



Registry Services Evaluation Policy (RSEP) Request

July 25, 2019

Registry Operator

Charleston Road Registry Inc.

Request Details

Case Number: 00926321

This service request should be used to submit a Registry Services Evaluation Policy (RSEP) request. An RSEP is required to add, modify or remove Registry Services for a TLD. More information about the process is available at <https://www.icann.org/resources/pages/rsep-2014-02-19-en>

Complete the information requested below. All answers marked with a red asterisk are required. Click the Save button to save your work and click the Submit button to submit to ICANN.

PROPOSED SERVICE

1. Name of Proposed Service

.new domain allocation service

2. Technical description of Proposed Service. If additional information needs to be considered, attach one PDF file

Google Registry plans to launch the .new TLD with a usage-based restriction in its domain registration policy that requires that all domain names be used for action generation or online content creation.

In order to seed the namespace with domain names that correspond to the proposed registration plan Google Registry will conduct a Limited Registration Period (LRP) prior to General Availability launch in which all domains and their proposed use cases will be reviewed and approved by Google Registry prior to domain allocation. Approved .new domains will be allocated to applicants using the allocation token extension (RFC 8495) during the LRP.

Use of the allocation token extension will be required during the LRP. The allocation token extension may be used during general availability for promotional or other purposes. However, registrars will not be required to implement the service during general availability, unless they intend to participate in these optional additional promotional or other activities.

If additional information needs to be considered, attach one file

CONSULTATION

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

Pursuant to Specification 5, 3.2 Google Registry launched a number of .new domain names in partnership with G Suite and presented the concept during the ICANN GDD Summit in Bangkok. Our plans for openly launching the namespace are based on the successful launch of these domains and overwhelming positive feedback. We believe that use of the allocation token extension will support a launch of the .new namespace in a manner consistent with the positive user experience with the G Suite partnership.

3a. If the registry is a sponsored TLD, what were the nature and content of these consultations with the sponsored TLD community?

The TLD is not a sponsored TLD.

3b. Were consultations with gTLD registrars or the registrar constituency appropriate? Which registrars were consulted? What were the nature and content of the consultation?

Google Registry continues to engage in consultations with its registrar partner network about the launch of .new and use of the allocation token extension including having discussed the planned service with over a dozen partners during the ICANN Public Meeting in Kobe. We do not expect the burden on registrars to be significant as verification and domain allocation is being implemented in a manner consistent with existing practices used by Google Registry and other domain registries. The allocation extension (RFC 8495) is widely used in the industry for our intended purpose of allocating a domain name to a specific user. As the extension will only be required for LRP, registrars may still participate in General Availability without implementing the extension.

Though conversations continue, reception from the registrar community has been positive to date. Google Registry will continue to work with the registrar community as it finalizes its plans for launch.

3c. Were consultations with other constituency groups appropriate? Which groups were consulted? What were the nature and content of these consultations?

No other specific consultations have been conducted nor do they seem necessary given the nature of the proposed service.

3d. Were consultations with end users appropriate? Which groups were consulted? What were the nature and content of these consultations?

Google Registry intends to use the Anchor Tenant/Qualified Launch Program (QLP) as an opportunity to get further feedback from a sample of the potential registrant population and may refine its registration procedures including implementation of the service in accordance with feedback from the QLP.

3e. Who would endorse the introduction of this service? What were the nature and content of these consultations?

Third party registrants interested in registering .new domain names during the LRP in order to facilitate online action generation and content creation. Internet users who will benefit from the use of .new to create memorable shortcuts for online actions and content creation. Specific benefits of the proposed service to these categories of users are described in our response to question 8.

3f. Who would object the introduction of this service? What were (or would be) the nature and content of these consultations?

We are not aware of any parties who would object to the use of the allocation token extension in order to enforce the .new domain registration policy.

TIMELINE

4. Please describe the timeline for implementation of the proposed new registry service.

Use of the allocation token extension will be required during the LRP, which we plan to launch during Q1 2020. The allocation token extension may be used during general availability for promotional or other purposes. However, registrars will not be required to implement the service during general availability, unless they intend to participate in these optional additional promotional or other activities.

