



# ICANN Registry Request Service

Ticket ID: 07A8R-4J508

Registry Name: Go Daddy East, LLC

gTLD: .godaddy

Status: ICANN Review

Status Date: 2016-04-07 16:58:52

Print Date: 2016-04-07 17:00:08

## Proposed Service

Name of Proposed Service:

*Addition of IDNs to .GODADDY*

Technical description of Proposed Service:

*Go Daddy East, LLC would like to register second-level IDN names in the .GODADDY namespace. To this end, we hereby seek approval to add the following IDNs:*

*Arabic  
Belarusian  
Bosnian  
Bulgarian  
Danish  
Finnish  
French  
German  
Hindi  
Hungarian  
Icelandic  
Italian  
Korean  
Latvian  
Lithuanian  
Macedonian  
Montenegrin  
Polish  
Portuguese  
Russian  
Serbian  
Simplified Chinese  
Spanish  
Swedish  
Traditional Chinese*



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*Ukrainian*

*Note that all of these tables have been previously provided to and approved by ICANN and have passed Pre-Delegation Testing for many delegated TLDs.*

*The Registry Operator will fully adhere to the latest IDN implementation guidelines, Version 3.0 (<https://www.icann.org/resources/pages/idn-guidelines-2011-09-02-en>) released by ICANN in the formulation of IDN policies and development of technical systems, and shall fully comply with the specifications of the IETF protocols on IDNs in applications.*

## Consultation

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

*Go Daddy has worked closely with Registry Service Provider Afilias in determining the specifications for the IDNs and will be using the IDN tables and specifications that have been previously submitted to and approved by ICANN.*

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 consulted? What were the nature and content of the consultation?:

*Not applicable as .GODADDY is a Specification 13 Brand TLD.*

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



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content of these consultations?:

*Not applicable.*

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

*As the Go Daddy brand expands internationally it is expected that the use of relevant and appropriate IDN names will be employed.*

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

*Being a Specification 13 Brand TLD, it is highly unlikely that anyone would object to the introduction of IDN SLDs.*

## Timeline

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

*.GODADDY has not yet gone through Pre-Delegation Testing. These IDN tables would be introduced as part of the initial launch of the TLD, currently expected to take place prior to July 23, 2016.*

## Business Description

Describe how the Proposed Service will be offered:

*The proposed IDNs will be employed in a manner that complements Go Daddy' global presence strategy.*

Describe quality assurance plan or testing of Proposed Service:

*Note that the RSP for .GODADDY is being transitioned to Afilias and we are basing our IDN implementation on their proven IDN platform.*

*The following information describes the development and quality assurance process used to create and evaluate all IDN tables.*



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*Afilias evaluates IDN tables on the following categories:*

- 1. Conformance to IDNA: Afilias was actively involved in efforts to evolve the IDNA standards to ensure they are more responsive to technical and social needs, as reflected in RFCs 5890, 5891, 5892, 5893 and 6452. Each Unicode character, including variants, that are captured within the IDN table are analyzed against the IDNA protocol to ensure full compliance; examples of incompatibility includes characters that are prohibited in IDNA. Incompatible characters are excluded from the tables.*
- 2. Completeness of the Table: Afilias determines whether the IDN table is technically complete, ensuring that there are no corner cases that may lead to confusion to end-users. In this process, specifically if variants exist, Afilias analyzes each character and its associated variants to ensure that each character produces the same set of variants. If all variant mappings and reverse mappings correlate, the IDN table is considered complete. Any exceptions are raised to subject matter experts for further evaluation and recommendations.*
- 3. Registration and administration policies: In the analysis of supporting IDNs, certain languages include specific linguistic policies, which Afilias adheres to. Examples include policies derived from the ASIWG for Arabic Scripts and for Cyrillic IDNs, Afilias references RFC 5992.*
- 4. Registry policies: Upon successful evaluation of the IDN tables and its registration policies, Afilias considered additional policies to ensure consistency of implementation, as well as to prevent potential abusive behavior to ensure a high quality of service.*

