



# ICANN Registry Request Service

Ticket ID: X507W-8F6W5

Registry Name: Top Level Design, LLC

gTLD: ART, DESIGN, GAY, PHOTOGRAPHY, WIKI

Status: ICANN Review

Status Date: 2015-04-07 15:24:47

Print Date: 2015-04-07 15:35:33

## Proposed Service

Name of Proposed Service:

*Additional IDN Tables for .design*

Technical description of Proposed Service:

Top Level Design LLC, the contracted registry with ICANN for the .design top level domain, initially identified Latin and Arabic IDN tables for second level and lower registration in its application. We would like to add functionality for an additional 7 IDN tables for .design: a. Greek b. Japanese c. Korean d. Cyrillic e. Hebrew f. Thai g. Lao CentralNic provides backend registry services for Top Level Design LLC, and these IDN tables can be individually downloaded from CentralNic's website: [https://manage.centralnic.com/support/idn\\_tables](https://manage.centralnic.com/support/idn_tables) We are aware of RFC 3743, which provides a common framework for internationalised domain names using Chinese, Japanese and Korean (CJK) characters. However, as of writing, neither the Japanese or Korean IDN tables (respectively published by the .JP and .KR registries) define any variants and so we do not believe that introduction of these languages needs to be delayed until the framework for Chinese language IDNs is in place.

## 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 of our backend registry provider, CentralNic, offering these IDN functionalities for ccTLDs, such as .pw and .la; a number of third level registry services, such as .co.com, .cn.com, etc; and other new gTLDs, such as .ink, .wiki, .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.*

b. Were consultations with gTLD registrars or the registrar constituency appropriate? Which registrars were



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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.*

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. However, when speaking with non-registrar companies, such as those involved in brand protection across the Middle-East, and other domain name service providers, we confirmed that there was significant interest in offering SLD registration in additional scripts.*

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 and non-registrar companies confirmed that the end-users they serve were interested in these additional services.*

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

*As noted above, in previous questions, both registrars and non-registrars 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 service across our industry.*

## Timeline

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



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We will implement immediately following approval from ICANN.

## Business Description

Describe how the Proposed Service will be offered:

Additional IDN tables 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 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 IDN tables to be offered are, 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. Furthermore, they have been in use with CentralNic's ccTLDs and ccSLDs for many years. As a result we have confidence that they are of a high quality, and making them available under .design will have little impact.

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

References:  
\*Guidelines for the Implementation of Internationalized Domain Names:  
<http://www.icann.org/en/resources/idn/idn-guidelines-02sep11-en.html>  
\*The IDNA2008 protocol:  
RFC 5890, 5891, 5892, 5893, 5894, 5895  
\*CentralNic IDN tables:  
[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 and Arabic registrations at the second and lower levels. We seek to expand this with additional IDN tables, specified in the Proposed Service section of this request. The Registry Agreement for



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*.design would be impacted in the exact same manner.*

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

*\nNone.*

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

*\nNone.*

## Contract Amendments

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

*\nSection 2.3 of Exhibit A, Approved Services, of the Registry Agreement for .design will need to be expanded to include the following:\n\n2.3.3 Greek Script\n2.3.4 Japanese Language\n2.3.5 Korean Language\n2.3.6 Cyrillic Script\n2.3.7 Hebrew Language\n2.3.8 Thai Language\n2.3.9 Lao Language\n*

## Benefits of Service

Describe the benefits of the Proposed Service:

*\nRegistration will be allowed at the second and lower levels to a large and diverse population around the world that does not speak or use a Latin or Arabic based language/script. This will allow .design 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.:

*\nThe positive effects on competition will allow us to offer .design to populations that are not well-served by Latin or Arabic domain registration. \n\nThere will be no negative effects on competition, and it will only increase the visibility, use, and innovation of new Internet resources.*



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

*\n\nThe markets will be global in nature, and spread across the countries using the 7 additional languages and scripts we are seeking to provide. The .design TLD is 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?:

*\n\nMost other contracted registry operators offer IDN registration at the second and lower level.*

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?:

*\n\nNo, 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 name of the vendor/contractor, and describe the nature of the services the vendor/contractor would provide.:

*\n\nOur backend registry provider, CentralNic, offers all technical registry services to Top Level Design LLC - and will do so for the implementation of these additional IDN tables as well.*

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.:

*\n\nWe 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.\n\n\nAs noted in the "Consultations" section, we have spoken with registrar partners that will see their capabilities to serve non-Latin or Arabic based languages and peoples 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).:

*\n\nNo.*



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## Security and Stability

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

*\n\nNo.*

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

*\n\nIt 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?:

*\n\nNo. These services have already been deployed effectively for other CentralNic properties without issue.*

## Other Issues

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

*\n\nNone.*

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

*\n\nNo.*

List Disclaimers provided to potential customers regarding the Proposed Service:

*\n\nNone.*

Any other relevant information to include with this request:

*\n\nNo.*