



# New gTLDs Program

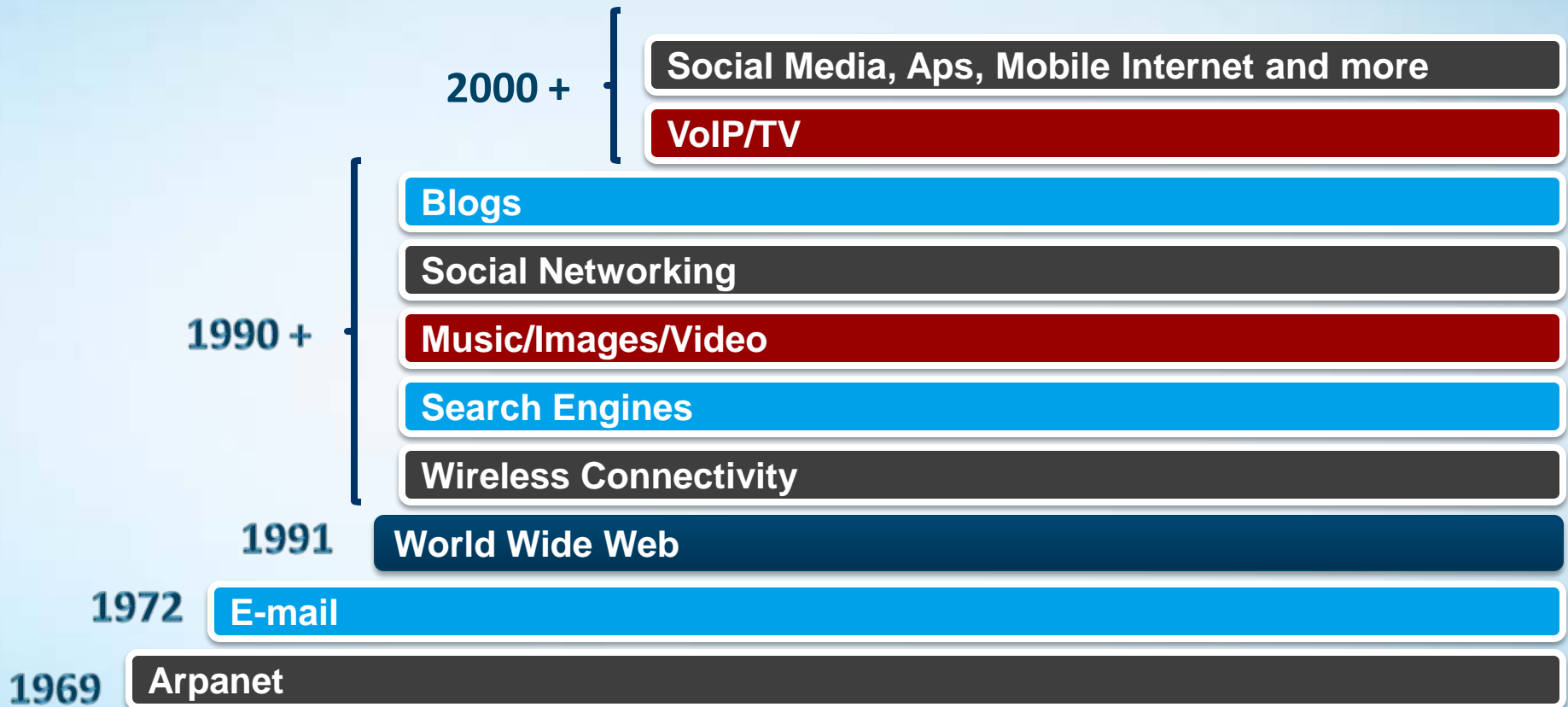
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**ICANN**

