

ccTLDs, gTLDs, and IDNs

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Topics of Discussion

- + Top Level Domains (TLDs)
- + ccTLDs
- + gTLDs
- + IDNs
- + New gTLDs
- + Registry/Registrar/Registrant
- + Dispute Resolution
- + Business Opportunities in the Domain Name Industry

What is the DNS?

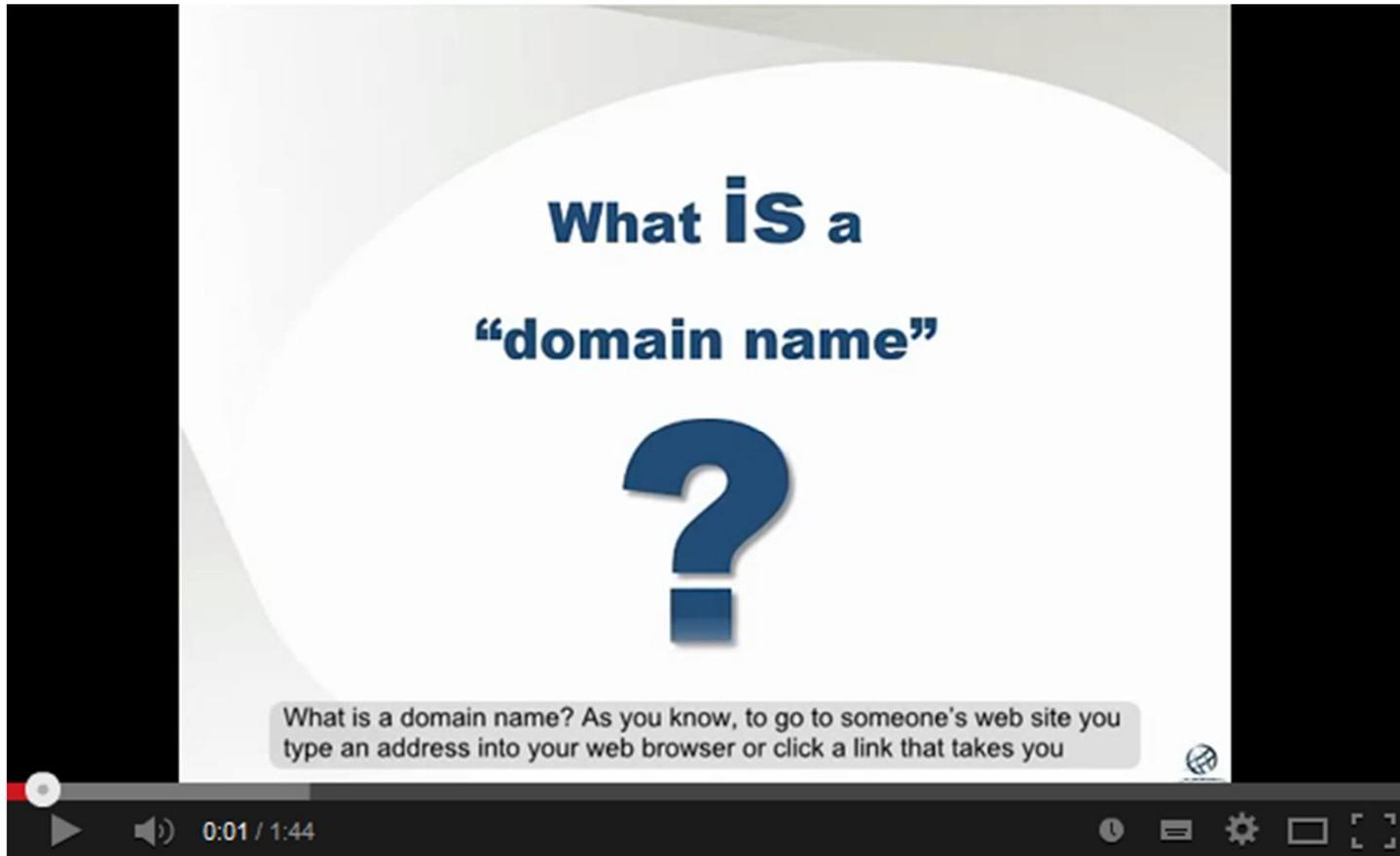


<http://www.youtube.com/watch?v=72snZctFFtA>

Top Level Domains (TLDs)

