

New Generic Top Level Domains (gTLDs)



MEAC School on Internet Governance

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New Generic Top Level Domains (gTLDs)

Presentation Plan

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generic Top Level Domains History

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New Generic Top Level Domains (gTLDs)

Introduction

ICANN mission:

- ➡ ensure the security, stability and resiliency of an unified global Internet
- ➡ introduce and promote competition in the registration of domain names

In 2005, ICANN began a policy development process to consider the introduction of new gTLDs, based on the results of trial rounds conducted in 2000 and 2003.

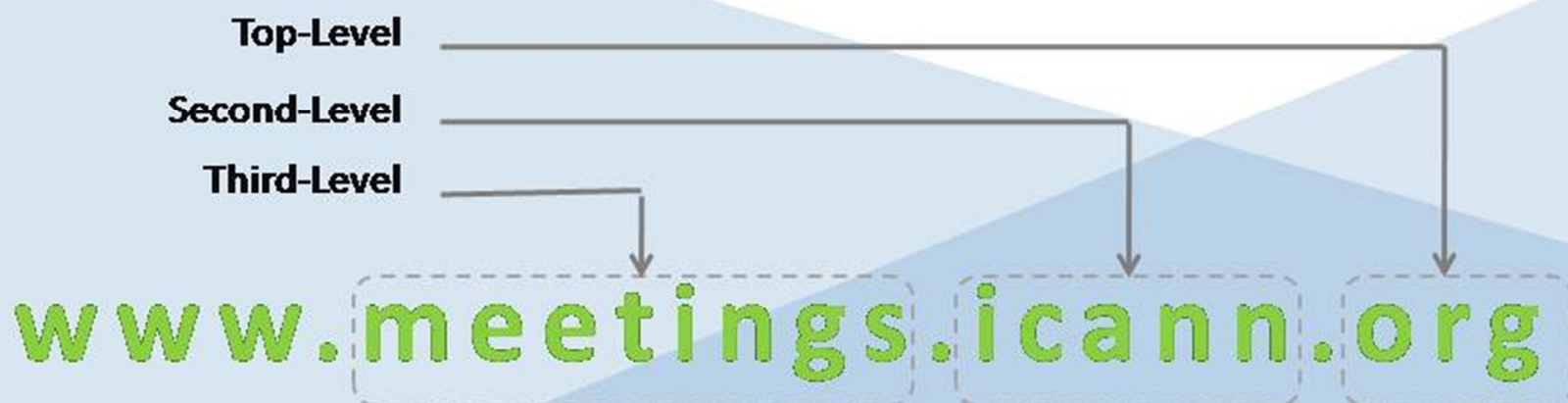
The new gTLD program was developed during 2 full years and adopted by the ICANN Board in 2008.

Then, ICANN undertook an implementation process to address community concerns (intellectual property, community interests, DNS stability and support for applicants from developing economies and poor communities).

New Generic Top Level Domains (gTLDs)

Anatomy of the Domain Name

The **Domain** Name



New Generic Top Level Domains (gTLDs)

Anatomy of the Domain Name

Top Level Domain (TLD)

Top-Level

Second-Level

Third-Level

www.meetings.icann.org

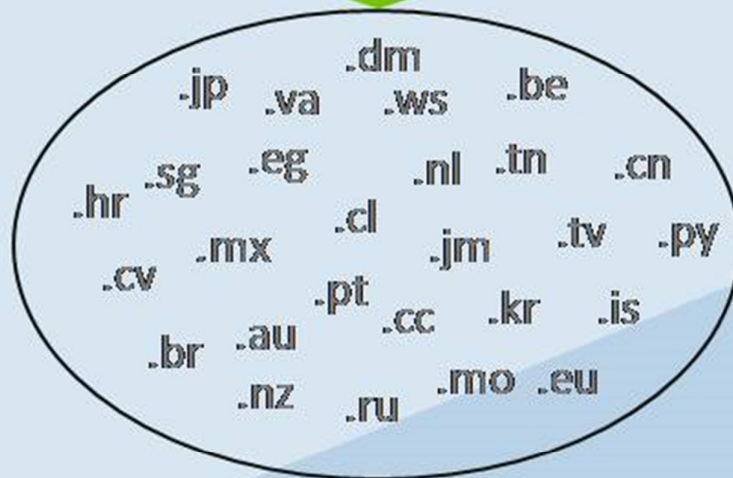


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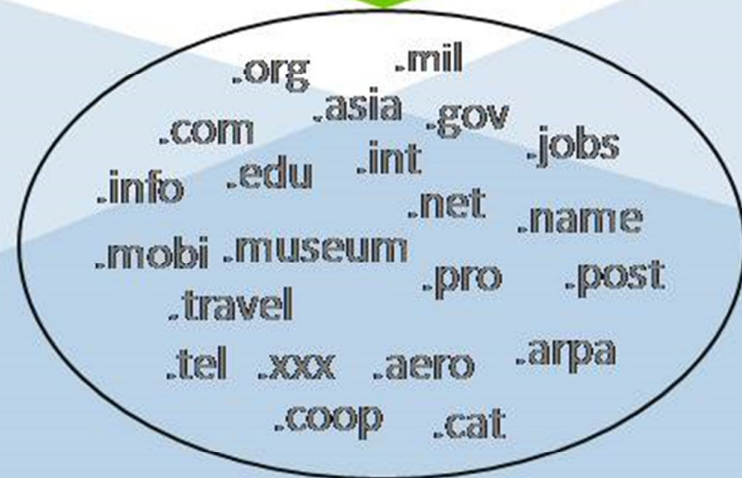
Top Level Domain Name

