Agenda

- Overview of domain names
- The history of the program
- What is a registry
- Why ICANN is doing this & the potential impact
- Program - who, when, what, how, how much
- Where to get more information
Internet – An Evolving Ecosystem

- 1969: Arpanet
- 1972: E-mail
- 1990+: Wireless Connectivity
- 1990+: Search Engines
- 1990+: Music/Images/Video
- 1990+: Social Networking
- 2000+: Blogs
- 2000+: VoIP/TV
- 2000+: Social Media, Apps, Mobile Internet and more

What’s next?
The Anatomy of a Domain Name

First or Top-Level
Second-Level
Third-Level

www.meetings.icann.org
The Anatomy of a Domain Name

First or Top-Level
Second-Level
Third-Level

www.meetings.icann.org
Terminology Clarifications

- **gTLD =** generic Top-Level Domain
  - Also known as an extension, label, string, suffix...
  - Series of characters that make up part of your Internet address
- **ccTLD =** country code Top-Level Domain
- **IDN =** Internationalized Domain Name
  - Domain name represented by local language characters, or letter equivalents
New gTLD Program

New gTLDs


Fast Track Program

IDN ccTLDs

.امارات .رф .السعودية .مصر .香港 .சிங்கப்பூர் .ไทย .pf
Players in the Domain Name Industry – Current Landscape

- ccTLD Registries
- Registrars (gTLDs + some ccTLDs)
- Resellers
- gTLD Registries

Registrant
What is a gTLD Registry?

• Is a business responsible for running a critical piece of Internet infrastructure
• Is the authoritative, master database of all domain names registered in each top-level domain
• Mandatory Agreement with ICANN
Emergency Back-End Registry Operator (EBERO)

- Organization partnered w/ICANN
- Provides critical registry services in emergency situations
- To ensure continuity of services
What is the New gTLD Program?

- An initiative that will enable the introduction of unlimited generic top-level domain names or extensions (both ASCII and IDN) into the domain name space
- Managed by ICANN
gTLD Timeline

Pre dating ICANN (before 1998)

2000 Round
.com .edu .gov .int .mil .net .org .arpa
.aero .biz .coop .info .museum .name .pro

2004 Round
.asia .cat .xxx .jobs .mobi .tel .travel .post

New gTLD Program
Policy development
Dec 2005 to Sep 2007
Public Participation and the Draft Applicant Guidebook
- October 2008 (version 1)
- May 2009 (excerpts)
- March 2009 (version 2)
- October 2009 (version 3)
- February 10 (excerpts)
- May 2010 (version 4)
- November 2010 (proposed final version)
- April 2011 Discussion Draft
- May 2011 Applicant Guidebook

Board Approval of Final Guidebook

Publication Complete Applicant Guidebook

ICANN Board Policy approval
Jun 2008

Communications Campaign
20 June 2011

On-going status reporting on ICANN’s website

Program Launch
12 January - 12 April 2012
Why Expand the Top Level?

- To increase choice and competition in the domain name space
- To create a platform for innovation
- To incorporate character sets such as Chinese, Arabic, Cyrillic or any non-Latin alphabet at the top-level
ICANN’s Mission and New gTLDs

1998 - founding documents
“The new corporation ultimately should … 3) oversee policy for determining the circumstances under which new TLDs are added to the root system”

ICANN/U.S.A. government agreements
“Define and implement a predictable strategy for selecting new TLDs”

2009 - Affirmation of Commitments (9.3)
Promote competition, consumer trust and consumer choice
Potential Impact - Businesses

• Opportunity for investment
• More choice and competition
• Platform to innovation; new business model opportunities
• Brand management and online marketing practices
• Impact to industry sectors; security; control; user behavior
• Upgrade systems/applications to accept new TLDs
Potential Impact - Governments & Communities

- Increase of online cultural, linguistic, geographic communities
- More globally and culturally inclusive Internet with IDNs
- Geographic names
Potential Impact – Internet Users

- More choice; innovation; competition
- Online cultural, linguistic, geographic communities
- New ways to find information, products and services
Who Can Apply?

ATTENTION!
Not for individuals
This is a business commitment to become a REGISTRY!

Entities from anywhere in the world that meet the pre-defined criteria and requirements as outlined in the Applicant Guidebook.
Applicant Support Program

Three parts to the program

• Access to pro bono services
  – Applicant Support Directory
• Financial Assistance
• The Applicant Support fund

IMPORTANT NOTE!
If you apply for financial assistance & do not meet the threshold criteria, you will be disqualified from the New gTLD Program
How to Apply?

• **TLD Application System (TAS)**
  - Accessible via [www.icann.org](http://www.icann.org)
  - Process application in English
  - Answer questions; upload documents
  - Critical deadlines
## When Can I Apply?

**2012**

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The highlighted dates in red are the applicable dates for application.
What Do I Need to Apply?

- Review Applicant Guidebook
- Get strategic third parties involved early
- Attention to additional requirements for **geographic**, **community** and **IDN** applications
- Review deadlines
How Much?

**Evaluation fee - US$ 185,000**
- Paid to ICANN
- US $5,000 which is due upon TAS registration
- Refunds apply in certain cases
- Other fees may apply – might not be paid to ICANN

**On-going Registry Fees**
- US$ 25,000 annual Registry fee
- Transaction fee US$ 0.25

These are evaluation and Registry fees only. Consider carefully the costs for running a Registry.
Evaluation Process at a Glance

Processed by ICANN & Third Parties
Grounds for Objections

- String Confusion
- Legal Rights
- Limited Public interest
- Community Objection
What Should I do NOW?

- Evaluate if the New gTLD Program is for you
- Review Applicant Guidebook
- Get educated about the Registry business and the DNS industry
- Understand what is needed to get ready
What if I Choose NOT to Apply?

Monitor the program to understand:

✓ Impact to brand/trademark
✓ Impact to community and geographic names
✓ Potential Industry trends
✓ Competitors actions
✓ Changes to Internet
✓ User behavior
What to expect next

• The TLD Application System, or TAS, has reopened on 21 May
• New deadline for completing application: 23:59 GMT/UTC on 30 May 2012
• For updates: [http://www.icann.org/](http://www.icann.org/)
• “Reveal date” will be made available soon
• Program updates in Prague (24-29 June)
More Information

New gTLD Program web-pages

http://newgtlds.icann.org

Write to: newgtld@icann.org

http://www.facebook.com/icannorg

@NewgTLDsICANN

• Applicant Guidebook
• Factsheets
• Presentation
• Educational videos
• Status Reports
• Customer Service

more…
Thank You
Questions