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

*Note that the RSP for .GODADDY is being transitioned to Afilias and we are basing our IDN implementation on their proven IDN platform.*

*In the implementation of the IDN registration and resolution services, Afilias will adhere to the relevant IETF standards, including RFCs 5890, 5891, 5892, and 5893, and their updates, as well as the ICANN IDN Implementation Guidelines (including the 3.0 version announced for implementation on 22 November 2011: <http://www.icann.org/en/announcements/announcement-3-22nov11-en.htm>).*

## Contractual Provisions



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List the relevant contractual provisions impacted by the Proposed Service:

*Exhibit A of the existing Registry Agreements between Go Daddy East, LLC and ICANN will need to be modified to include the requested IDNs.*

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

*There will be no effect on the reporting of data to ICANN if this proposed service is approved.*

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

*The proposed IDN service will have no effect on the Whois.*

## Contract Amendments

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

*Go Daddy requests the following language be added to each applicable Registry Agreement in Exhibit A:*

*1. Internationalized Domain Names (IDNs) Registry Operator may offer registration of IDNs at the second and lower levels provided that Registry Operator complies with the following requirements:*

*1.1. Registry Operator must offer Registrars support for handling IDN registrations in EPP.*

*1.2. Registry Operator must handle variant IDNs as follows:*

*1.2.1. By default variant IDNs (as defined in the Registry Operator's IDN tables and IDN Registration Rules) must be blocked from registration.*

*1.2.2. Variant IDNs may be activated when requested by the sponsoring Registrar of the canonical name as described in the IDN Tables and IDN Registration Rules.*

*1.2.3. Active variant IDNs at the second level must be provisioned in the TLD's DNS zone file as zone cuts using the same NS resource records as the canonical name.*

*1.3. Registry Operator may offer registration of IDNs in the following languages/scripts (IDN Tables and IDN Registration Rules will be published by the Registry Operator as specified in the ICANN IDN Implementation Guidelines):*

*1.3.1. Languages*

*Arabic*

*Belarusian*

*Bosnian-Serbian*

*Bulgarian*



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- Chinese (Simplified)*
- Chinese (Traditional)*
- Finnish*
- Danish*
- French*
- German*
- Hungarian*
- Hindi*
- Icelandic*
- Italian*
- Korean*
- Latvian*
- Lithuanian*
- Macedonian*
- Montenegrin*
- Polish*
- Portuguese*
- Russian*
- Spanish*
- Swedish*
- Ukrainian*

## Benefits of Service

Describe the benefits of the Proposed Service:

*Support for IDNs at the second level will enable RO to provide goods and services globally using regionally-specific identifies.*

## Competition

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

*As .GODADDY is a Specification 13 Brand TLD, there is no impact on competition.*



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

*As .GODADDY is a Specification 13 Brand TLD, there is no price impact.*

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

*All Registry Operators and Registrars that provide IDN SLD and TLDs could see increased visibility of IDNs due to Go Daddy's introduction of IDNs at the second 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?:

*If anything, the introduction of IDNs at the Second-level for .GODADDY will heighten the visibility of IDN names and encourage uptake from IDN domain providers.*

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.:

*Go Daddy is working with Afilias for the definition and support of the IDNs.*

*We will be submitting an Application for Assignment Form - "Material Subcontracting Arrangement" to assign Afilias as our Registry Service Provider immediately upon approval of this RSEP.*

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 as .GODADDY is a Specification 13 Brand TLD.*

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).:

*None.*



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## 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 responses to Internet servers or end systems:

*Not applicable.*

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

*None.*

## Other Issues

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

*None.*

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

*No.*

List Disclaimers provided to potential customers regarding the Proposed Service:

*None.*

Any other relevant information to include with this request:

*Note that the RSP for .GODADDY is being transitioned to Afilias and we are basing our IDN implementation on their proven*





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*IDN platform.*

*We will be submitting an Application for Assignment Form - "Material Subcontracting Arrangement" immediately upon approval of this RSEP.*