ICANN Registry Request Service

Ticket ID: T2Z4J-0F3O5
Registry Name: CEOTLD Pty Ltd (.CEO)
gTLD: .CEO
Status: ICANN Review
Status Date: 2014-03-11 15:34:03
Print Date: 2014-04-28 22:18:39

Proposed Service

Name of Proposed Service:

Two Character Name Allocation Proposal

Technical description of Proposed Service:

Specification 5(2) "Schedule of Reserved Names" of the registry agreement between ICANN and PeopleBrowser for the .KRED and .BEST gTLDs, signed December 19, 2013 (available at http://www.icann.org/en/about/agreements/registries/kred and http://www.icann.org/en/about/agreements/registries/best) requires that "all two-character ASCII labels shall be withheld from registration or allocated to Registry Operator at the second level within the TLD."

The same provision is present in Specification 5(2) "Schedule of Reserved Names" of the registry agreement between ICANN and PeopleBrowser for the .CEO gTLD, signed November 7, 2013 (available at http://www.icann.org/en/about/agreements/registries/ceo).

PeopleBrowser now proposes to amend this contractual language and implement an equitable phased allocation program that will permit the introduction of two-character .CEO, .KRED and .BEST domains to the marketplace, while still reserving two-letter domains that correspond to the two-letter country code names found on the ISO-3166 list.

PeopleBrowser will open a Request for Proposals (RFP) to select domain name auction platforms to facilitate the allocation of these two-character .CEO and .BEST domains to registrants who are committed to building out the domain name with a sound marketing and branding strategy, including a strong focus on quality, creativity and the desire to launch the site in a timely manner. PeopleBrowsr will use the two-character .KRED domains to better target and market PeopleBrowsr's offerings under that trademark.

Consultation

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

See below

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?:

None. We model this request after the similar requests of .ORG, .ASIA, .TEL and .MOBI in 2011, which were approved by ICANN.

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

Not applicable, we model this request after the similar requests of .ORG, .ASIA, .TEL and .MOBI in 2011, which were approved by ICANN.

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

Not applicable, we model this request after the similar requests of .ORG, .ASIA, .TEL and .MOBI in 2011, which were approved by ICANN.

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

We model this request after the similar requests of .ORG, .ASIA, .TEL and .MOBI in 2011, which were approved by ICANN.

The release of two-character domains has been addressed in detail from the technical perspective in several previously approved Service Requests. For example, the RSTEP report on GNR's two-character name proposal (http://www.icann.org/registries/rsep/RSTEP-GNR-proposal-review-team-report.pdf) provides an exhaustive review of the issues and addresses them in a positive manner.

The GNSO Council approved the recommendations sent to the ICANN Board for the introduction of new gTLDs, including endorsement of the recommendations of the Reserved Names Working Group set forth in the RN-WG Report, which included the following recommendation:

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(1) registries be permitted to release any combination of two letter and/or digit strings provided that measures to avoid confusion with any corresponding country codes are implemented. The RN-WG Report can be found at http://gnso.icann.org/en/issues/new-gtlds/final-report-rn-wg-23may07.htm.

Also, importantly, individuals and brands with names that can reasonably be represented two-character strings and who are interested in promoting their products and services using a .CEO or .BEST gTLD have expressed interest in the release of such domains.

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

PeopleBrowser (CEOTLD Pty Ltd) is unaware of any opposition to the introduction of this service. PeopleBrowser looks forward to reviewing any concerns raised during the public comment period.

Timeline

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

PeopleBrowser proposes the following elements for approval in connection with this registry service: Posting of RSEP Request; review and initial approval by ICANN Staff that the proposed registry service raises no security, stability or competition concerns; public comment period in connection with proposed contractual changes; preparation by ICANN staff of necessary Board documentation for approval by the ICANN Board. Following approval by the ICANN Board, PeopleBrowser would implement the service as soon as operationally feasible.

Business Description

Describe how the Proposed Service will be offered:

PeopleBrowser intends to responsibly promote healthy competition by bringing these valuable .CEO and .BEST domain names to the open market to offer to organizations or individuals who will enhance the respective brands. PeopleBrowser will open a Request for Proposals (RFP) to select domain name auction platforms to facilitate the allocation of these two-character domains to registrants who are committed to building out the domain name with a sound marketing and branding strategy, including a strong focus on quality, creativity and the desire to launch the site in a timely manner.