BUSINESS DESCRIPTION

5. Describe how the Proposed Service will be offered.

The allocation token extension will be required to enforce Google Registry's domain registration policy during the LRP for .new. The allocation token extension may be used during general availability for promotional or other purposes. However, registrars will not be required to implement the service during general availability, unless they intend to participate in these optional additional promotional or other activities.

6. Describe quality assurance plan or testing of Proposed Service.

The allocation token extension has already been built and tested by Google Registry and is widely used within the domain name industry. Google Registry intends to send recommended QA testing to ensure the reliability of the allocation token service to registrars that will be participating in the LRP. We do not believe that further QA testing is required.

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

RFC 8495 defines requirements for allocation token extension

CONTRACTUAL PROVISIONS

8. List the relevant contractual provisions impacted by the Proposed Service.

No provisions of the Registry Agreement are affected by the proposed service.

8a. If the request is permissible under an existing provision in the agreement, and will not need an amendment, please identify the provision.

N/A

9. What effect, if any, will the Proposed Service have on the reporting of data to ICANN.

No effect, domains registered using the allocation token will be subject to the same WHOIS requirements and procedures as all domain names in Google Registry TLDs.

10. What effect, if any, will the Proposed Service have on the Whois?

No effect, domains registered using the allocation token will be subject to the same WHOIS requirements and procedures as all domain names in Google Registry TLDs.

If additional information needs to be considered, attach one PDF file.

11. What effect, if any, will the proposed service have on the price of a domain name registration?

The proposed service will have no effect on the price of a domain name.

If additional information needs to be considered, attach one file.

CONTRACT AMENDMENTS

12. Please describe or provide the necessary contractual amendments for the proposed service

Domain Allocation Service: Registry Operator may use the domain allocation service described in RFC 8495 to allocate domain names to a designated registrant, consistent with other provisions of this Agreement.

BENEFITS OF PROPOSED SERVICE

13. Describe the benefits of the Proposed Service.

Use of the allocation token will allow Google Registry to allocate a domain name to a registrant only after their use case has been verified and approved as consistent with the usage-based requirement that all .new domain names be used to support action generation and online content creation.

Use of the allocation token extension for post-verification allocation purposes will allow Google Registry to seed the .new TLD with strong use cases that exemplify and publicize the mission of the .new TLD, thereby enhancing the integrity of the namespace. This will support registrant education and awareness about .new's registration policies, as well as reinforce user expectations about how .new domain names will behave.

The allocation token extension may also be used during general availability for promotional or other purposes. However, registrars will not be required to implement the service during general availability, unless they intend to participate in these optional additional promotional or other activities. These activities could create additional benefits by allowing discounts on the price of names to registrars and their customers.

COMPETITION

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

The allocation token extension will be used to support non-discriminatory enforcement of published registration policies. We do not expect that there will be any positive or negative effects on competition.

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

All markets supported by Google Registry's registrar network for the .new TLD.

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

The allocation token extension is widely used in the domain name industry to register a domain name to a particular party in contexts including enforcement of registration policies, registry-level domain auctions and more.

17. 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. As a registry, Google Registry has the exclusive ability to define registration policies for the .new TLD, which will be supported by the use of the allocation token extension.

18. 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.

The services will be provided by Google LLC, the Google Registry subcontractor for all technical services for the .new TLD.

19. 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.

Google Registry will communicate with entities who will benefit from the launch of .new and the LRP through public outreach. We do not believe that any parties, products, or services will be adversely affected by the use of the allocation token extension to support verification of domains being registered during the LRP.

20. 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).

There are no such documents.

If additional information needs to be considered, attach one PDF file.

SECURITY AND STABILITY

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

The proposed service has no effect on the storage and input of registration data.

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

The proposed service has no effect on the throughput, response time, consistency or coherence of responses to Internet servers or end systems.

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

No technical concerns have been raised about the proposed service.

Affected TLDs

Current Registry Operator	Top Level Domain	Registry Agreement Date
Charleston Road Registry Inc.	new	2014-01-30