



# ICANN Registry Request Service

Ticket ID: C0L5B-7M1A3

Registry Name: Top Level Design, LLC

gTLD: ART, DESIGN, GAY, PHOTOGRAPHY, WIKI

Status: ICANN Review

Status Date: 2016-04-20 19:34:15

Print Date: 2016-04-20 19:40:02

## Proposed Service

Name of Proposed Service:

*Chinese IDNs for .design, .wiki, and .ink*

Technical description of Proposed Service:

*Top Level Design, LLC, the contracted registry with ICANN for the .design, .wiki, and .ink top level domains, currently offers the following languages and scripts in its TLDs: Arabic, Greek, Japanese, Korean, Cyrillic, Hebrew, Lao, Latin, and Thai.*

*Top Level Design would now like to add functionality for an additional IDN table for .design, .wiki, and .ink:*

*a. Chinese*

*CentralNic provides backend registry services for Top Level Design, LLC, and this IDN table (and all others) can be individually downloaded from CentralNic's website: [https://manage.centralnic.com/support/idn\\_tables](https://manage.centralnic.com/support/idn_tables)*

*Please note the attached file has been converted from a .txt file to a pdf.*

[Appendix A \(zh-1.2.pdf\)](#)

## Consultation

Please describe with specificity your consultations with the community, experts and or others. What were the quantity, nature and content of the consultations?:

*We are aware that our backend registry provider, CentralNic, is offering and/or has been approved to offer these IDN functionalities for ccTLDs, such as .pw and .la; a number of third level registry services, such as .in.net, .cn.com, etc; and other new gTLDs, such as .rent, .xyz, .tickets, and .college.*

a. If the registry is a sponsored TLD, what were the nature and content of these consultations with the sponsored TLD community?:

*Not applicable.*



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b. Were consultations with gTLD registrars or the registrar constituency appropriate? Which registrars were consulted? What were the nature and content of the consultation?:

*Consultations were not required as CentralNic's capabilities have already been recognized by the registrar community.*

*However, informal consultations did confirm that our registrar partners around the world are interested in having Chinese IDN capabilities deployed for .design, wiki, and .ink to better serve their customers.*

c. Were consultations with other constituency groups appropriate? Which groups were consulted? What were the nature and content of these consultations?:

*Technical consultations were not required as CentralNic's capabilities have already been recognized across the ICANN community.*

d. Were consultations with end users appropriate? Which groups were consulted? What were the nature and content of these consultations?:

*Not applicable; our consultations with registrars confirmed that the end users they serve were interested in this additional service.*

*Additionally, the registry received a number of unsolicited emails from end users in China requesting that Chinese language registrations be made available.*

e. Who would endorse the introduction of this service? What were the nature and content of these consultations?:

*As noted above, both registrars and end users would endorse this service.*

f. Who would object the introduction of this service? What were(or would be) the nature and content of these consultations?:

*We have received no negative feedback in any of our consultations. We see this service as a fulfillment of our role as a service provider to the global Internet, and one that caters to end-users and companies in their native scripts and languages. The only objectors would potentially be our direct competitors, that is, other registries; however, we do not think that any of our competitors would object to this service and instead defer to the spirit of serving a global Internet and providing top-tier*



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*service across our industry.*

## Timeline

Please describe the timeline for implementation of the proposed new registry service:

*We will implement as soon as technically possible following approval from ICANN.*

## Business Description

Describe how the Proposed Service will be offered:

*The additional Chinese IDN table will be offered in accordance with Version 3.0 of ICANN's Guidelines for the Implementation of Internationalized Domain Names as published on ICANN's website. IDN tables for each script and/or language approved in .design, .wiki, and .ink will be published on CentralNic's website and submitted to the IANA for publication in the Repository of IDN Practices.*

*The SRS supports the IDN extension for EPP and registrars may use this extension to signal which IDN table an IDN domain name corresponds to; however use of this extension is optional, and the SRS will automatically determine the appropriate table if the extension is omitted from the <create> command.*

Describe quality assurance plan or testing of Proposed Service:

*The Chinese IDN table to be offered, like our other IDN tables, is for the most part derived from tables published by other ccTLD and gTLD registries in the Repository of IDN Practices on the IANA website. These tables have in general been assembled by experts in the languages to which they refer, and have been subject to public scrutiny for some time. As a result we have confidence that they are of a high quality, and making Chinese available under .design, .wiki, and .ink will have little impact.*