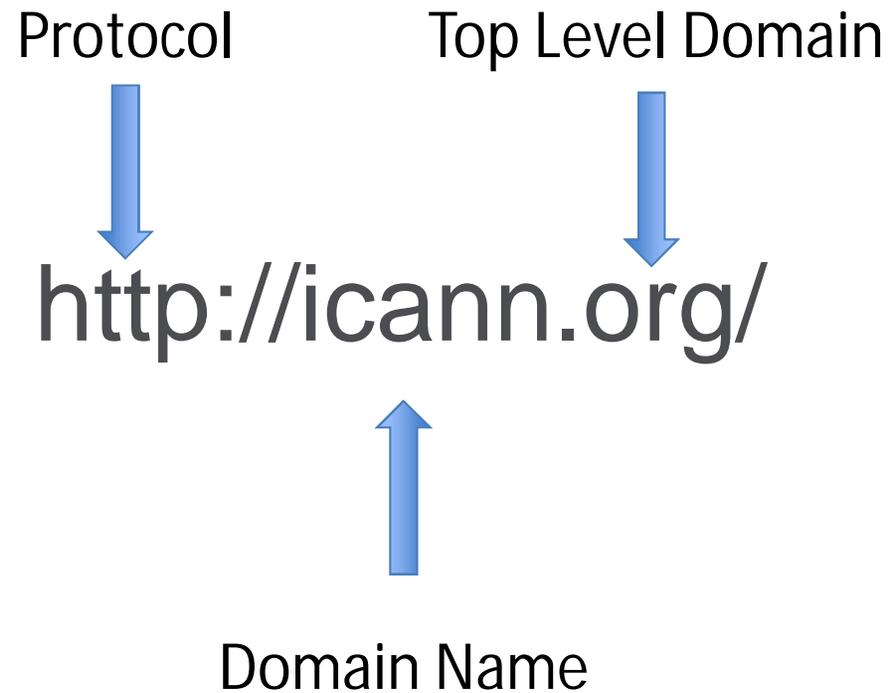
- + Exists at the highest level of the DNS hierarchy
- + Is the entry installed into the root-zone
- + Consists of various groups:
 - + ccTLDs (.kw, .sa, .jo, .eg, .pk, .uk)
 - + gTLDs
 - Sponsored (.asia, .cat)
 - Un-sponsored (.com, .net, .org)
 - New (.apps, .shop, .شبكة, .موقع)
 - + IDN TLDs (.الاردن, .ايران, . Pφ)

What is a Domain Name?



<http://www.youtube.com/watch?v=2ZUQ2Szu-JI>

Parts of a Domain Name?



Where do ccTLDs get Their Code From?

- + The ISO-3166 provides 2-letter codes and 3-letter codes of countries or a grouping of countries
- + 249 assigned 2-letter codes
 - + According to the UN, the world has 196 countries
- + More at <https://www.iso.org/obp/ui/#search>

Generic TLDs (gTLDs)

- + Initially started with 7 (.com, .net, .org, .gov, .edu, .mil, and .int)
- + In 2000, 7 more were added (.aero, .biz, .coop, .info, .museum, .name, and .pro)
- + In 2004, 6 more were added (.asia, .cat, .jobs, .mobi, .tel, and .travel)
- + In 2012, .post was added
- + Starting 2013, 10s of new names are being added

Internationalized Domain Names (IDNs)



<http://www.youtube.com/watch?v=wnauGpYh96c>

... cont. (IDNs)

- + Lots of community work undertaken since 2000
- + Groups who came together to work on this included:
 - + Arabic Script
 - + CJK (Chinese, Japanese, and Korean)
 - + Cyrillic
 - + Greek
 - + Latin

IDN ccTLD Fast Track Process

- + Years of policy development before being announced on October 31, 2009 at the end of the ICANN Seoul meeting
- + Restricted to countries willing to register their ccTLD in their local language
 - + Restricted to non-Latin languages
- + Goes through two phases; String Evaluation and then Delegation
- + Needs consensus from local communities on who should operate it

... cont. (IDN ccTLD Fast Track Process)

- + More than 26 delegations so far with 13 in Arabic, 1 in Farsi, and 2 in Urdu
- + First 4 delegations were [.السعودية](#), [.امارات](#), [.مصر](#), and [.Pφ](#)
- + More at <https://www.icann.org/resources/pages/string-evaluation-completion-2014-02-19-en>

Current Work on IDNs

- + The Variant IDN Project (Arabic, Chinese, Cyrillic, Devanagari, Greek, and Latin)
- + The Label Generation Ruleset (LGR)
- + Maximal Starting Repertoire (MSR)

