ICANN Registry Request Service

Ticket ID: I0V3M-2U8R6
Registry Name: Guccio Gucci S.p.a.
gTLD: .gucci
Status: ICANN Review
Status Date: 2016-01-05 21:17:16
Print Date: 2016-01-05 21:17:27

Proposed Service

Name of Proposed Service:

Addition of Italian and Arabic language characters to the .GUCCI TLD

Technical description of Proposed Service:

We would like to provide registration of domain names in Italian and Arabic characters in the .GUCCI registry, to complement our existing IDN offerings.

As the RSEP portal does not accept language tables in the required format, we have uploaded them separately to the GDD portal. The new IDNs will operate in line with the existing IDN policies of our registry.

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 consulted with our backend provider, Neustar regarding the technical implementation of this service, as well as assessing the needs of end users.

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

N/A

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

N/A

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

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N/A

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

There were no formal discussions with end users, but we already provide content to end users in Italian and we have growing markets in Arabic-speaking countries, so allowing domain names to be navigated in these local languages will further assist end users in finding relevant content.

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

Italian and Arabic-speaking end users.

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

We don't see why anyone would object to the introduction of this service.

Timeline

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

We plan to implement the service upon the launch of the registry.

Business Description

Describe how the Proposed Service will be offered:

Italian and Arabic IDNs will be available for registration to eligible applicants. They will operate in line with the existing IDN policies of the registry.

Describe quality assurance plan or testing of Proposed Service:

This has gone through vigorous testing and uses similar IDN platforms that have been in operation in other top level

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registries for years.

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

IDN tables are an adaptation of RFC 3743's table format.

Contractual Provisions

List the relevant contractual provisions impacted by the Proposed Service:

Exhibit A, section 4 will need amending to reflect the new IDN language.

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:

The following language should be added to section 4 of Exhibit A:

"4.3.17. Italian language
4.3.18. Arabic language"

Benefits of Service

Describe the benefits of the Proposed Service:

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The addition of Italian and Arabic language domains to our other IDN offerings will benefit end users by expanding their ability to navigate and find relevant content in their native language.

It will also benefit Gucci by allowing us to communicate more effectively with internet users and customers in some of our most important markets.

Competition

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

We will operate a closed .brand registry so there will be no effect on competition in the domain name market itself.

However, the addition of IDN languages will have a positive effect on competition in the global marketplace by providing for more efficient navigation for end users of different languages.

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

The service itself will not compete as we are operating a closed .brand registry.

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

The Polish ccTLD registry, NASK, currently provide Italian IDNs under .pl.

A number of existing registries currently provide Arabic IDNs, including .com, .net, and the .sa ccTLD registry. Multiple new gTLD registries also intend to provide Arabic IDN 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. In fact, the opposite is true: our provision of Italian and Arabic IDNs might show other registries that there is demand by end users for navigation in these languages, encouraging them to introduce similar services.

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.:

Yes

Gucci has contracted with Neustar to provide the technical backend services associated with this TLD. Consequently, Neustar will provide the technical functionality to allow for Italian and Arabic character domain 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.:

Yes, we have spoken to both our back-end provider, Neustar, and our chosen registrar to ensure they are prepared for the rollout of the new 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).:

N/A

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 reponses to Internet servers or end systems:

No effect.

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

No.

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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. All of the registrations will be by Gucci or its Affiliates.

Any other relevant information to include with this request:

No.