



# The New gTLD Program

Mert Saka | Registry Services & Engagement | 23 August 2016

# Agenda

1

What is the  
New gTLD  
Program?

2

Current Status of  
the New gTLD  
Program

3

Universal  
Acceptance of TLDs

# **What is the New gTLD Program?**

# What is the New gTLD Program?

Innovation

**Largest-ever expansion**  
of the Domain Name System

Global  
Restructuring

Introduction of  
**Internationalized Domain  
Names**

Security &  
Stability

Managed by ICANN =  
**multistakeholder input**



# New gTLDs: Transforming the Internet Ecosystem



## Competition



## Innovation

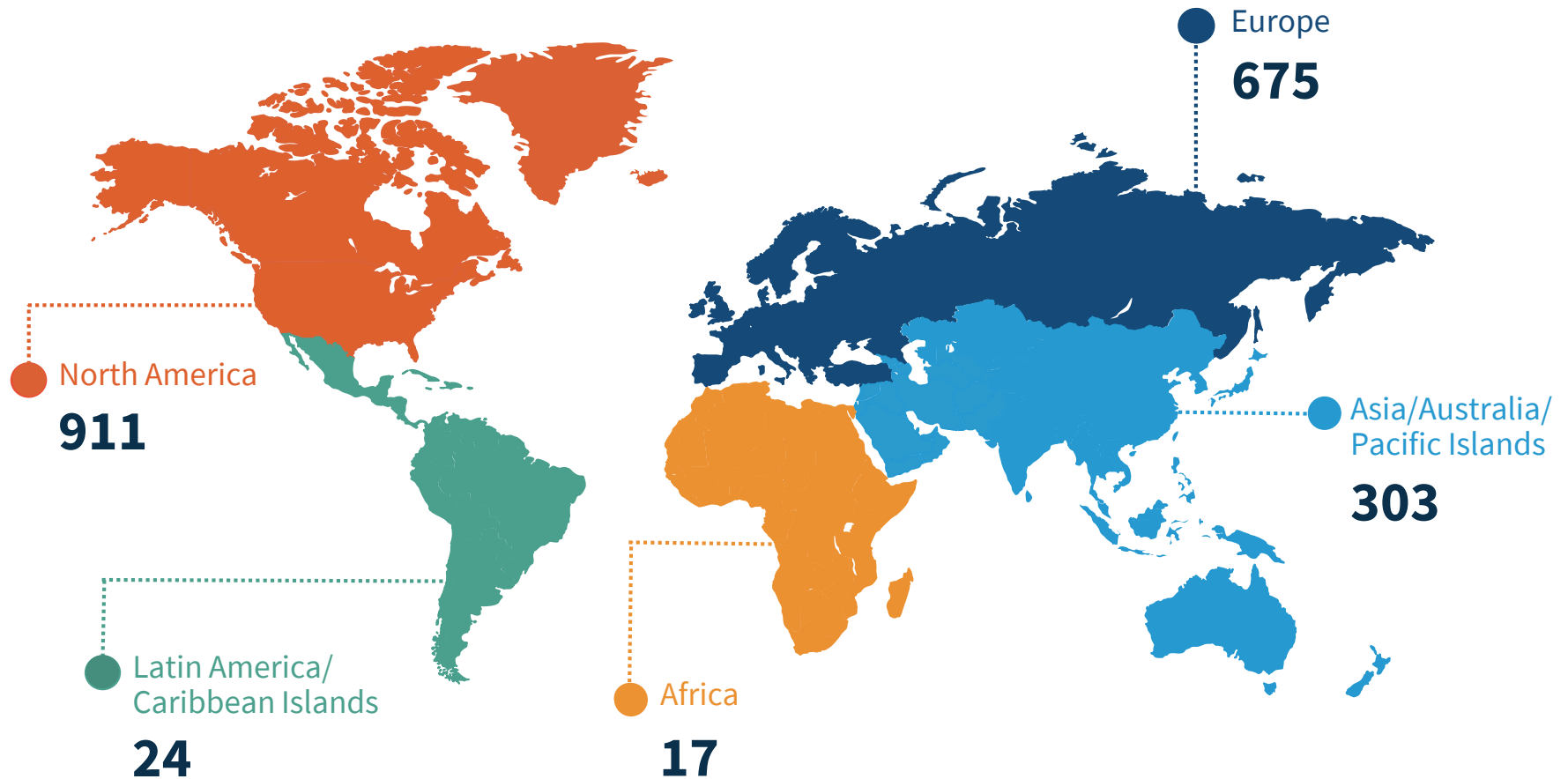


## Choice

- ◉ Mature Domain Name Industry
- ◉ Internet economy and GDP
- ◉ Entry into emerging markets
- ◉ Using top-level domains in new ways:  
brands, cities and common interest groups
  - ◉ Foster reputation online
  - ◉ Increase visibility & revenue potential
  - ◉ Correlation between cities and their businesses,  
businesses and their products, and communities and  
their interests

