

New gTLD Basics

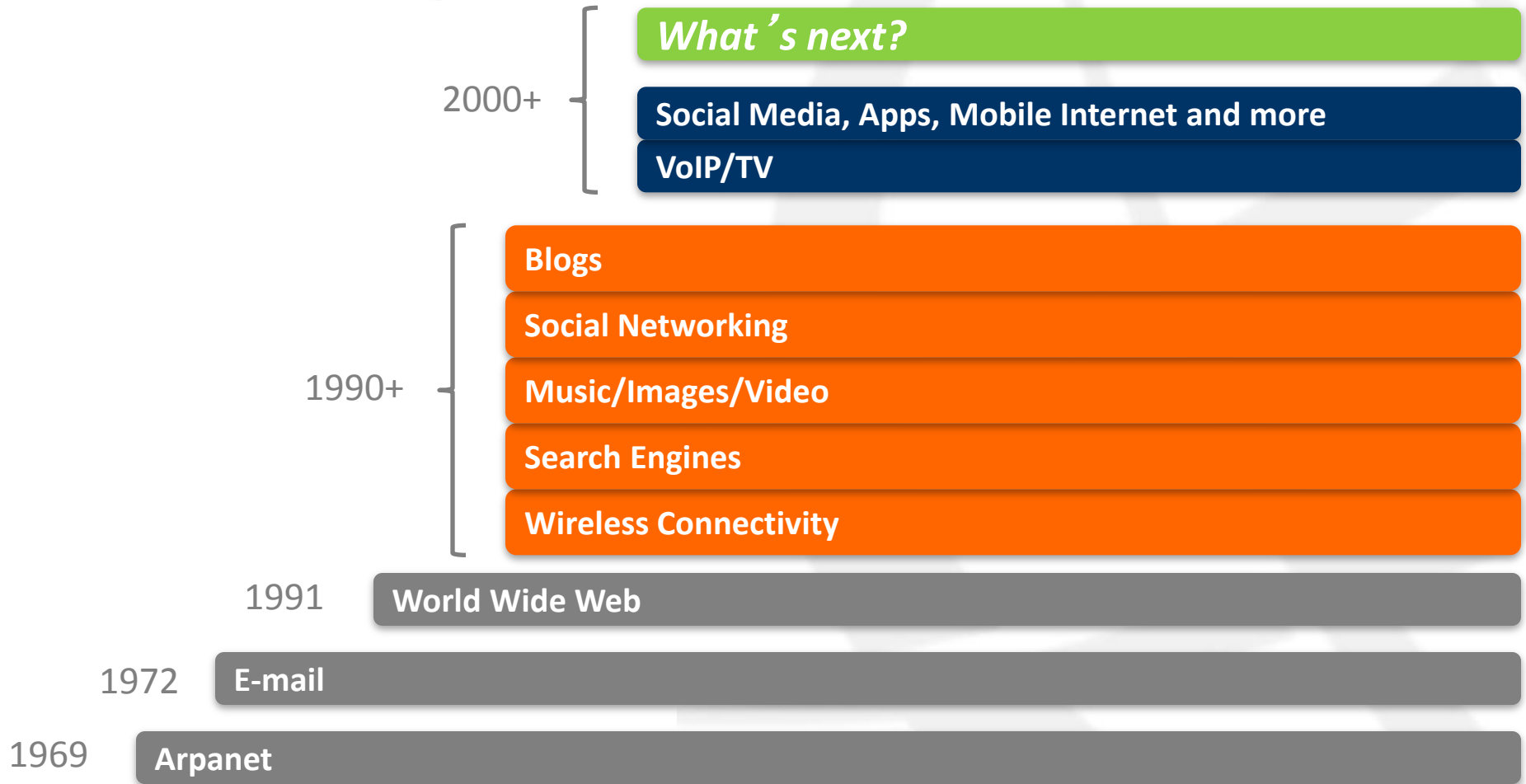
New Internet Extensions

Agenda

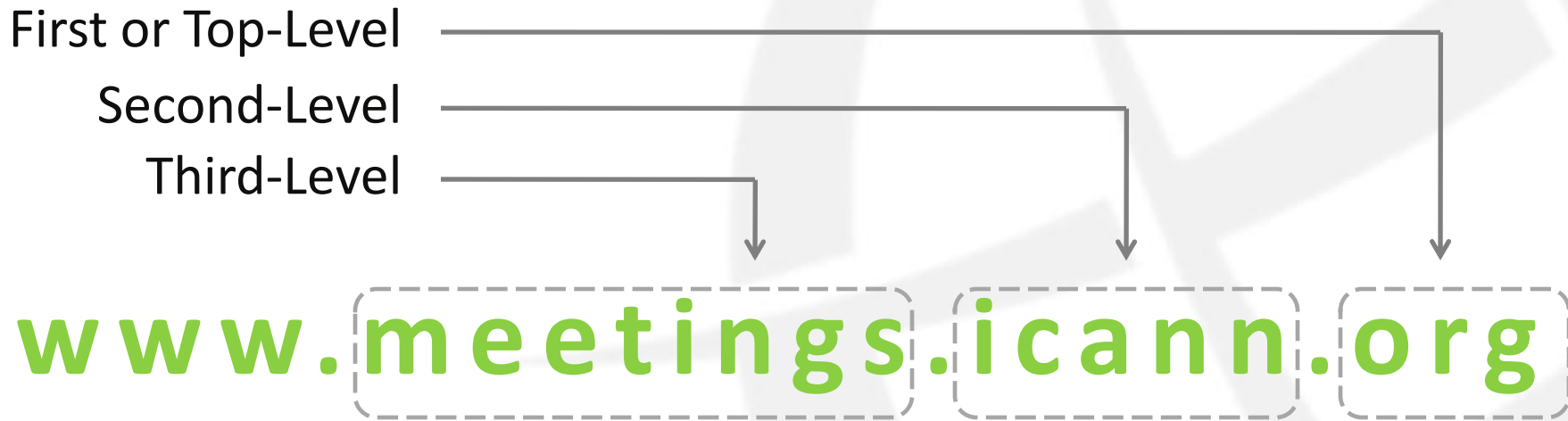
New Generic Top-Level Domains

- 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



The Anatomy of a Domain Name



The Anatomy of a Domain Name

First or Top-Level

Second-Level

Third-Level

www.meetings.icann.org



Terminology Clarifications

