



# ICANN Registry Request Service

Ticket ID: B7J6J-5P6G6  
Registry Name: New TLD Company AB  
gTLD: .JETZT  
Status: ICANN Review  
Status Date: 2014-08-06 16:38:17  
Print Date: 2014-08-06 16:52:13

## Proposed Service

Name of Proposed Service:

*Release of go.jetzt for registry use*

Technical description of Proposed Service:

*We request the release of two-character name "go.jetzt" from the ICANN reserved list under Spec 5 #2 (page 68 in Appendix A) for registration for registry use as a part of our marketing and branding strategy. Also please consider the below points of reason to allow us to register go.jetzt. 1. The keyword "go" isn't a country code and does not clash with any relevant government code that we are aware of, so there is no risk for confusion and it doesn't appear on ISO 3166-1 alpha-2 list. 2. Other registries have been allowed to register "go" for their own use before, for example: go.co and go.mobi. 3. If "go" would become a country code or restricted to use in the future, the .jetzt registry would release the name for that purpose.*

[Appendix A \(agreement-approved-20nov13-en.pdf\)](#)

## 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 have been in contact with ICANNs New gTLD Customer Support regarding this and the process of Registry Service Evaluation Process (RSEP).*

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

*.Jetzt is not a sponsored TLD.*

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

*We have consulted with Neustar, our back end registry operator (BERO), since they previously submitted an RSEP for the release of all one and two .biz character labels, that were approved by ICANN, and have been assured that releasing the*



# ICANN Registry Request Service

Ticket ID: B7J6J-5P6G6

Registry Name: New TLD Company AB

gTLD: .JETZT

Status: ICANN Review

Status Date: 2014-08-06 16:38:17

Print Date: 2014-08-06 16:52:14

*label would have no adverse effect on all the other 2 character labels that will remain reserved.*

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

*N/A*

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

*N/A*

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

*N/A, since the release is for our own use.*

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

*Since the request concerns one two character label that do not appear on the ISO 3166-1 alpha-2 list and therefore do not match to a government or country-code operator there should not be any objection to the release of go.jetzt.*

## Timeline

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

*After the requests approval, we would like to make the registration of go.jetzt as soon as possible.*

## Business Description

Describe how the Proposed Service will be offered:

*We will register go.jetzt for our own use.*



# ICANN Registry Request Service

Ticket ID: B7J6J-5P6G6  
Registry Name: New TLD Company AB  
gTLD: .JETZT  
Status: ICANN Review  
Status Date: 2014-08-06 16:38:17  
Print Date: 2014-08-06 16:52:14

Describe quality assurance plan or testing of Proposed Service:

*N/A*

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

*N/A, no change in the technical capacity is required for the release of go.jetzt.*

## Contractual Provisions

List the relevant contractual provisions impacted by the Proposed Service:

*Specification 5 #2 - Two-Character Labels (page 68 in Appendix A)*

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:

*We are requesting that the requirement that "all" two-character labels be reserved be relaxed to allow us to register "go" for registry use.*

## Benefits of Service

Describe the benefits of the Proposed Service:



# ICANN Registry Request Service

Ticket ID: B7J6J-5P6G6  
Registry Name: New TLD Company AB  
gTLD: .JETZT  
Status: ICANN Review  
Status Date: 2014-08-06 16:38:17  
Print Date: 2014-08-06 16:52:14

*It allows us to use an easy-to-remember label for market outreach for the .jetzt domain space.*

## Competition

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

*Since it is a release of one two letter name for registry use, we can't see how it would affect the competition in any way.*

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

*None, since it is for our own use it will not compete in any market.*

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

*Other registries have registered go for their own use, for example go.mobi and go.co. Also many registries have been permitted to sell two character labels in a much wider range.*

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*

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.:

*No*

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.:

*N/A*



# ICANN Registry Request Service

Ticket ID: B7J6J-5P6G6

Registry Name: New TLD Company AB

gTLD: .JETZT

Status: ICANN Review

Status Date: 2014-08-06 16:38:17

Print Date: 2014-08-06 16:52:14

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 responses to Internet servers or end systems:

*N/A*

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

*No*

## 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:



# ICANN Registry Request Service

**Ticket ID: B7J6J-5P6G6**

**Registry Name: New TLD Company AB**

**gTLD: .JETZT**

**Status: ICANN Review**

**Status Date: 2014-08-06 16:38:17**

**Print Date: 2014-08-06 16:52:14**

*N/A*

Any other relevant information to include with this request:

*No*