November 2009

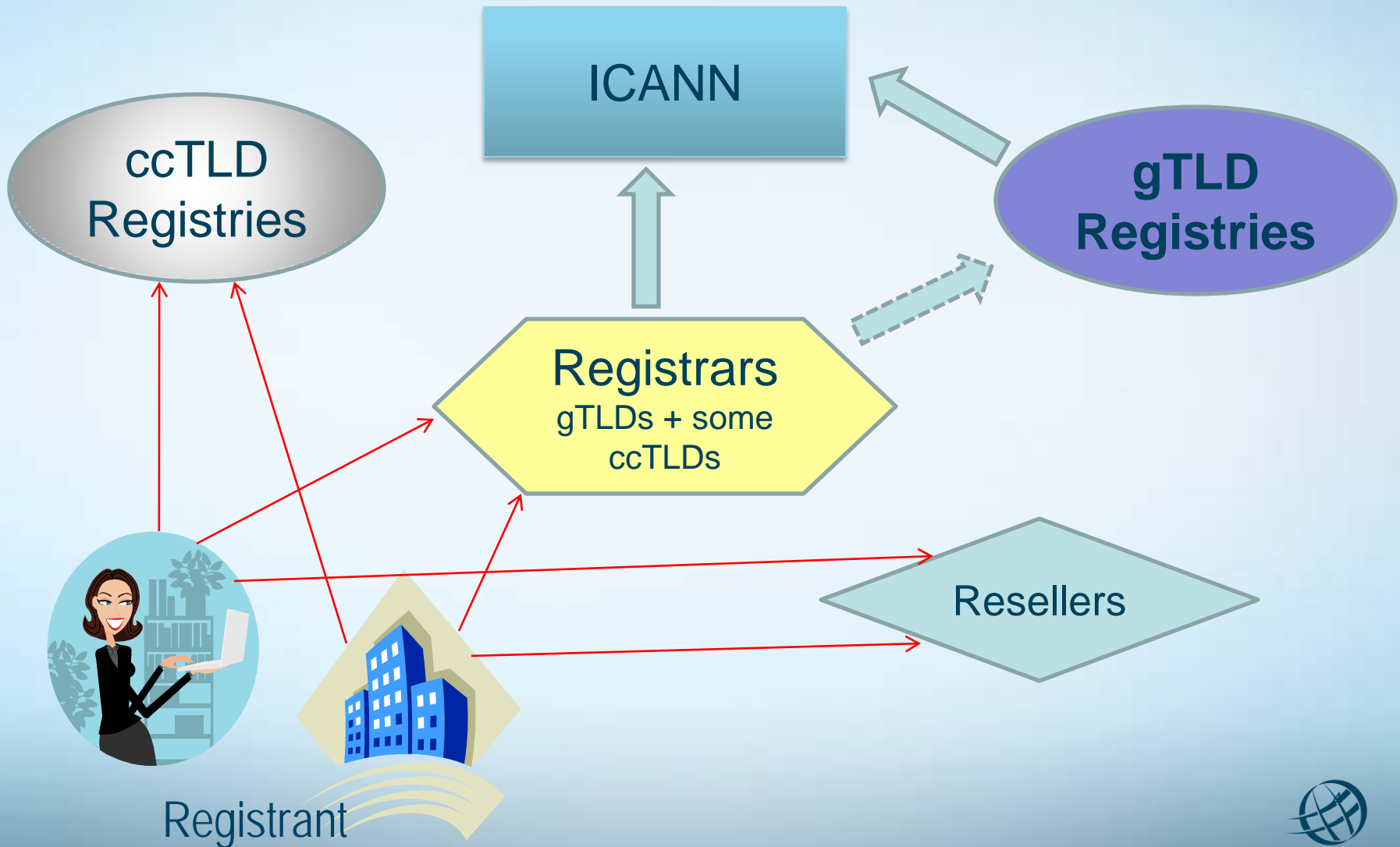
# Agenda

- Internet - an evolving ecosystem
- Domain Name System
- New gTLDs Program overview
- What's next?