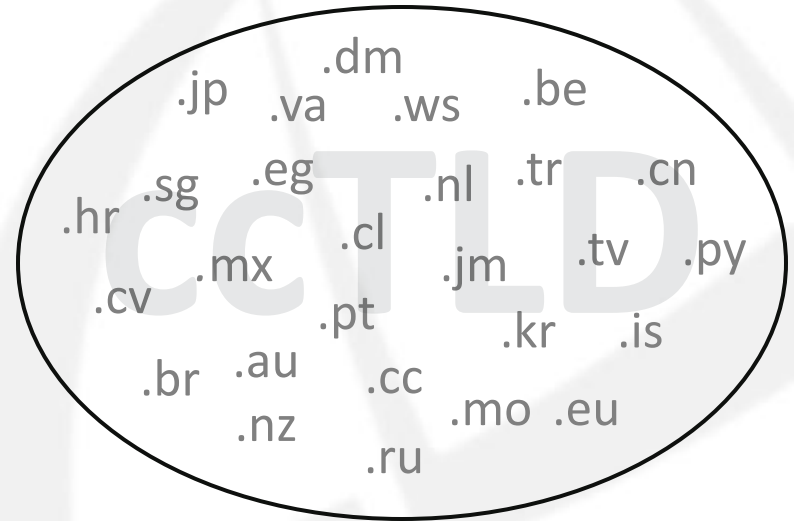
- gTLD = generic Top-Level Domain
 - Also known as an extension, label, string, suffix...
 - Series of characters that make up part of your Internet address
- ccTLD = country code Top-Level Domain
- IDN – Internationalized Domain Name
 - Domain name represented by local language characters, or letter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