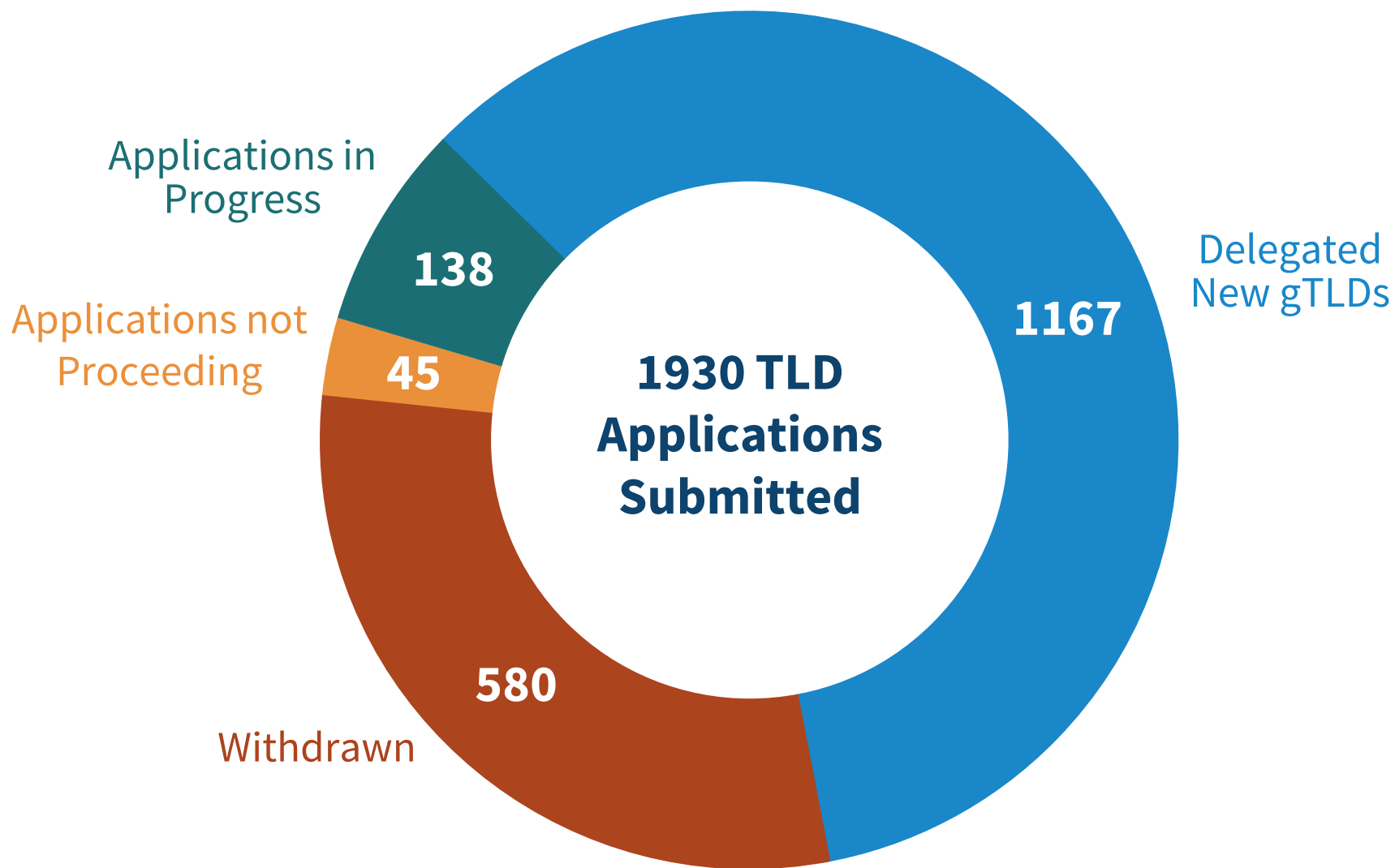
# gTLD Applications Around the World

**1930** (total received)



# Current Status of the New gTLD Program

# New gTLD Program Current Status



Data presented here is updated as of 18 August 2016



# Resources

- ⦿ **List of delegated strings:** <http://newgtlds.icann.org/en/program-status/delegated-strings>
- ⦿ **New gTLD Program statistics:** <https://newgtlds.icann.org/en/program-status/statistics>
- ⦿ **New gTLD Case Studies:** <https://newgtlds.icann.org/en/announcements-and-media/case-studies>
- ⦿ **New gTLD Fast Facts:**  
<http://newgtlds.icann.org/en/about/program/materials/fast-facts-26jan15-en.pdf>

# Universal Acceptance of TLDs

All domain names should be treated equally.

Including:

**пример.рф**

Internationalized  
Domain Names

**site.example**

New gTLDs

**名称@网站.域名**

Internationalized  
