

New gTLD Program

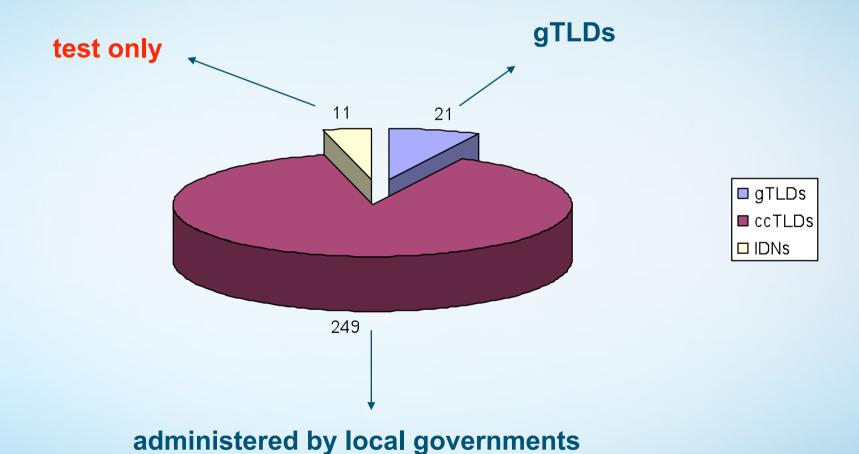
What kind of Internet do you want?

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010110101100011 Date: June 11, 2008

Top-Level Domains in the Root

or designated ccTLD operators



Generic Top-Level Domains (gTLDs)

Before 1998 - .COM .NET .ORG

2000 Round --> .AERO .BIZ .COOP .INFO .MUSEUM .NAME .PRO

2003 Round -- .ASIA .CAT .JOBS .MOBI .TRAVEL .TEL

ICANN and New gTLDs

- New gTLDs will bring about the biggest change in the Internet since its inception nearly 40 years ago
- New gTLD deployment has attracted much attention
- Multi-stakeholder community involved in developing processes for implementing new gTLDs

Potential 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 Outline

- GNSO completed and approved policy by a supermajority vote on 6 September 2007
- Set of principles, recommendations and implementation guidelines
- Open approach, "objection-based"
- Applicants to propose gTLD strings
- No pre-defined limit on number of gTLDs
- IDN gTLDs included, conditional on readiness
- Fees to recover costs
- Rounds initially, aiming at ongoing process later

Policy Themes

Enabling the introduction — Overall objective of new gTLDs

Allocation methods

Requirements for the process

Selection criteria

Requirements for the applications

Contractual conditions

Requirements to follow in operation

What is the New gTLD 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

The Applicant

- Any public or private established entity from anywhere in the world
- Must follow all application steps and rules as specified in the RFP
- Must demonstrate organizational, operational, technical and financial capability
- Must pay an application fee (tbd); other fees may apply depending on application path

The Application Process

- The detailed guidelines for the applicant will be published in advance
 - Draft RFP
 - Final RFP
- Open application period
- Will be web-based
- Customer support

The Evaluation Process

- Initial Evaluation
 - 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
- Issues raised in the initial evaluation may be addressed during an <u>Extended Evaluation</u>

The Objection

- Pre-defined objection period
- Processed outside ICANN Dispute Resolution Provider(s)
- Potential grounds for objection
 - String Confusion (Rec 2)
 - Infringement of Rights (Rec 3)
 - Morality and Public Order (Rec 6)
 - Community Objection (Rec 20)

String Contention

- Two or more qualified applicants for an identical or similar TLD that successfully passed evaluation process
- Selection mechanisms under consideration
 - Comparative evaluation
 - Auction

What Happens Next?

- ICANN Board approval of policy
- ICANN Staff finalize implementation
- Launch global communications campaign

Publication of Draft RFP -> Participate

Publication of Final RFP -> Prepare

Go-live Period Apply

More Information

- www.icann.org
- newgtld@icann.org
- ICANN Meetings
 - Paris:
 - New gTLDs Shaping the Future of the Internet?
- ICANN Staff

Thank You