# Internet - an Evolving Ecosystem



# DNS – Snapshot of a Complex Ecosystem



# Your Internet Address



# gTLDs Versus ccTLDs

## gTLDs

Generic Top-Level  
Domains

- Three or more letters  
*examples: .com .mobi .museum*
- 21
- Registration policies vary
- ICANN Registrar systems
- Relationship with ICANN – Registry Agreement
- Varies in IDN and third level offers

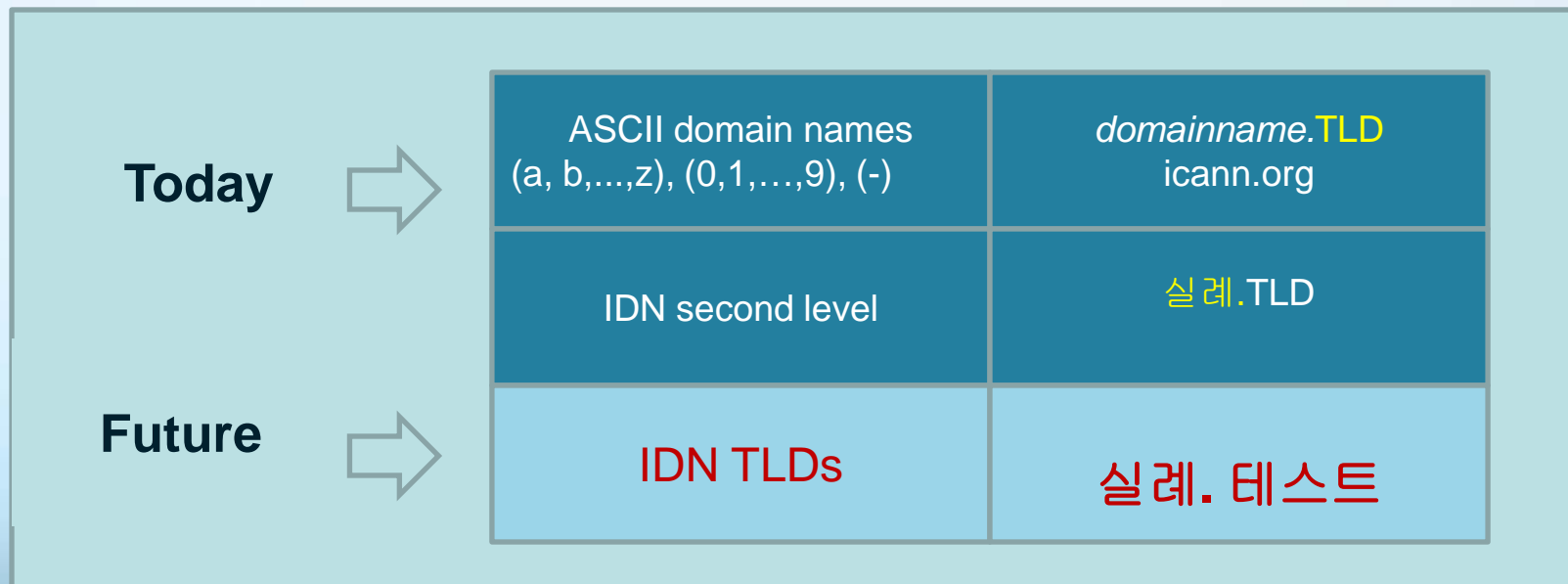
## ccTLDs

Country code Top-  
Level Domains

- Two letters  
*examples: .br .fr .eu*
- 240 +
- Registration policies vary
- Might have different Registrar systems
- Different types of relationships with ICANN
- Varies in IDN and third level offers

# Internationalized Domains Names

- IDNs have existed as second/third levels since 2003
- We also need IDN TLDs
  - ◆ 北京.中国; [xn--1lq90i.xn--fiQs8S]
- IDNs introduced via Fast Track + New gTLDs