Please list any relevant RFCs or White Papers on the proposed service and explain how those papers are relevant.:

*References:*

*oGuidelines for the Implementation of Internationalized Domain Names:*



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o <http://www.icann.org/en/resources/idn/idn-guidelines-02sep11-en.htm>

o The IDNA2008 protocol:

o RFC 5890, 5891, 5892, 5893, 5894, 5895

o CentralNic IDN tables:

o [https://manage.centralnic.com/support/idn\\_tables](https://manage.centralnic.com/support/idn_tables)

## Contractual Provisions

List the relevant contractual provisions impacted by the Proposed Service:

*The "Approved Services" section, in Exhibit A of the Registry Agreement, will be impacted. Therein, in section 2.3, we have been recognized as providing for Latin, Arabic, Greek, Japanese, Korean, Cyrillic, Hebrew, Thai, and Lao registrations at the second and lower levels.*

*We seek to expand this with the addition of the Chinese language, specified in the Proposed Service section of this request.*

*The Registry Agreements for .design, .wiki, and .ink would be impacted in the exact same manner.*

What effect, if any, will the Proposed Service have on the reporting of data to ICANN:

*None.*

What effect, if any, will the Proposed Service have on the Whois?:

*None.*

## Contract Amendments

Please describe or provide the necessary contractual amendments for the proposed service:

*Section 2.3 of Exhibit A, Approved Services, of the Registry Agreement for .design, .wiki, and .ink will need to be expanded to include the following:*

*2.3.10 Chinese language*



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## Benefits of Service

Describe the benefits of the Proposed Service:

*Registration will be allowed at the second and lower levels to the large and diverse population around the world that uses Chinese predominantly and does not speak or use the languages and scripts already offered in .design, .wiki, and .ink. This will allow Top Level Design, LLC's top level domains to serve a global Internet and compete with other registries.*

## Competition

Do you believe your proposed new Registry Service would have any positive or negative effects on competition? If so, please explain.:

*This service will have positive effects on competition and will allow us to offer .design, .wiki, and .ink to populations that are not well-served by the languages and scripts currently offered. There will be no negative effects on competition, and it will only increase the visibility, use, and innovation of new Internet resources.*

How would you define the markets in which your proposed Registry Service would compete?:

*The markets will be global in nature, and will specifically spread across regions where Chinese is the dominant language. The .design, .wiki, and .ink TLDs are generic and could be applied to a number of different industries within each market.*

What companies/entities provide services or products that are similar in substance or effect to your proposed Registry Service?:

*Many other contracted registry operators offer IDN registration at the second and lower level, including Chinese language registrations.*

In view of your status as a registry operator, would the introduction of your proposed Registry Service potentially impair the ability of other companies/entities that provide similar products or services to compete?:

*No, their capabilities will not be affected.*

Do you propose to work with a vendor or contractor to provide the proposed Registry Service? If so, what is the



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name of the vendor/contractor, and describe the nature of the services the vendor/contractor would provide.:

*Our backend registry provider, CentralNic, offers all technical registry services to Top Level Design, LLC--and will do so for the implementation of the Chinese language and all future IDN tables as applicable.*

Have you communicated with any of the entities whose products or services might be affected by the introduction of your proposed Registry Service? If so, please describe the communications.:

*We have not spoken to competitive registries about the potential services. It is largely assumed that all registry operators will offer some degree of IDN-supported registration, and we are mainly seeking to expand our offerings to compete with these other operators.*

*As noted in the "Consultations" section, we have spoken with registrar partners that will see their capabilities to serve the global Chinese language community expanded. They have specifically requested that we offer these further capabilities to increase their own reach and market offerings.*

Do you have any documents that address the possible effects on competition of your proposed Registry Service? If so, please submit them with your application. (ICANN will keep the documents confidential).:

No.

## Security and Stability

Does the proposed service alter the storage and input of Registry Data?:

No.

Please explain how the proposed service will affect the throughput, response time, consistency or coherence of responses to Internet servers or end systems:

*It will not impact any of these areas.*

Have technical concerns been raised about the proposed service, and if so, how do you intend to address those concerns?:



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*No. These services have already been approved for other CentralNic properties without issue.*

## Other Issues

Are there any Intellectual Property considerations raised by the Proposed Service:

*No.*

Does the proposed service contain intellectual property exclusive to your gTLD registry?:

*No.*

List Disclaimers provided to potential customers regarding the Proposed Service:

*None.*

Any other relevant information to include with this request:

*None.*