2 types of Top Level Domain (TLD)

ccTLD



gTLD



New Generic Top Level Domains (gTLDs)

Generic Top Level Domain

History

Predating ICANN

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

Before 1998

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

2000 Round

2004 Round

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

New gTLD Program:

Development: 2005 - 2007

1st Round open: 2012



New Generic Top Level Domains (gTLDs)

New gTLD Program

Why?

- ➡ Set new criteria and rules for the delegation of new strings
- ➡ Remove existing limitation to gTLDs which is irrelevant with growing Internet reality and needs
- ➡ Create more space for innovation in the Internet industry
- ➡ Open doors to increase choice and competition in the market place

New Generic Top Level Domains (gTLDs)

New gTLD Program

Why?

- ➡ provide competition to existing gTLDs resulting in lower prices
- ➡ add differentiation and new products that are valuable to consumers
- ➡ relieve scarcity in domain names caused by having only a few gTLDs
- ➡ reduce search costs

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New gTLD Program

Why?

- ➡ Add new business models
 - New or differentiated services
 - Largely contribute to economic growth and well-being
 - expand the market in new directions
- ➡ Provide Communities with an opportunity to have an identity on the net
- ➡ Greater opportunities for innovation through IDN TLDs

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New gTLD Program

The Program

- ➡ **2005-2007** **Development of the new gTLDs Program.**
- ➡ **June 2008** **ICANN Board adopted the Program**
- ➡ **June 2011** **ICANN Board approved the Applicant Guidebook and authorized the launch of the New gTLD Program.**
- ➡ **Jan. 2012** **The first round application window opened for 3 months**
- ➡ **April 2012** **Closure of the application window: 1930 applications received**

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New gTLD Program

First Round

- Dec. 2012 ICANN held a prioritization draw to determine the order in which Applications would be processed during Initial Evaluation and subsequent phases of the program.
- The applications were processed by ICANN staff and evaluated by expert independent third-party evaluators according to priority numbers
- March 2013 ICANN released the first set of Initial Evaluation results to applicants and the public
- Applications that pass Initial Evaluation and that do not face any objections or string contention will be eligible to proceed to contracting

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New gTLD Program

First Round

➡ Total Number of Application received: **1930**

- **1846** Standard applications
- **84** Community Based applications
- **66** Geographic Name applications
- **116** Internationalized Domain Name applications

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New gTLD Program

First Round

➡ Applications received from 60 Countries

- 911 applications from North America _____ 47.20%
- 675 applications from Europe _____ 34.98%
- 303 applications from Asia Pacific and Australia region _____ 15.70%
- 24 applications from Latin America & Caribbean region _____ 1.24%
- 17 applications from Africa _____ 0.88%

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New gTLD Program

First Round



New Generic Top Level Domains (gTLDs)

New gTLD Program

First Round

➡ Total Number of Application received: **1930**

- **618** delegated and introduced in the root zone
- **750** Under processing for delegation
- **503** Withdrawn
- **59** Rejected

* As of 8 May 2015

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New gTLD Program

Applicant Support Program

- **An Applicant Support Program was developed by the community and adopted by ICANN to support applicants from developing economies and poor communities**
 - **a fund of US\$ 2 million was allocated by ICANN to support applicants**
 - **14 applicants could be supported by the allocated fund**
 - **3 applicants only applied for support**
 - **1 application for support only was accepted**

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New gTLD Program

What's next

- ➡ **Cross Community Discussion Group about the upcoming rounds**
 - Additional mechanisms for developing country support
 - Application Processing
 - registrar-registry relationships
 - Public Interest Commitments
 - Confusing similarity
 - objection procedures
 - Rights protection mechanisms

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What's next

- ➡ **Cross Community Discussion Group about the upcoming rounds**
 - Any upcoming round shouldn't be open before the completion of the whole first round steps
 - one perpetually open Round or consecutive rounds?

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Conclusion

After the experience of the first round, and the very poor number of application from the developing regions and the poor communities, the ALAC and other components of the ICANN community asked for a remedial round restricted to applicants in need of support. They argued that since the cost recovery was largely done, this remedial round should be for free, and an accompanying support program should be set to help those applicants making a successful application legally and technically.

Even if we only hear agreement, I don't see that things are going in that direction. But we keep lobbying to make the developing countries benefit from this business opportunity besides the cultural and linguistic advantages of the new gTLDs.

Thank You and Questions



Engage with ICANN

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