# Brief gTLD Historical Background

- There are presently **21** gTLDs in the root zone
- There were eight that predate ICANN:  
**.com .edu .gov .int .mil .net .org .arpa**
- Seven were added in a round starting in 2000:  
**.aero .biz .coop .info .museum .name .pro**
- Six were added in a round starting in 2004:  
**.asia .cat .jobs .mobi .tel .travel** (*soon to be added* - **.post**)
- Experience in past rounds has been factored into current new gTLD planning



# ICANN's Mission and New gTLDs

- ICANN's founding documents (in 1998):  
*“The new corporation ultimately should ... 3) oversee policy for determining the circumstances under which new TLDs are added to the root system”*
- Core objective in founding ICANN; a requirement in each of ICANN + U.S. government agreements  
*“Define and implement a predictable strategy for selecting new TLDs”*
- Promote competition, consumer trust and consumer choice; address various issues  
(9.3 - Affirmation of Commitments)

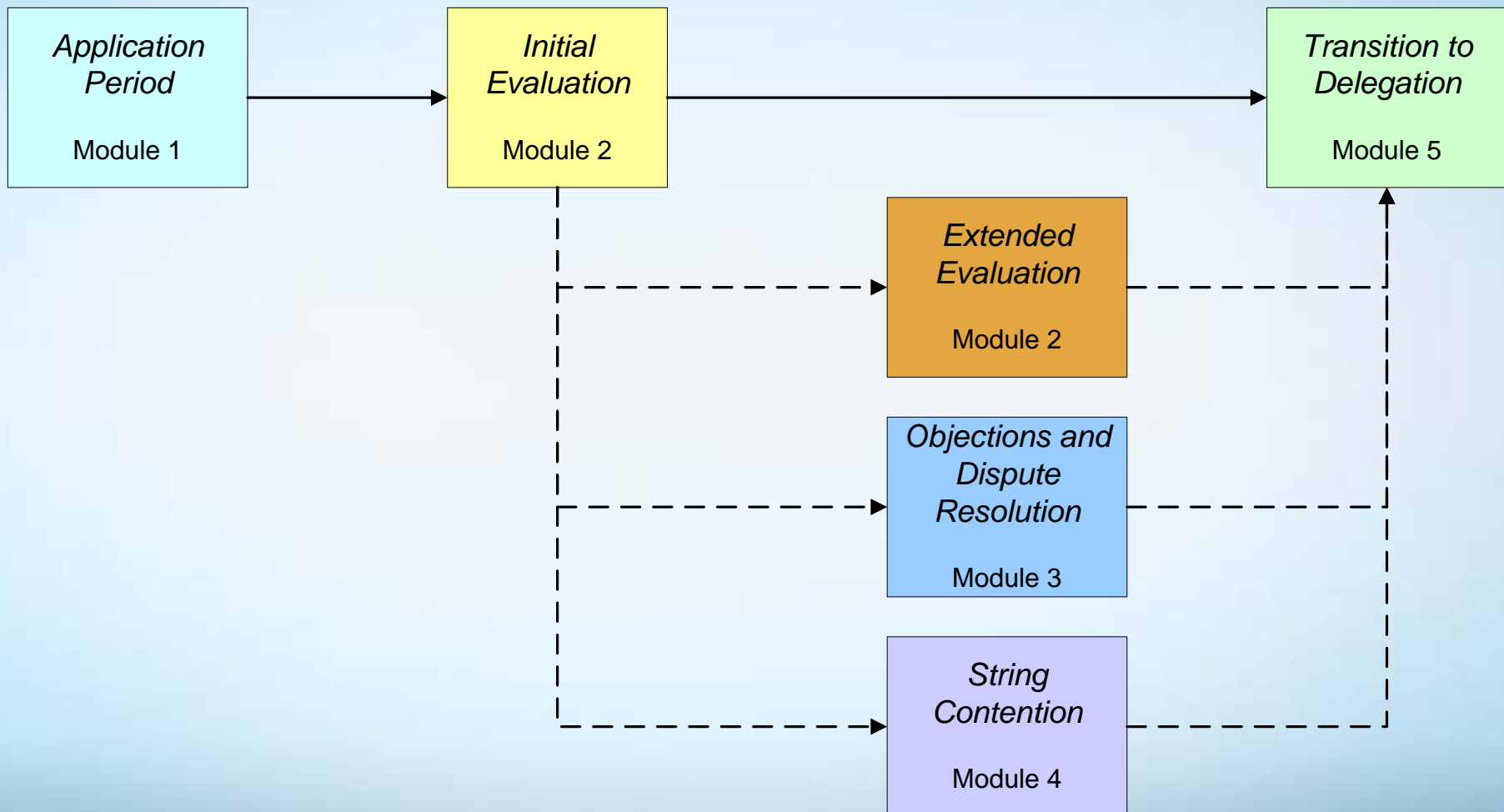
# What can we Potentially Expect?

