Impact of New gTLDs on Business

On June 13, 2012, ICANN announced that they had received 1930 new gTLD applications from 60 countries for 1409 unique strings. Of the 1930 strings, 1179 were uncontested, and 751 were contested across 230 strings.

.Brand TLDs, such as .STATEFARM, .YAHOO and .DHL, accounted for more than one-third of all applications submitted and represented sectors ranging from technology to travel.

Aside from the .Brand TLDs, there were also 84 "Community-Based" TLDs, some of which were also designated as geographical names. In addition, there were 66 geographical names (most of which were city TLDs). Only 116 applications of the 1930 applications utilized IDNs (Internationalized Domain Names).

In terms of geographical distribution of applicants, according to ICANN's figures, approximately 78% of the applicants were located in North America and Europe. Sixteen percent of applicants were located in the Asia-Pacific Region and less than 2% of applicants were located in Latin American and Africa.

Undoubtedly, the launch of new gTLDs will have a profound impact on Businesses as they navigate through this new environment.

A recent survey conducted by MarkMonitor revealed that New gTLDs are of significant concern to large

Total Applications by Type

Community 68 4%
Geographical 66 3%
Brand 652 34%
Standard 1144 59%
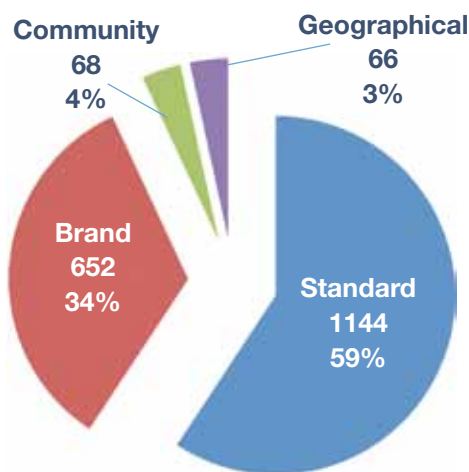
corporations. Fifty-five percent of the respondents stated that New gTLDs will create opportunities for brand harm or confusion. And just over half stated that their online policing efforts will need to increase. Interestingly enough, about 75% of the respondents do not expect to use new gTLDs for core websites and over a third are not sure what to do with their domain portfolios in response to new gTLDs.

How should business prepare for the launch of the new gTLDS?

You should get engaged now. Understanding and using ICANN's Rights Protection Mechanisms (RPMs)

and affecting improvements in how they support business users calls for your involvement and participation now.

Companies should begin preparing for the launch of new gTLD Registries in late 2013 by:

- Preparing for the submission of data to Trademark Clearinghouse
- Rationalizing portfolios and ensuring domain policies are current
- Budgeting accordingly for new registrations and resources
- Implementing policing strategies for brand abuse across all New gTLDs

Finally, all companies should become familiar with new Rights Protection Mechanisms including:

- **URS** (Uniform Rapid Suspension)
- **Trademark Claims Notices**
- **PDDRP** (Post-Delegation Dispute Resolution Policy)
- **RRDRP** (Registry Restriction Dispute Resolution Procedure).

Why should you join the Business Constituency?

Do you believe the private sector should continue to have a voice at ICANN to guide and influence ICANN policy and activities?

There is a real threat, without the voice of business users, that certain functions now performed by ICANN related to governance of domain names and IP addressing could be taken over by governments or become more 'intergovernmental' in their functioning or decision making. Any change from the private sector led, multistakeholder governance model embodied within ICANN could lead to a dramatic slowing down in decision making, and limit the voice of the commercial sector that has built and operates the Internet.

Are you involved in e-commerce and delivering online services or applications to users?

All BC users are interested in ensuring a stable, reliable and resilient Internet and e-commerce platform for business. You can contribute to this through participating in ICANN, helping to make ICANN more effective and improving its accountability and transparency. Business users rely on a stable and secure Internet and ecommerce experience, one that serves their users and customers on a global basis. Through your participation in ICANN, and in the Business Constituency, your company will make a difference on behalf of business.

Do you use a web site for your business?

We all recognize that the world wants to be online. Domain names and IP addresses are part of ICANN's core coordination functions. For instance, it is ICANN that selects the top level names, such as .info, .biz, .eu, .jobs and .travel. ICANN is engaged in an imminent and major expansion of the top level generic space (for example, .eco or .music), and is introducing internationalized [non-Latin script] domain names. Both these changes portend a dramatic shift in how the DNS works, and both will have profound implications for business users and the customers they serve. The BC is a critical player in determining the rules for the expansion that is planned.

Have you had problems transferring a domain name?

The BC recently participated in discussions to introduce a streamlined procedure for users to transfer their business from one registrar to another.

If you answer yes to any of the above – and if you are willing to help to develop BC positions that can inform and guide ICANN's development of policy and its activities, join the Business Constituency. Membership is the way to ensure that the business voice and concerns are taken into account in ICANN.

How to become a member?

Complete the application form which can be downloaded from the website **www.bizconst.org** or email **bc-secretariat@icann.org**

Executive Committee

Chair: Marilyn Cade

Vice Chair, Policy Coordination: Steve DelBianco

Vice Chair, Finance & Operations: Chris Chaplow

CSG Representative: Elisa Cooper

GNSO Councilor: Zahid Jamil

GNSO Councilor: John Berard

Useful Links

BC Charter: www.bizconst.org/charter.htm

BC Members: www.bizconst.org/members.htm

Join the BC: www.bizconst.org/joinus.htm

ICANN: www.icann.org

Toronto Meeting BC Highlights

Tuesday 16th October

09.45 to 11.15 hrs

Commercial Stakeholder Group meeting
Harbour C room

13.15 to 16.00 hrs

Business Constituency meeting
Harbour C room