



# ICANN Registry Request Service

Ticket ID: F5H5R-6U1E8

Registry Name: UK Creative Ideas Limited

gTLD: .art

Status: ICANN Review

Status Date: 2016-05-18 14:07:36

Print Date: 2016-05-18 14:07:51

## Proposed Service

Name of Proposed Service:

*RSEP for Release of Country/Territory Names*

Technical description of Proposed Service:

*Pursuant to Section 4 of Specification 5 of the Registry Agreement between ICANN and UK Creative Ideas Limited ("UKCI") for the .art top-level domain, we request the release of reserved Country and Territory Names.*

*These include: 1. The short form (in English) of all country and territory names contained on the ISO 3166-1 list, as updated from time to time, including the European Union, which is exceptionally reserved on the ISO 3166-1 list, and its scope extended in August 1999 to any application needed to represent the name European Union, 2. The United Nations Group of Experts on Geographical Names, Technical Reference Manual for the Standardization of Geographical Names, Part III Names of Countries of the World, and 3. The list of United Nations member states in 6 official United Nations languages prepared by the Working Group on Country Names of the United Nations Conference on the Standardization of Geographical Names.*

## 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 have followed the discussions within the Internet community, ICANN stakeholders and others discussing this for a long period. UKCI has not undertaken direct consultation with the community, experts or others. UKCI relies on the historical availability of such labels in legacy top-level domains, as well as the comments of the Governmental Advisory Committee in its March 27, 2014 Singapore Communique in which it indicated no major concerns about new gTLD registry operator seeking approval for the release of country names and two-letter and character codes at the second level. In addition, our understanding is that the release of country and territory labels on second level for .art, will not create instability or security issues in the DNS.*

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



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*Not applicable.*

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

*Not applicable.*

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

*Not applicable.*

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

*In our experience, we have already been receiving requests and great interest in country and territory ASCII labels from the market who wish to build great websites and relevant platforms on these domains. Further, it enhances the potential success, usage and innovation for a new gTLDs by getting these valuable names out in the market.*

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

*It is believed that the end-users, the existing and potential customers of UKCI, will highly benefit from the ability to effectively use the localised content associated with the geographic .art domain names.*

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

*We are not aware of any specific objections from organisations or individuals and are fully prepared to engage in dialogue should any GAC Representative, Government Authority, entity or individual raise concerns about their country or territory name being released in .art in response to this RSEP request and in accordance with a process specifically developed for such purpose.*

## Timeline



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

*As soon as the RSEP is approved, we would make the country and territory labels eligible for registrations.*

## Business Description

Describe how the Proposed Service will be offered:

*Country and territory labels will be offered in the same manner as all other domain names. UKCI plans to promote competition by making certain labels available through auction, while others may be obtained through standard registrar channels or through RFPs. In addition, UKCI may also reserve some of these labels for their own use.*

Describe quality assurance plan or testing of Proposed Service:

*Not applicable.*

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

*Not applicable.*

## Contractual Provisions

List the relevant contractual provisions impacted by the Proposed Service:

*Section 4 of Specification 5.*

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?:



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None.

## Contract Amendments

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

*The proposed release of country and territory names is anticipated in Specification 5, Section 4 of the Registry Agreement. According to this section the release of country and territory names may be approved by ICANN subject to review by ICANN's Governmental Advisory Committee. UKCI proposes that Exhibit A of the .art Registry Agreement would be amended to read:*

*"Notwithstanding Section 4 of Specification 5 of the Agreement, Registry Operator may offer registrations for and activate in the DNS the country and territory names (including their IDN variants, where applicable) contained in the following internationally recognized lists:*

*the short form (in English) of all country and territory names contained on the ISO 3166-1 list, as updated from time to time, including the European Union, which is exceptionally reserved on the ISO 3166-1 list, and its scope extended in August 1999 to any application needing to represent the name European Union; the United Nations Group of Experts on Geographical Names, Technical Reference Manual for the Standardization of Geographical Names, Part III Names of Countries of the World; and the list of United Nations member states in 6 official United Nations languages prepared by the Working Group on Country Names of the United Nations Conference on the Standardization of Geographical Names. The relevant country and territory names are listed in Attachment 1 to Exhibit A, which is incorporated herein by this reference."*

## Benefits of Service

Describe the benefits of the Proposed Service:

*Registrants and end users will benefit from the availability of the country and territory ASCII labels. These labels are memorable and will add to consumer choice and competition in the new gTLD marketplace, and fulfill the expectations of the end-users.*

## Competition

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

*As the proposed service has a capacity to increase consumer choice and provide end-users with assurance, it will have a*



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*positive effect on competition and its enhancement.*

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

*The domain name market.*

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

*All pre-2010 registries are already permitted to use country and territory names. In addition, several Registry Operators have applied for release of country and territory labels.*

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.*

Do you propose to work with a vendor or contractor to provide the proposed Registry Service? If so, what is the name of the vendor/contractor, and describe the nature of the services the vendor/contractor would provide.:

*CentralNic, our registry services provider, will provide the technical ability to register these names.*

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.:

*Not applicable.*

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).:

*Not applicable.*

## Security and Stability



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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:

*The proposed service will have no effect.*

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

*No technical concerns have been raised.*

## Other Issues

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

*The proposed Service does not increase any risk of intellectual property infringement. Established rights protection mechanisms (including the UDRP and URS) address intellectual property considerations raised by the proposed service.*

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

*No.*

List Disclaimers provided to potential customers regarding the Proposed Service:

*Not applicable.*

Any other relevant information to include with this request:

*No.*