Problems with IDNs

- + Variants across the same script
 - + Can you spot the difference between 'ك' and 'ك'?
- + Browser support
- + Email support
- + SEO support
- + Smartphone applications
- + Integration with other applications and software

The 2012 New gTLDs Program

- + Considered the 3rd round of New TLDs
- + More than 5 years of community collaboration to come out with the “TLD Applicant Guidebook”
- + A one-time application fee of USD 185,000, and an annual fee of USD 25,000
- + Allowed the application of non-Latin names
- + 1,930 applications received for 1,420 unique strings
 - + 116 non-Latin strings

... cont. (The 2012 New gTLDs Program)

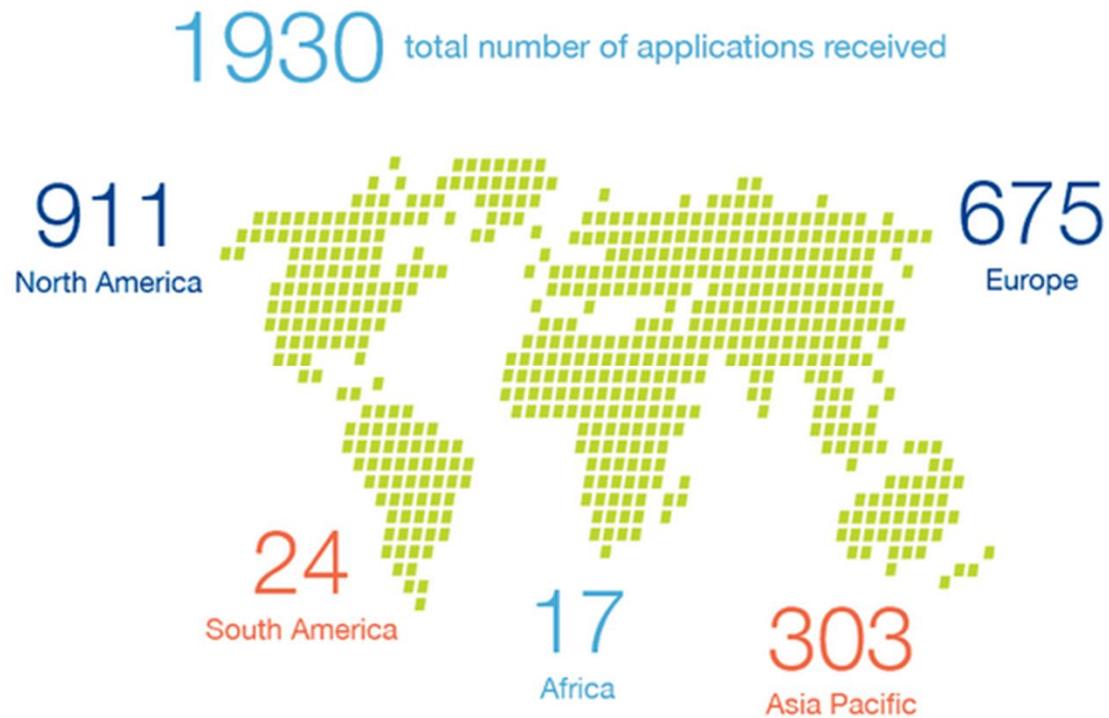
- + A rigorous application and evaluation process
 - + To ensure that TLDs remain operational and that registrants do not lose their domain names due to the instability of a TLD
- + The New gTLD microsite at <http://newgtlds.icann.org/>
- + More statistics on the program can be found at <http://newgtlds.icann.org/en/program-status/statistics>

Understanding New gTLDs



<http://www.youtube.com/watch?v=AybZsS3NmFo>

New gTLDs Application Breakdown by Region



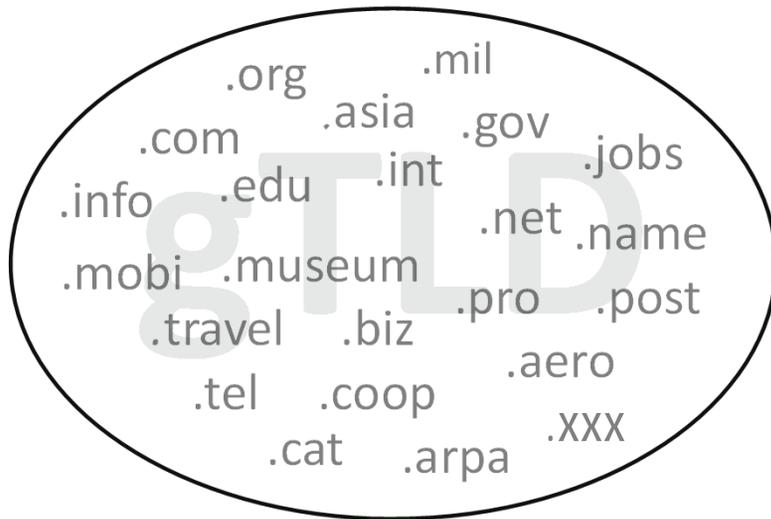
Where do Things Stand at Now?

