Overview
New gTLD Program

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Agenda

- ICANN's Mission and new Generic Top Level Domains (gTLDs)

- Brief background of new gTLDs

- New gTLD policy development overview

- Implementation process overview

ICANN's Mission and New gTLDs

- A core objective in founding ICANN; a requirement in each of ICANN's U.S. government agreements (1998 – present):

    "Define and implement a predictable strategy for selecting new TLDs"

- Fostering choice and competition in provision of domain registration services

- 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"

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

Key Benefits of New gTLDs

- To encourage and foster creativity, innovation, consumer choice, and competition in the domain name space; possible
  - Community, corporate identity on the Internet
  - New value-added uses for the DNS

- Internationalized Domain Names (IDN) for a more globally and culturally inclusive internet
  - IDNs available today at second level

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Internationalized Domain Names

- IDNs have existed as second level since 2003
  - under web protocol standards
  - email protocol standards are underway (IETF)

- We also need IDN TLDs
  - 北京.中国; [xn--1lq90i.xn--fiQs8S]

Domain Availability Today	ASCII domain names (a, b,...,z), (0,1,...,9), (-)	*domainname*.TLD icann.org
	IDN second level	실례.TLD -under various existing TLDs
Future Addition	IDN TLDs	실례. 테스트

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Policy Approach

- Policy developed over three years, and approved by ICANN's Board in June, 2008. Determined that:
  - New gTLDs will benefit registrant choice and competition
  - Implementation plan should also allow for IDNs, implemented at the same time as new ASCII TLDs
  - New gTLDs should not cause security or stability issues
  - Protection of various appropriate interests requires objection and dispute resolution processes

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Implementation Process to Date

- Publication for public comment of two versions of the new gTLD Draft Applicant Guidebook in November 2008 (version 1) & March 2009 (version 2)

- Publication of Explanatory memoranda and Public comments Analysis

- Feedback used to guide continuing process development

- Engage community experts to address selected issues

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Where Are we in the Process?

- ICANN Staff continues to balance the desire to move ahead with the launch plans while addressing the Community raised concerns

- Working on Applicant Guidebook version 3 expected in Q3, prior to ICANN Seoul Meeting

- ICANN is actively seeking comments through participation in the Overarching Issues dedicated Wiki and through direct contact with Staff

- Tentative launch scheduled for Q1 2010

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The Program

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New gTLDs Program

- The development of the criteria, process and tools by which organizations around the world will be able to apply for new TLDs in the near future

- Applicant Guidebook - provides a timely, clear roadmap for applicants describing the application and evaluation process

- Preserve DNS stability and security

Principles of the Program

- Care/conservatism: While speed (efficiency, etc.) is important: protection of registrants, DNS stability and security is paramount

- Evaluation fees are planned to cover costs

- ICANN intends to provide a clear, predictable roadmap for the applicant

- Objection and dispute resolution processes in some cases
  - Objections should be addressed by an independent 3rd party, employing objective standards

The Application Process

- Open pre-determined application period

- Will be web-based

- Requires completion of applicant guidebook

- Still evolving…

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The Applicant

- Any public or private established entity from anywhere in the world

- Must follow all application steps and rules as pre-established and published

- Must demonstrate organizational, operational, technical and financial capability; run as business

- Must pay an application fee ($185K)
  - Other fees may apply depending on application path
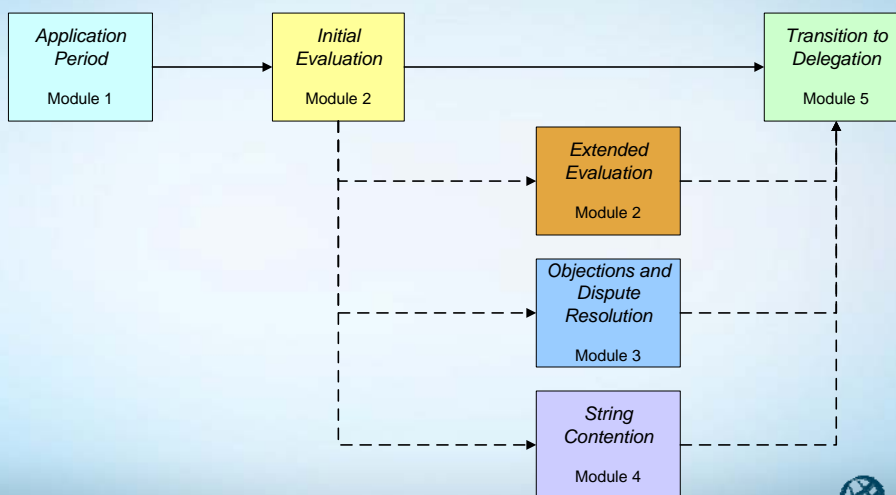 - On-going fee applies to future Registries

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Open and Community Applications

- A community-based gTLD is a gTLD that is operated for the benefit of a defined community consisting of a restricted population.

- An open gTLD is one used for any other purpose
  - May or may not have a formal relationship with an exclusive registrant or user population.
  - It may or may not employ eligibility or use restrictions

Evaluation Steps

Application Period	Initial Evaluation		Transition to Delegation
Module 1	Module 2		Module 5

Extended Evaluation

Module 2

Objections and Dispute Resolution

Module 3

String Contention

Module 4

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Objection and Dispute Resolution

- Potential grounds for objection
  - String Confusion
    - Avoid user confusion
  - Infringement of Rights
    - Protection of intellectual property and other pre-existing rights
  - Morality and Public Order
    - Additional safeguards; interests of governments
  - Community Objection
    - Protection of community interests (e.g. geographically based, indigenous, religious organizations)

- All handled by third-party organization

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Other considerations

- Geographical names: some will require support of relevant government

- String contention: process for handling the same or similar names

- Targeting a single base agreement

- Pre-delegation technical checks prior to registry going live

- Following IANA processes for delegation

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What's Next?

- Outreach/education Events
    - Abu Dhabi – August 4
    - Webinar – Q3 2009

- Publications:
    - Summary of consultation events - Sydney, NYC and London – *Q3 2009*
    - Analysis – IRT proposal public comments – *Q3 2009*
    - Version 3 – Draft Applicant Guidebook prior to ICANN Seoul Meeting (25-30 October)
    - Root scaling study ~ *Q3 2009*
    - Final Applicant Guidebook ~ *Q4 2009*

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THANK YOU

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