Toward a Global Internet

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President and CEO
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Agenda

• ICANN’s multi-stakeholder environment
• Joint Project Agreement and way forward
• Internationalized Domain Names and IDN TLDs
• New generic top-level domains
ICANN’s multi-stakeholder model

• Internet users around the world rely on its global system of unique identifiers
• Implementation of IDNs, new gTLDs, and IPv6 will make the Internet even more dynamic
• Multi-stakeholder model has successfully guided the Internet’s rapid evolution and innovation since 1980s
• Global interoperability, security and stability have remained unaffected
• Multi-stakeholder model has delivered best results for all Internet users — through coordination, cooperation, collaboration
JPA and way forward

- February 2008 midterm review of the JPA between ICANN and U.S. Government
  - ICANN’s Board feels ICANN is meeting its JPA responsibilities
  - More than 170 JPA-related comments were received from the global Internet community — the vast majority agree
  - ICANN is now closer to completing the JPA and transitioning coordination of the domain name system to the private-sector led multi-stakeholder model envisioned 10 years ago
Internationalized Domain Names

• Much multilingual content is already on the Web
• IDNs are next area of expansion toward a truly multilingual, multicultural global Internet
• Many technical and policy issues involved
  – Characteristics unique to every language script are being dealt with by technical and linguistic experts, governments and country code operators — very successfully in Arab region
• Result will be universal functionality of domain names
Internationalized Domain Names (cont)

• Implementation protocol undergoing revision
  – Will ensure new scripts can be added without updating Unicode tables
  – Will encompass right-to-left scripts
  – Will be more stable and secure for end users and application developers

• ICANN’s supporting organizations are developing
  – Process for application and delegation of IDN TLDs
  – Fast-track process to streamline launch of ccTLDs in regions that have the greatest need
New gTLDs — background

• ICANN guided by four founding principles
  – To preserve the operational stability and security of the Internet, particularly the domain name system
  – To promote competition and choice for registrants, especially in gTLDs
  – To achieve broad representation of global Internet communities
  – To develop policy appropriate to its mission through bottom-up, consensus-based processes

• These principles guide ICANN in introducing competition in the domain name market — through new gTLDs
Domain name marketplace today

- About 20 generic TLDs and 252 ccTLDs support more than 153 million registered names in the domain name space.
- Internet users are demanding more.

Source: VeriSign Domain Name Brief, March 2008
Internet user world today

- Next generation of 1 billion Internet users will live in the Middle East (Arab regions), China, and India
- They will change the face of the Internet

<table>
<thead>
<tr>
<th>Country/Region</th>
<th>Population</th>
<th>Internet Penetration</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>1.13 billion</td>
<td>5.3%</td>
</tr>
<tr>
<td>China</td>
<td>1.3 billion</td>
<td>12.3%</td>
</tr>
<tr>
<td>Middle East</td>
<td>195 million</td>
<td>17.3%</td>
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<tr>
<td>UAE</td>
<td>3.9 million</td>
<td>42.9%</td>
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<tr>
<td>Saudi Arabia</td>
<td>24 million</td>
<td>19.5%</td>
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<tr>
<td>Iran</td>
<td>70.4 million</td>
<td>25.6%</td>
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<tr>
<td>Syria</td>
<td>19.5 million</td>
<td>7.7%</td>
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ICANN’s policy development process

<table>
<thead>
<tr>
<th>Address Supporting Organization</th>
<th>Generic Names Supporting Organization</th>
<th>County Code Names Supporting Organization</th>
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</thead>
<tbody>
<tr>
<td>Regional Internet Registries</td>
<td>gTLD Registries and Registrars</td>
<td>ccTLD registries</td>
</tr>
<tr>
<td>– ARIN</td>
<td>– Intellectual property</td>
<td>– .us, .uk, .au, .it, .be, .nl, and so on</td>
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<tr>
<td>– RIPE NCC</td>
<td>– ISPs</td>
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<td>– LACNIC</td>
<td>– Universities</td>
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<td>– APNIC</td>
<td>– Businesses</td>
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<tr>
<td>– AfriNIC</td>
<td>– Consumers</td>
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**ASO**
- Reviews and develops recommendations on Internet Protocol (IP) address policy

**GNSO**
- Develops and recommends substantive policies relating to generic top-level domains

**CCNSO**
- Develops and recommends global policies relating to country-code top-level domains

**GAC**
- Governmental Advisory Committee provides advice and information to supporting organizations on related public policy issues for both generic and country code top-level domains
New gTLD development process

- ICANN Generic Names Supporting Organization (GNSO) and others spent nearly two years on the implementation process
- GNSO Council approved the policy in September 2007
- Submitted to the ICANN Board — approval due soon
- Next steps
  - Draft request for proposals — guidelines and instructions for applicants for new gTLDs — to be published for public comment soon
  - Applicants should review the draft RFP and comment on it and on the application process
  - Final RFP will incorporate relevant comments
What does this mean to you?

- Local users can reach global markets with their choice of domain name in familiar languages and scripts
- They will be able to share experiences more meaningful to their local needs
- Domain names will serve specific cultural or linguistic groups or regions
- Information will reach farther and deeper around the world
- New business models will be developed
- New ways of branding and protecting intellectual property will be developed
What kind of Internet do you want?
Thank You