ROOT



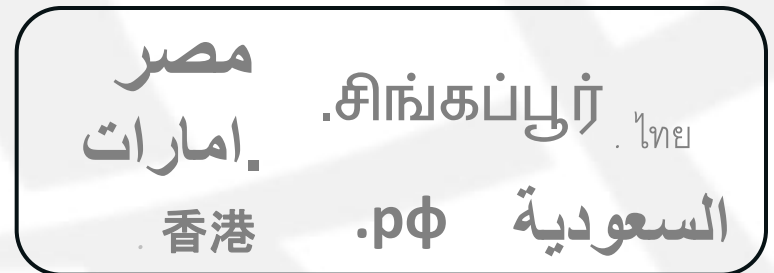
New gTLD Program

New gTLDs

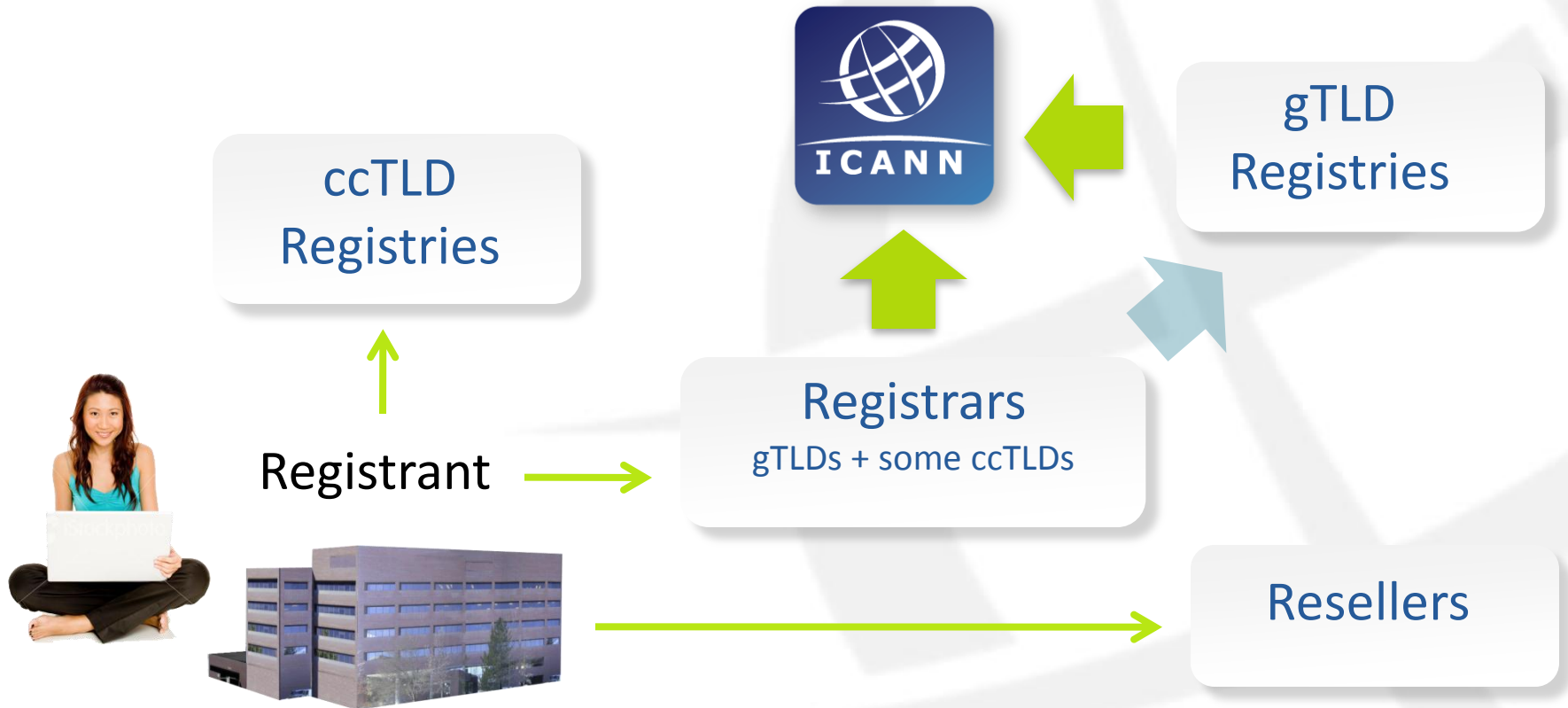


Fast Track Program

IDN ccTLDs



Players in the Domain Name Industry – Current Landscape



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?

New Generic Top-Level
Domains

- 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)

.com .edu
.gov .int .mil .net
.org .arpa



.aero .biz .coop
.info .museum
.name .pro

2000 Round

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

2004 Round



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

Program Launch

12 January -
12 April 2012

**ICANN Board Policy approval
Jun 2008**

**Communications Campaign
20 June 2011**



On-going status reporting on ICANN's website

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?



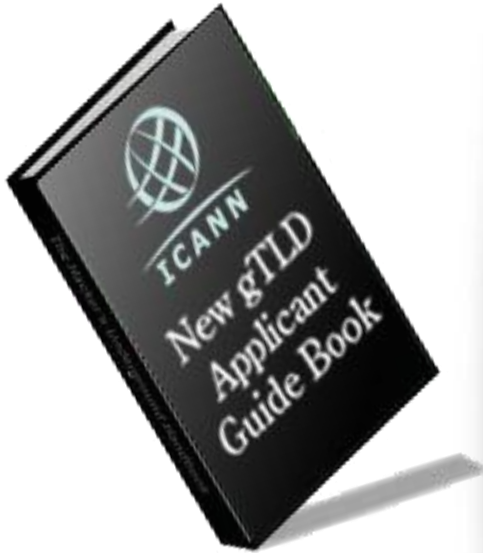
- **TLD Application System (TAS)**
 - Accessible via www.icann.org
- Process application in English
- Answer questions; upload documents
- Critical deadlines

When Can I Apply?

