



Media Cheat Sheet

High Interest Topics

IANA Stewardship Transition

<https://www.icann.org/stewardship-accountability>

What is this?

On 14 March 2014, the U.S. Government announced its intent to transition its stewardship of some critical Internet functions, called the IANA functions, to the global multistakeholder community.

- [Read the United States Government's announcement here](#)
- [Watch "What you need to know about IANA functions" video](#)

Why is this important?

With the 14 March announcement, the U.S. Government has taken the next step in the 16-year process to privatize the coordination and management of the Domain Name System (DNS), and end the U.S. Government's historical oversight of the back-end of the Internet.

- [Read about what ICANN does and its role in coordinating the DNS here](#)

What happened next?

The IANA Stewardship Transition Coordination Group (ICG) – a multistakeholder group comprising 30 individuals representing 13 communities – was formed to coordinate the development of a community proposal. The group issued a request for proposals to the three “operational communities” of the IANA functions – Domain Names, Numbers Resources and Protocol Parameters – who in response formed working groups and held global discussions to develop individual proposals to submit to the ICG.

As initial discussions around the transition took place, the community also raised the topic of how this change would impact ICANN's accountability. How would ICANN remain accountable in the absence of its historical contractual relationship with the United States? The ICANN community then launched a second process to examine, from an organizational perspective, how ICANN's broader accountability mechanisms should be strengthened. A Cross Community Working Group (CCWG-Accountability) was formed to review the existing mechanisms in place, review any issues identified during the process development and identify any contingencies to ensure that there is a sufficient level of accountability in place for the transition to be successful.

- [Read more about ICG meetings](#)
- [Read about the CCWG](#)
- [Read a statement on recent developments](#)

What are the possible story opportunities?

- This is a critical test for the multistakeholder model and may well determine a future where public and private interests, business, academics and civil society all collaborate on a common solution. What is the multistakeholder model (MSM) and how does this work?
- Given the tremendous economic growth propelled by the developing Internet, businesses are taking on a new and important role in determining the governance of the Internet. Who are the region's business leaders participating in the MSM?
- [Asha Hemrajani](#) and [Rinalia Abdul Rahim](#) are the most recent regional leaders of the ICANN community to join the ICANN Board. What will their presence on the Board mean to the development of the Internet in the region?

High Interest Topics, cont'd

New Generic Top-Level Domain (gTLD) Program

<http://newgtlds.icann.org/en/about/program>

What is this?

In June 2011, ICANN launched the new generic top-level domain (gTLD) program, which resulted in the largest ever expansion of the Internet's Domain Name System (DNS). New gTLDs will enable organizations to create stronger ties to their community or brand. They range from commonly used words, such as ".eat", ".homes" or ".vision", to specific subsets of gTLDs, including Geographic (such as ".london" or ".tokyo"); or Community (".catholic" or ".wed"). Another exciting subset are "[insert-your-brand-name-here]" TLDs which will allow branded corporations to use their brand as the top level identifier for their domain names. Brand TLDs will allow companies to focus their brand awareness and marketing, and provide brands with new opportunities to introduce exciting and innovative marketing campaigns and strategies.

Most exciting of all are Internationalized Domain Names (IDNs), which are top-level domains in non-Latin scripts. For the first time, Internet users in the gTLD space across the world are able to engage online using a domain name entirely in their native languages and scripts.

Why is this important?

The goal of this expansion is to enhance competition, innovation and consumer choice. Through the program, the DNS could expand from 22 generic top-level domain names to more than 1,300.

What is the current status?

After ICANN launched the new gTLD program in 2011 and a detailed evaluation of all applications, new domain names started rolling out in October of 2013. As of 26 January, there are nearly 500 gTLDs delegated into the root server (meaning fully operational). It has been a little over a year since the first new gTLDs were launched and there are now more than 4 million domain name registrations to those new gTLDs.

What are the possible story opportunities?

- NOTE: Demand for new gTLDs actually significantly exceeded our expectations. We originally predicted around 500 applications, but we ended up with over 1900 applications.
- How will new gTLDs change the Internet, especially when brands, communities and cities start launching/adopting them?
- What are the region's new gTLDs and how successful are they?

Glossary

[Click here for the full glossary](#)

ICANN - Internet Corporation for Assigned Names and Numbers

IANA - Internet Assigned Numbers Authority

New gTLDs - New generic top-level domains

ccTLD - Country code top-level domain

IDN - Internationalized Domain Name

ICG - IANA Stewardship Transition Coordination Group

Internationalized Domain Names (IDNs)

<https://www.icann.org/resources/idn>

IDNs are the top-level domains that enable Internet users to access domain names in their respective languages and scripts (eg 商店, - Chinese for "shop" or みんな - Japanese for "everyone").

IDN country-code top-level domains (ccTLDs) allow countries and territories to represent their respective country or territory names in scripts other than US-ASCII characters (eg .中国 - Chinese for ".cn").

→ [View our brochure here](#)