New Top-Level Domains

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Brief History

• 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 used in program for new gTLDs
• ccTLDs are currently allocated per reference to the ISO3166-1 list
  (e.g. .cn for China, .gr for Greece)
  – IDN ccTLDs being added via IDN ccTLD Fast Track Process
New TLD Processes

Launched: IDN ccTLDs Fast Track Process
- to introduce a limited number of IDN ccTLDs
- non-Latin scripts only, matching ISO3166 list
- must match country/territory names

In Policy Development: IDN ccTLDs – Long Term
- full policy that caters for all
- follows the ccNSO Policy Development Process

In Implementation: New gTLDs
- includes internationalized domains
- IDN technical requirements same as Fast Track
- focus on non-ASCII squatting & confusingly similarity solutions
- no launch date specified
IDN ccTLD Fast Track Process

- Introducing limited number of IDN ccTLDs
  - on ISO-3166 list (or EC)
  - official language not based on Latin (extended)
    - ISO 639 (UN manual) listed or Government doc
    - technical string criteria (IDNA and Guidelines)
      - 2 char min + IDN tables + not confusingly similar
    - meaningfulness of string
      - long or short version in UN manual
        - if not in UN manual then documentation required
  - can be acronym
- usability issue with strings longer than 3 chars
## First IDN ccTLDs in the DNS

<table>
<thead>
<tr>
<th>Country</th>
<th>IDN Domain</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>.中国 and .中國</td>
</tr>
<tr>
<td>Egypt**</td>
<td>مصر</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>.香港</td>
</tr>
<tr>
<td>Russia**</td>
<td>.рф</td>
</tr>
<tr>
<td>Taiwan</td>
<td>.台灣 and .台灣</td>
</tr>
<tr>
<td>Saudi Arabia*</td>
<td>السعودية</td>
</tr>
<tr>
<td>UAE****</td>
<td>امارات</td>
</tr>
<tr>
<td>Thailand</td>
<td>ไทย</td>
</tr>
<tr>
<td>Jordan</td>
<td>الأردن</td>
</tr>
<tr>
<td>Palestine</td>
<td>فلسطين</td>
</tr>
<tr>
<td>Sri Lanka</td>
<td>ஸ்ரீ லங்கா and தமிழ்</td>
</tr>
</tbody>
</table>

http://محمد-بن-راشد.امارات

http://سجل.السعودية

http://президент.рф/

http://سجل.السعودية

http://محمد-بن-راشد.امارات
IDN ccTLD Status and Timing

• Process launched 16 November 2010
  – 33 requests from countries/territories
  – 22 languages
  – 14 strings live in DNS root zone
  – additionally, strings approved for:
    • Jordan, Palestine, Qatar, Singapore
    • Sri Lanka, Syria, Thailand, Tunisia.
  – review planned for Q4-2010
    • to ensure continued end-user compatibility
New gTLDs Process

- GNSO Policy development Dec2005-07
- ICANN Board Approval June 2008
- Process Implementation ongoing…
- Applicant Guidebook v 4 released, staff review of received comments

**Module 1**
- Vertical integration
- Variant management
- Process development

**Module 2**
- IDN 3-character requirement issues
- Geographic names

**Module 5**
- Trademark Clearinghouse
- URS
- Post-delegation dispute resolution
- Zone file access requirements
- Registry transition procedures
- Registry agreement
Improving the Namespace

• What it means for users?
  -- user choice and opportunity
  -- new ways of branding and online corporate identity
  -- Internationalized Domain Names (IDNs)
  -- TLDs tailored to address community needs
  -- new ways end users find and produce information on-line
  -- direct navigation & search engine optimization
  -- increase in creativity, innovation, and competition

• Security provisions & protections
  -- trademark and ip protection
  -- mitigating malicious conduct
  -- confusability prevention
  -- technical req to continue to prevent phishing
  -- systems and applications (need updates for usability)
Thank You

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References:

http://icann.org/en/topics/new-gtld-program.htm
http://www.icann.org/en/topics/idn/