Cross-Community Working Group on the Use of Country and Territory Names as Top-Level Domains

Benefits and Risks with regards to: **Unrestricted use of two-character strings if not in conflict with an existing ccTLD or any applicable string similarity rules (ASCII),** as brought forward by members from the CWG-UCTN)[1]

Risk:
- Increased user confusion because it would blur the current clear distinction between country code and generic top-level domains because two letter codes have historically represented the recognition of the importance of the sovereignty of the respective nations in cyberspace
- New countries or territories might not have 'their' two-letter code available
- ISO code-based of ccTLDs might become effectively obsolete and create confusion beyond the DNS.
- Risk of consumer confusion if a 2-char TLD is used by a multinational brand but it is also an acronym/brand of a local one. (ex. BA = British Airlines but also Banco Atlántico)
- ccNSO community put a lot of effort in last 30 years, to establish 'ccTLD brands', which would depreciate if two letter code TLDs be sold as gTLDs

Benefits:
- Possibility to sell more new gTLD strings and achieve full commercial potential of all two-letter codes
- Two-character brands (VW, AA, BA etc.) would be able to register their brands as top-level domains
- If brands can obtain top-level domains the risk of confusion would be minimal due to the content of brand-operated TLDs
- Some ccTLDs have effectively sold their domain to private usage meaning the lines between ccTLD and gTLD are already blurred
- Providing equal treatment with IDN two character strings

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[1] These represented a summary of un-moderated comments. They do not represent the CWG-UCTN's consensus views on the risk and benefits.