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PeopleBrowser will then identify the strongest auction platform applicant or applicants. Evaluation criteria for the selection of the auction platform(s) will take into account:

a. The auction provider's business and technical capabilities

b. Sales and marketing strategy

c. Auction plan with criteria for selecting registrants who are committed to building out the domain name with a sound marketing and branding strategy, including a strong focus on quality, creativity and the desire to launch the site in a timely manner

d. The ability to handle trademark issues and disputes

e. Each applicant must be a .CEO or .BEST accredited registrar to participate.

PeopleBrowsr will use the two-character .KRED domains to better target and market PeopleBrowsr's offerings under that trademark.

Describe quality assurance plan or testing of Proposed Service:

PeopleBrowser will conduct all necessary testing with any vendor or contractor to implement the Phase 2 auction.

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:

.CEO Registry Agreement (dated November 7, 2013):
Specification 5(2)

.KRED Registry Agreement (dated December 19, 2013):
Specification 5(2)

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.BESTRegistry Agreement (dated December 19, 2013):

Specification 5(2)

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:

Specification 5

"Schedule of Reserved Names"

Two-character labels. All two-character ASCII labels that correspond to ccTLDs shall be withheld from registration or allocated to Registry Operator at the second level within the TLD. Such labels may not be activated in the DNS, and may not be released for registration to any person or entity other than Registry Operator, provided that such two-character label strings may be released to the extent that Registry Operator reaches agreement with the related government and country-code manager of the string as specified in the ISO 3166-1 alpha-2 standard. The Registry Operator may also propose the release of these reservations based on its implementation of measures to avoid confusion with the corresponding country codes, subject to approval by ICANN. Upon conclusion of Registry Operator's designation as operator of the registry for the TLD, all such labels that remain withheld from registration or allocated to Registry Operator shall be transferred as specified by ICANN. Registry Operator may self-allocate and renew such names without use of an ICANN accredited registrar, which will not be considered Transactions for purposes of Section 6.1 of the Agreement.

Benefits of Service

Describe the benefits of the Proposed Service:

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PeopleBrowser believes that the proposed service offers the following benefits:

1. Increased usage, marketing, promotion and awareness of the .CEO, .KRED and .BEST gTLDs

2. Increased choice for registrants

3. Enhanced competition among gTLD registry operators

4. Increased revenue and marketing resources

Competition

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

PeopleBrowser believes that the proposed service will help address the current competitive imbalance in the gTLD marketplace by making a more complete set of domain names available to the market.

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

New gTLD domain name registrations.

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

The following existing gTLD registry operators currently offer or have applied to offer two-character second level domain registrations:

Afilias Limited (.INFO), NeuStar, Inc. (.BIZ), RegistryPro, Ltd. (.PRO), DotCooperation, mTLD, Ltd (.MOBI), VeriSign, Inc. (.COM/.NET), Public Interest Registry (.ORG) DotAsia Organisation Ltd. (.ASIA) Telnic Ltd. (.TEL) Fundació puntCAT (.CAT) Tralliance (.TRAVEL) DotCooperation LLC (.COOP) EmployMedia LLC (.JOBS) Global Name Registry, LTD (.NAME)

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?:

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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.:

PeopleBrowser will work with a vendor or contractor to implement the auction portion of our proposal. We have not yet finalized the choice of the vendor/contractor(s) and the selection will occur through a RFP process.

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.:

PeopleBrowser is unaware of any entities whose products or services might be affected by the introduction of our service.

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).:

RSEP requests of existing TLD operators, posted on ICANN's site.

Security and Stability

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

No. PeopleBrowser anticipates no change in the storage and/or input of Registry Data

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

PeopleBrowser anticipates no adverse impact on the throughput, response time and consistency of coherence of responses to Internet servers or end systems.

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

PeopleBrowser is not aware of any technical concerns regarding the proposed service.

Other Issues

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

Any Intellectual Property considerations raised by the proposed service are addressed by established rights protection mechanisms (UDRP, URS).

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:

None