



ICANN Registry Request Service

Ticket ID: U8P9T-3G9M6
Registry Name: JCB Co., Ltd.
gTLD: .jcb
Status: ICANN Review
Status Date: 2015-09-30 15:03:03
Print Date: 2015-09-30 15:03:17

Proposed Service

Name of Proposed Service:

Adding new IDNs

Technical description of Proposed Service:

.JCB registry operator, JCB Co., Ltd. is applying to add Korean (KO), Spanish (ES), Portuguese (PT), French (FR), Polish (PL), and Chinese [CH] (simplified and traditional) language IDN domain registration services. JCB IDN domain name registration services will be fully compliant with IDNA 2008, as well as ICANN's Guidelines for implementation of IDNs. The language table is submitted separately via the GDD portal. Variant IDNs, as defined in the IDN table and the Registry's IDN Policies, will be blocked from registration. .jcb is a brand TLD, and as such only the registry and its affiliates are eligible to register .jcb names. Currently, the registry already supports IDN registrations in Japanese (JA)

Consultation

Please describe with specificity your consultations with the community, experts and or others. What were the quantity, nature and content of the consultations?:

JCB Co., Ltd. consulted with its backend provider, GMO Registry on technical implementation. In addition, internal consultations were carried out to determine language needs. There was no consultation with the broader community as registration and usage of .jcb TLDs will be restricted to the Registry and its affiliates.

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

Not applicable.

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

GMO Registry already provides IDN registration to over 50 registrars, so further consultation was not required.



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

Not applicable.

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

The Registry did not consult directly with end-users. This is because jcb is a brand TLD and will not open to public.

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

International Internet community in general and in particular the finance industry, as well as Affiliates of the Registry who are operating in international markets.

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

There should be no objections to the introduction of the service, it is fully compliant with IDNA 2008 protocols as well as ICANN's Guidelines for Implementation of IDNs.

Timeline

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

We plan to implement the service in December 2015.

Business Description

Describe how the Proposed Service will be offered:

JCB Co., Ltd. (the Registry) will allow registration of Korean (KO), Spanish (ES), Portuguese (PT), French (FR), Polish (PL), and Chinese [CH] IDNs in .jcb at the second-level and above.

Only the Registry and its affiliates are eligible to register and use .JCB domain names. Registration will be available via .JCB



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accredited registrars. GMO Registry has supported all the IDNs above for the other TLDs and these IDNs will be supported in the same way for .jcb.

Describe quality assurance plan or testing of Proposed Service:

GMO Registry has tested all operations including search, registration, updating and deletion of IDN registrations. This careful testing has also ensured that the existence of a canonical IDN label prohibits any registrations in the same set of variant labels, and that the variants become available again for registration once the IDN label is deleted. GMO Registry will continue to analyze newly registered IDN labels to ensure that all registration are in full compliance with .JCB IDN Policies.

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

The service is fully compliant with IDNA 2008 protocols (RFC 5890, RFC 5891, RFC 5892, RFC 5893, and RFC 5894).

Contractual Provisions

List the relevant contractual provisions impacted by the Proposed Service:

Exhibit A - Approved Services

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. Internet users will be able to conduct Whois searches for IDN names using IDN characters or by using the a-label.

Contract Amendments

Please describe or provide the necessary contractual amendments for the proposed service:



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The new service would require the following amendment to paragraph 2.3 of Exhibit A -Approved Services. (Spanish, French, Korean, Polish, and Portuguese is added to the list of approved IDN services.\r\n\r\n2.3. Registry Operator may offer registration of IDNs in the following languages/scripts (IDN Tables and IDN Registration Rules will be published by the Registry Operator as specified in the ICANN IDN Implementation Guidelines):\r\n2.3.1. Japanese Language\r\n2.3.2. Spanish Language\r\n2.3.3. French Language\r\n2.3.4. Korean Language\r\n2.3.5. Polish Language\r\n2.3.6. Portuguese Language\r\n2.3.7. Chinese Language\r\n\r\n

Benefits of Service

Describe the benefits of the Proposed Service:

Adding language IDNs will provide an improved user experience within the TLD for international Internet users by offering more intuitive access and navigation. At the same time, adding IDNs will allow JCB Co., Ltd. to communicate more effectively with customers and stakeholders in international markets

Competition

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

As a brand TLD, .JCB is not available to the general public. Under the terms of Specification 13 in the Registry Agreement, registration is restricted to the use of the Registry and its affiliates, and as such the new service will have no effect on competition

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

IDNs will primarily be adopted for use in international markets.

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

Many registry operators provide various IDNs registration.

In view of your status as a registry operator, would the introduction of your proposed Registry Service potentially



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impair the ability of other companies/entities that provide similar products or services to compete?:

As stated above, .JCB is only open to registration by the Registry and its affiliates and therefore the service will not directly compete with other international IDNs.

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.:

Tecchnical implementation of this service will be carried out by our backend operator, GMO Registry. GMO Registry will also be responsible for language tables and IDN policy

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.:

Not applicable

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).:

Not applicable

Security and Stability

Does the proposed service alter the storage and input of Registry Data?:

The service does not alter storage and input of Registry Data

Please explain how the proposed service will affect the throughput, response time, consistency or coherence of reponses to Internet servers or end systems:

The service does not affect throughput, response time, consistency or coherence of responses to Internet servers or end systems.

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



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concerns?:

No. .JCB is already approved to provide IDN registrations in one other languages, all of which were tested during PDT. In addition, GMO Registry has successfully deployed IDN registration services in other TLDs, and the same international language IDN registration services are already available in gTLDs operated by other registries

Other Issues

Are there any Intellectual Property considerations raised by the Proposed Service:

There are no Intellectual property considerations raised by the proposed service

Does the proposed service contain intellectual property exclusive to your gTLD registry?:

No.

List Disclaimers provided to potential customers regarding the Proposed Service:

None.

Any other relevant information to include with this request:

None.