Email Addresses

# Key Principles



Accept



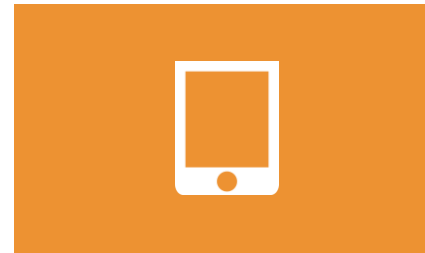
Validate



Store



Process



Display



# Why it Matters



Required for multilingual Internet



Enables next billion users



Crucial to new gTLDs



## Universal Acceptance Steering Group

Helping software developers and website owners  
understand how to update their systems.



Learn more at <http://uasg.tech>



# New gTLD Program: Research and Reviews

Eleeza Agopian | DNS & Industry Engagement

# Reviewing the New gTLD Program

## Program Reviews

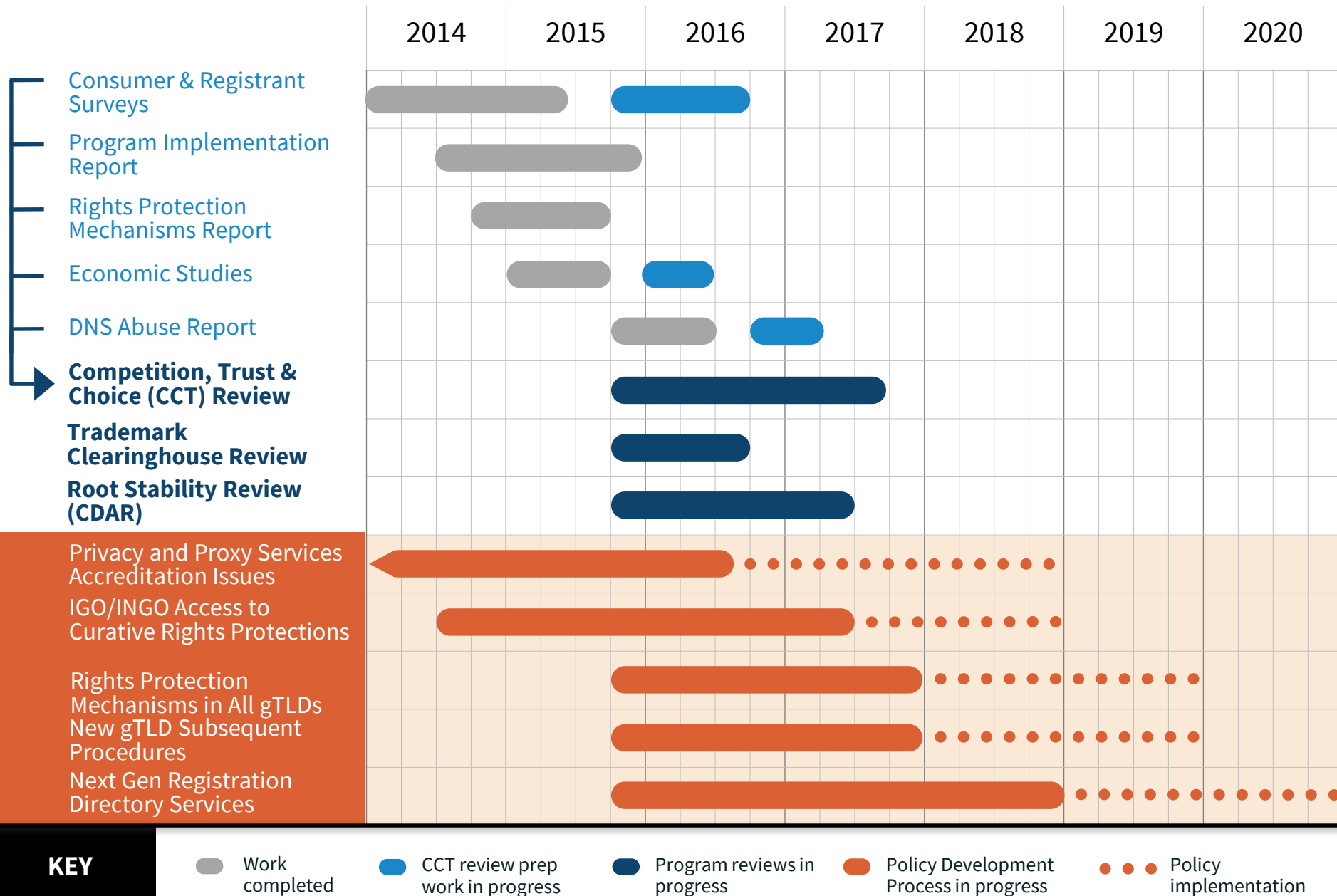
- ICANN supports studies and analysis to inform multistakeholder assessment of the Program's progress toward its goals
- Enables ICANN to capture multiple stakeholder experiences in the launch and operation of the Program and apply those lessons learned moving forward