- + More than 50% of the applications have been invited to contracting, pre-delegation testing, or delegation
- + 10s of names are being delegated on weekly basis



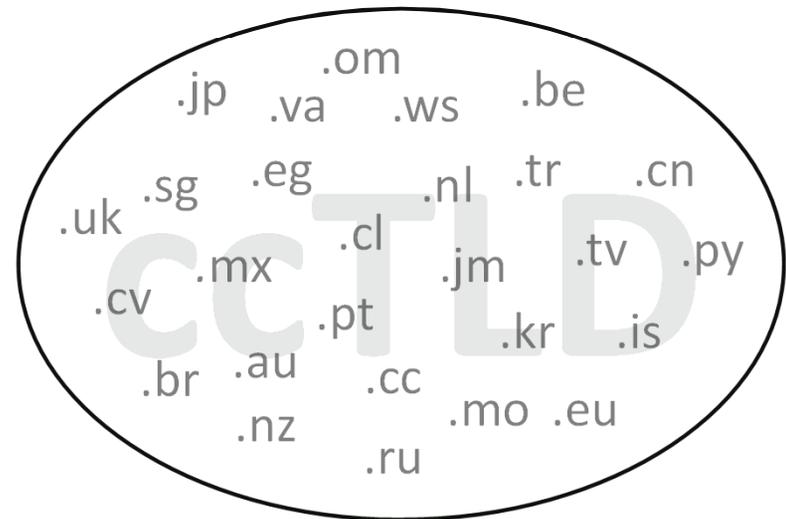
How does the Name Space Look Nowadays?

ROOT



New gTLD Program

New gTLDs



Fast Track Program

IDN ccTLDs



Registry/Registrar/Registrant

- + **Registry** – The entity that operates a TLD
- + **Registrar** – A middle-agent that sells domain names to registrants on behalf of a TLD Registry
 - + ICANN Accredited Registrar vs. Resellers
 - + ccTLDs vs. gTLDs
- + **Registrant** – Entity registering a domain name

Dispute Resolution

- + Cases could arise where a registrant registers a domain name that could infringe the naming rights of others. This is sometimes called “Cybersquatting”
- + When ICANN was formed in 1998, one of the first things it worked on was the “Uniform Domain Name Dispute Resolution Process (UDRP)”
 - + 5 accredited providers for gTLDs to date
 - + ccTLDs can customize this to fit their needs and local laws
 - + An expensive and sometimes long process

New gTLDs and Dispute Resolution

- + With the introduction of 100s of New gTLDs, cybersquatting is on the high
- + Several protection and DRP mechanisms devised
 - + Trademark Clearinghouse (TMCH)
 - + Uniform Rapid Suspension (URS)
 - + Post Delegation Dispute Resolution Procedure (PDDRP)
- + UDRP would not be the best path for clear cut cases that need urgent attention
 - + TMCH is good for initial protection, while URS comes in for a faster and cheaper path for resolving disputes

Trademark Clearinghouse (TMCH)



<http://www.youtube.com/watch?v=ZXP2dieeZes>

Business Opportunities in the DNS Industry

+ Registry Services

- + 4 ccTLDs in the region have state-of-the-art registries. Many others are moving to a shared system
- + Having a Registry/Registrar model is the way forward

+ New gTLDs

- + Providing more options in the TLD space away from the traditional .com/.net/.org and the ccTLDs, and providing multilingual TLDs

+ Accredited Registrars

- + More than 1000 registrars, but only 7 in the Arab region
- + More at <http://www.icann.org/en/resources/registrars/accreditation>

... continue (Business Opportunities)

+ Dispute Resolution Services

- + Five providers in total, and one from the Arab region who joined in 2013

+ Online Intellectual Property Protection Services

- + Domain names are digital assets online

+ Domain Name Aftermarket

- + **business.com** sold for USD 7.5 million in November 2010
- + **investing.com** sold for USD 2.45 million in December 2012

+ Development of Domain Name Tools and Software

Questions?

Thank you

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