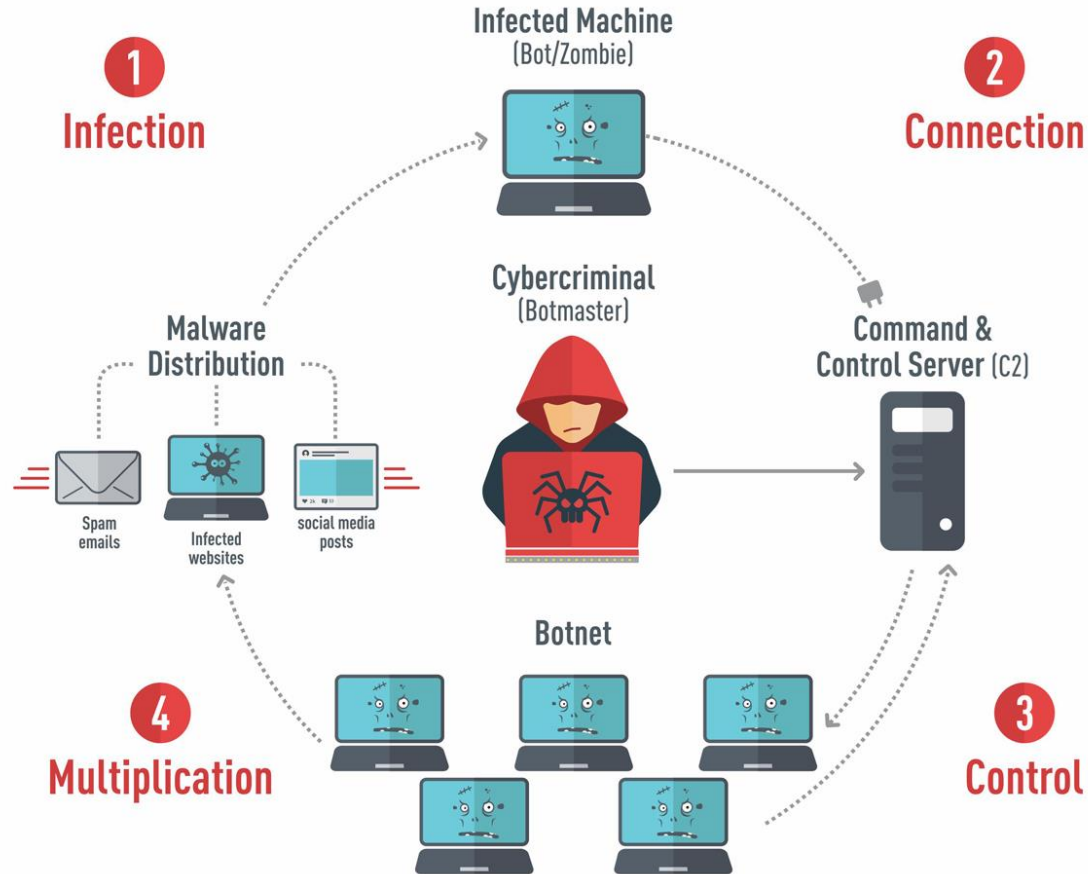
First Generic Bank

02

Botnet

Domain names that used to **host or spread hostile or intrusive software**, typically **installed without the knowledge** of the user¹. Statistics associated with malware infection often include Trojan software², rootkits³, ransomware⁴, and their variants.

How a Botnet works



03

Spam

The use of electronic messaging systems to **send unsolicited bulk messages**. The term applies to e-mail spam and similar abuses such as instant messaging spam, mobile messaging spam, and the spamming of Websites and Internet forums. An example, for purposes of illustration, would be the use of email in denial-of-service attacks;

04

Cybersquatting

Cybersquatting is generally bad faith registration of another's trademark in a domain name. It refers to register, traffick in or use a domain name with **bad intent to profit from the goodwill of a registered trademark**.The cybersquatter then offers to sell the domain to the person or company who owns a trademark contained within the name at an inflated price.

Misspelling of the domain names

A different top-level domain

e.g.

nike.co

Spam domain: 89.1% of all security threats

Phishing domains: 7.3%

Botnet: 0.4%.

Is the domain abusive or the content? How to differentiate domain abuse and content abuse?

20min Breakout Group Discussion

Report abuse

Google's priority as a registrar is to offer secure, safe, and user-focused tools that enable individuals and businesses to get online.

We understand that you may sometimes **have questions or concerns about content on a domain** that is registered through Google domains. In most situations, a dispute about a particular website (or a particular piece of content on a website) is best resolved directly with the registrant or content owner who is responsible for that content. Google is not the creator of the offending content, Google has no way to control or remove individual pieces of content from a domain, and Google cannot mediate disputes over content on a domain.



Google™ Domains

.PW Registry adopts certain content and acceptable usage policies and any violations of these would be treated as abuse. **.PW domain names shall not be used to:** transmit, distribute, disseminate, publish or store any information that is in violation of any applicable law or regulation or is defamatory, abusive, obscene, indecent, or harassing, or that threatens or encourages injury to persons or property or infringement of the lawful rights of any party. Specifically, the following are deemed, without limitation, as violations of our acceptable usage policy



Our Abuse Reporting mechanism allows us to assist with the rapid suspension of a domain name **where a domain name is found to be affecting the integrity of the Internet/DNS**, or where there is factual evidence of unlawful activity.

It is very important that you keep in mind that **we are the domain registrar but we are not responsible for the content of the domain, since we do not offer hosting or email.** This means that we are not in a position to judge the content or forced to suspend, delete or transfer a domain.

For this reason, our normal procedure is to inform the domain reseller and forward the complaint. They, in contact with the owner of the domain, will decide to investigate, suspend, solve the abuse or delete the domain.

If after contacting us you see that the problem is still there, what you should do is to request a formal complaint to ICANN (<https://www.icann.org/en/compliance/complaint>) or WIPO (<http://www.wipo.int/portal/en/index.html>). Only with a formal resolution can we delete or transfer a domain.



Is the domain abusive or the content? How to differentiate domain abuse and content abuse?

30min Roundtable Discussion

2mins opening + end with consensus, solutions, policy.