## Policy Development

- GNSO is responsible for recommending substantive policies relating to gTLDs
- Now conducting work on possible policy changes:
  - New gTLD Subsequent Procedures PDP will evaluate the experiences of the 2012 round and propose policy recommendations, if necessary, for changes to subsequent processes.
  - Reviewing Rights Protection Mechanisms (in All gTLDs) PDP will to review and determine whether modifications to existing RPMs are needed.

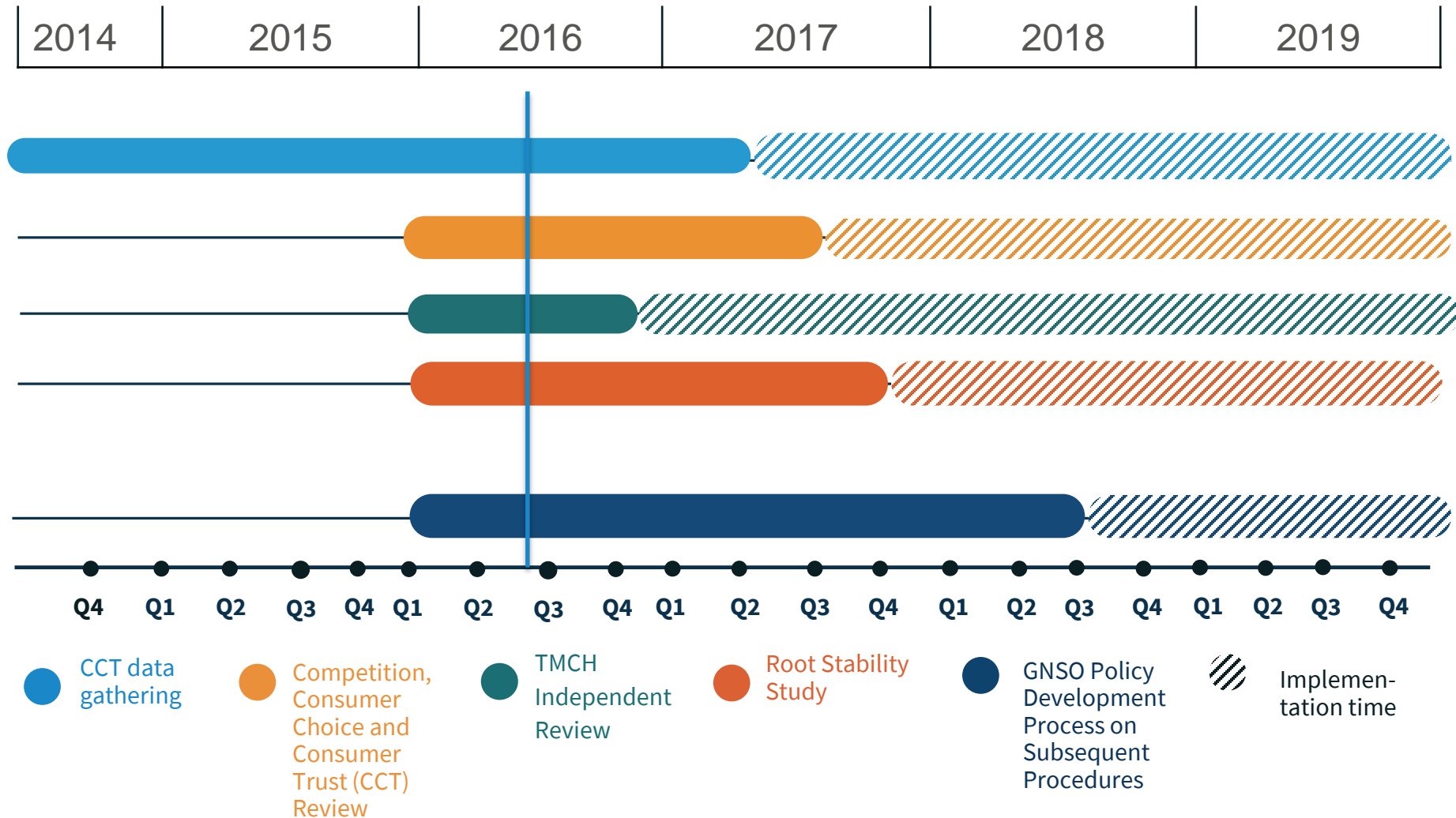


# Program Reviews & Policy Timeline (Projected)



# New gTLD Program Reviews - Roadmap

*Project supports and coordinates multi-disciplinary reviews of New gTLD Program*



# Program Reviews Status (Aug 2016)

	Review	Source	Description	Estimated complete date
1	Competition, Consumer Trust & Consumer Choice (CCT) Review  <a href="http://cct.wiki">http://cct.wiki</a>	AOC 9.3	Examines extent to which Program has promoted competition, choice, trust, and process and safeguard effectiveness	Q2-2017
2	Trademark Clearinghouse Independent Review  <a href="https://www.icann.org/news/announcement-2016-07-25-en">https://www.icann.org/news/announcement-2016-07-25-en</a>	GAC Advice	Examines aims, functionality and operation of TMCH in light of GAC proposals, any unforeseen issues. <i>Now accepting public comments.</i>	Q3-2016
3	Root Stability Review  <a href="https://newgtlds.icann.org/en/reviews/ssr">https://newgtlds.icann.org/en/reviews/ssr</a>	GAC, SSAC Advice	Reviews effects of Program on operations of DNS root system	Interim results Q3-2016, final report Q2-2017

# Policy Development Activities

GNSO is responsible for recommending substantive policies relating to gTLDs

- Current work on possible policy changes:

Topic	Description	Est. Completion
New gTLD Subsequent Procedures	Evaluate the experiences of the 2012 round and propose policy recommendations, if necessary, for changes to subsequent processes	Q3 2018