- Internationalized Domain Names (IDN)
- Increase in creativity, innovation and choice
- Increase in competition in the domain name space
- gTLDs tailored to address community needs
- Geographic gTLDs
- New ways of branding and establishing corporate identity on the Internet

# Why is it Important?

- New ways end users find and produce information on-line
- More choices as registrant
- Opportunity for investment and new businesses
- A more globally and culturally inclusive internet with IDNs
- Potential impact on your brand or trademark
- Potential impact on your cultural community, organization and industry sector
- Potential impact on your geographic name
- Systems and applications will need to be updated to accept new TLDs

# New gTLD Evaluation Process



# Important to Know - 1

- Applicant – entity from anywhere in the world
- Online application system; Program in English
- Specific deadlines – examples: application period, objections
- Criteria and requirements – technical, operational, financial, string and more
- Additional requirements – geographic and community applicants
- Evaluation fee US\$185 + potential for others
- US\$ 25K annual registry fee + transaction fee 0.20 USD

# Important to Know - 2

- Evaluation done by panels of experts and ICANN
- Objections
  - ◆ Legal Rights
  - ◆ Community Representation
  - ◆ Morality & Public Order
  - ◆ String Confusion
- String Contention
  - ◆ Community priority evaluation
  - ◆ Auction
- This is a business commitment!

# What has Been Done?

- Policy development – *Dec 2005 to Sep 2007*
- ICANN Board Policy approval – *Jun 2008*
- Publication of Draft Applicant Guidebook for public comments
  - November 2008 (version 1)                      May 31 (Excerpts)
  - March 2009 (version 2)                         **October 4 (version 3)**
- Publication of several reports and explanatory memos
- Focused work on overarching issues resolution
- Considering Expressions of Interest path

# Overarching Issues

- Four main key concerns were identified based on public comments in November, 2008:
  - ◆ Trademark protection
  - ◆ Possible amplification of malicious conduct on the Internet
  - ◆ Questions regarding new gTLD demand (including issues of cost)
  - ◆ Security and stability impacts of an expanded number of gTLDs



# What's Next?

- Seeking resolution on Overarching Issues
- Operational readiness
- Potential Expressions of Interest
- Next version of Applicant Guidebook
- Staff continues to balance the desire to move ahead with the launch plans while addressing the Community raised concerns

# Get Informed and Participate

- Attend Events
  - ◆ Live: *Buenos Aires* – November 27 2009
  - ◆ ICANN Meetings – Nairobi - March 7-12 2010
  - ◆ Webinars – *coming soon!*
- Participate in Public Forum
- Join Supporting Organizations
- New gTLD site: <http://www.icann.org/en/topics/new-gtld-program.htm>
- Talk to ICANN Staff

**THANK YOU**

**[www.icann.org](http://www.icann.org)**

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