2012

January							February							March							April						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	9	10	11	12	13	14	8	9	10	11	12	13	14	8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21	15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28	22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	30	31					29							29	30	31					29	30					

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

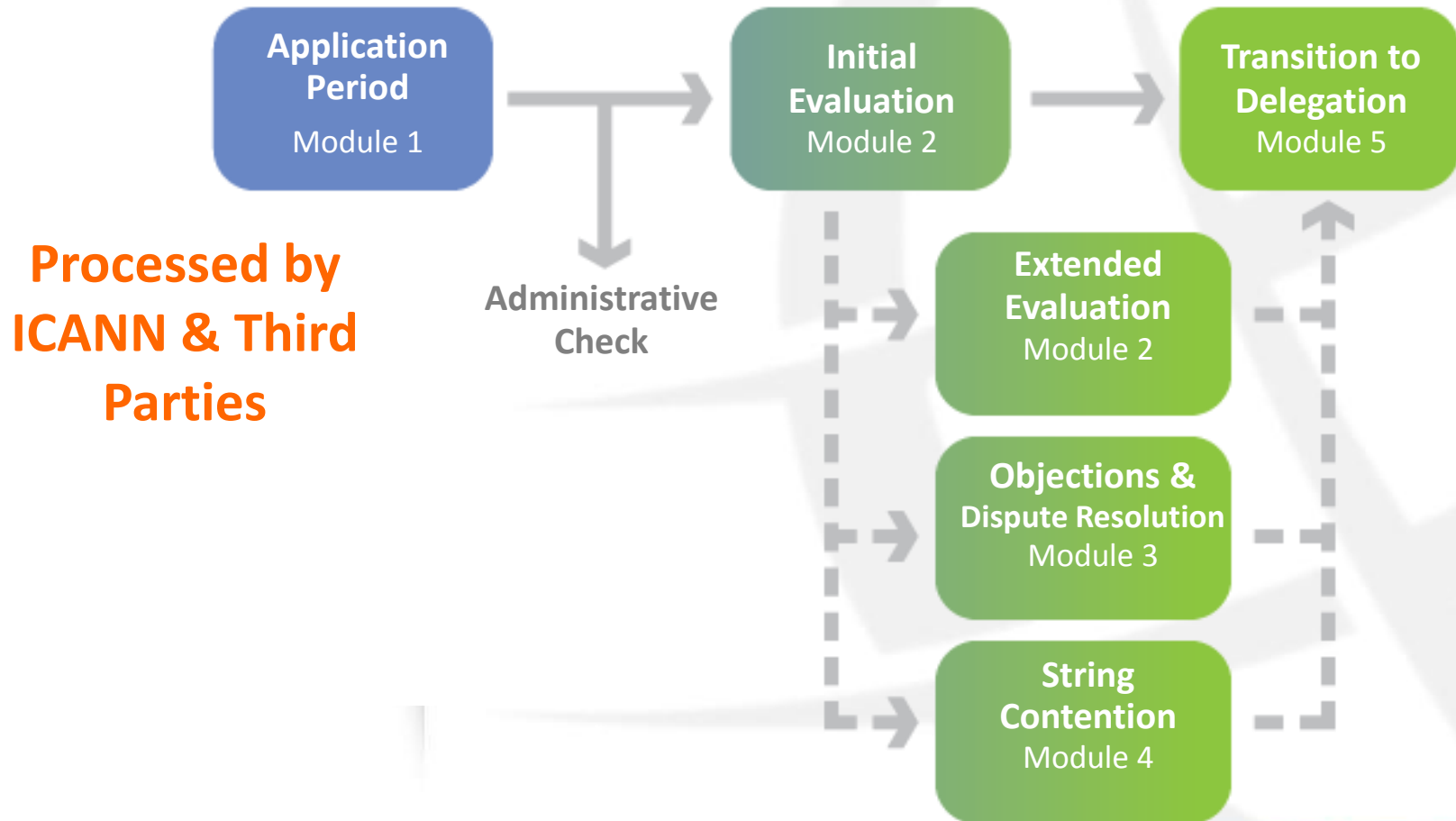
On-going Registry Fees

- 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



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/>
- “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>



- Applicant Guidebook
 - Factsheets
 - Presentation
 - Educational videos
 - Status Reports
 - Customer Service
- more...*

Write to: newgtld@icann.org



<http://www.facebook.com/icannorg>



@NewgTLDsICANN

The background is a dark blue gradient with abstract, overlapping geometric shapes in various shades of blue. At the bottom, there is a faint, stylized world map. The text "Thank You" is centered in a white, sans-serif font.

Thank You

One World

One Internet

Questions