Reviewing Rights Protection Mechanisms (RPMs) in All gTLDs	Consider whether RPMs collectively fulfil the purposes for which they were created, or whether additional policy recommendations are needed	(Phase 1/New gTLD RPMs) Q1 2018 (Phase 2/UDRP) TBD
Privacy & Proxy Services Accreditation	Make recommendations on issues relating to accreditation of proxy and privacy services for registration data, as identified during 2013 RAA negotiations	PDP complete Q3 2016, Implementation estimated completion Q4 2018
IGO/INGO Access to Curative Rights Protection Mechanisms	Evaluate whether the UDRP and/or URS should be amended to enable use by IGOs and INGOs or whether a separate procedure to apply to protected IGO and INGO identifiers should be developed	Q1 2017
Registration Data Services	Establish gTLD registration data requirements to determine if a next generation RDS is needed, detail functions that must be provided by a next generation RDS to support those requirements, and provide implementation guidance for a next generation RDS to coexist with and eventually replace WHOIS	Q1 2018 for Phase 1 (TBC)



# CCT Review Team / GNSO Subsequent Procedures WG: Some Areas of Emphasis

## GNSO Work

TLD Differentiation  
Evaluation Criteria  
Accreditation Process  
Application Systems  
Reserved Names  
IDNs

## Shared Interest

Fees  
Developing Countries  
Public Interest  
Commitments  
Rights Protections  
String Similarity  
Objection Process  
Community Applications

## CCTRT Work

Competition  
(Price & Non-Price)  
Consumer Choice  
Consumer Trust  
Registrant Protections  
Safeguards and Abuse  
Mitigation  
Accountability Mechanisms

# Global Consumer Surveys

## Wave 1: May 2015

Nielsen surveyed 6,144 Internet users (18+); 24 countries; 18 languages.

Key findings:

- 46% aware of at least one new gTLD
- Of those aware, 65% report visiting a new gTLD
- 72% indicate high levels of trust of entities that offer domain names
- 90% report awareness of COM, NET, ORG, while 71% report awareness of at least one of the legacy gTLDs

VS

## Wave 2: June 2016

Nielsen surveyed 5,452 Internet users (18+); Teens 15-17; 24 countries; 18 languages.

Key findings:

- 52% aware of at least one new gTLD
- New gTLDs awareness grew most in North America (29% to 38%), Asia Pacific (53% to 58%), and Europe (33% to 45%)
- COM, NET, ORG remain the most familiar and trusted TLDs
- ccTLDs considered trustworthy by most consumers in respective regions
- Teens show similar levels of trust and slightly higher levels of awareness of new gTLDs

# Global Registrant Surveys

## Sample and timeline

- 3,357 domain name registrants from 24 countries, in 17 languages
- Survey conducted in Q2-Q3 2015
- Results published Sept. 2015
- Wave 2 results to be published Sept. 2016

## Key Wave 1 findings

- 65% of registrants (vs. 46% of users) familiar with at least one new gTLD
- Asia has highest levels of awareness (70%)
- Registrants generally trust domain name industry as much as Internet users
- 49% said a TLD's familiarity was a key reason for registering a name
- 40% said they register duplicate second-level names in different TLDs



## New in Wave 2

- Added questions regarding use of other online identities. i.e. Facebook or other social media

# Competitive effects analyses

1

## Phase 1

- Data gathered Q1-Q2 2015
- Wholesale prices and domain registration numbers for 109 new gTLD registries, 14 legacy gTLD registries, representing 59 unique Ry operators
- Retail pricing from 39 registrar websites
- Results published Sept. 2015 (<https://www.icann.org/news/announcement-2-2015-09-28-en>)

2

## Key findings

- Majority of domain name registrations captured by legacy gTLDs, though there is greater dispersion of registrations across new gTLDs
- Wholesale price dispersion greater across new gTLDs than legacy gTLDs
- Cost of registering a domain name is a relatively small piece of the overall cost of developing a website
- Among add-on services (i.e. hosting, email, security, etc.), very little price dispersion among registrars

3

## Phase 2

- Added 30 new gTLDs to the sample to account for new delegations and changes in registration patterns
- Publication expected in Sept. 2016



# Trademark Clearinghouse Review

1

## GAC recommendation

- May 2011 GAC recommendation to assess strengths and weakness
- Focus on TMCH matching criteria, Claims Service, Sunrise Services
- Analysis Group reviewed TMCH and third-party data sources (WHOIS records), as well as surveys of and interviews with TMCH users

2

## Key findings

- Registration activity declines after 90-day Claims Service period ends
- TM holders infrequently dispute registrations that are variations of trademark strings
- Many TM holders do not utilize the Sunrise Services

3

## Public comment period now open

Accepting comments until 3 September: <https://www.icann.org/public-comments/tmch-review-2016-07-25-en>

# Upcoming research publications

## Root Stability (CDAR) Study

- GAC and SSAC advice
- TNO, NLnetLabs, SIDN
- Interim results expected Sept. 2015
- ICANN 57 panel discussion
- Final report expected Q2 2017

## Developing world research

- CCT-RT request
- AMGlobal researched LAC, AP, AF
- Identified new gTLD applicant cohorts
- Report expected Sept. 2016

## New gTLD applicant survey

- CCT-RT request
- Nielsen to field to all 1,930 applications
- Results expected in Oct. 2016

## DNS abuse

- CCT-RT request
- Effectiveness of safeguards designed to prevent abuse in new gTLDs
- RFP issued 2 Aug. 2016

# Engage with ICANN



## Thank You and Questions

Reach us at: [Eleeza.Agopian@icann.org](mailto:Eleeza.Agopian@icann.org)

New gTLD Program Reviews:

<https://newgtlds.icann.org/en/reviews>



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