Context

• Lots of people depend on the Internet
  – 420+ million Internet users worldwide
  – 601+ million by 2002

• Lots of people depend on the Internet’s Domain Name System (DNS)
  – Highly reliable - billions of name resolutions every day
  – Highly scalable - massive growth of Internet supported
  – Universal resolvability - means every computer on the Internet can reach every other, with amazing reliability

• Lots of businesses depend on the DNS
  – User confidence is essential
New Top-Level Domains

• **Why add new TLDs?**
  – Usefulness of the DNS for Internet users
  – Increased registry competition
  – User choice

• **First group chosen in November 2000**
  – Global Open: <.info>, <.biz>
  – Professionals: <.pro>
  – Individuals: <.name>
  – Specialized: <.museum>, <.aero>, <.coop>
1st Round of New TLDs

• “Proof of concept”
• Basic idea:
  – Choose diverse TLD models
  – Launch with care
  – Observe carefully
  – Learn from experience
Selection process

• **Basic features**
  - Transparent & predictable
  - 44 applications, publicly posted
  - Independent review by technical & financial experts
  - Community input mechanisms

• **Result was diverse group for proof of concept:**
  - For-profit and not-for-profit registries
  - Open and chartered TLDs
  - Established firms and entrepreneurs
  - US & non-US
Challenges for new TLDs

• **Biggest challenge: Launch phase**
  – Intellectual Property & cybersquatting fears
  – Opening day rush:
    • Robust technical infrastructure
    • Fairness to everyone

• **Consumer Alert: Sleazy pre-registration offers**
  – See Federal Trade Commission Warning:
    <http://www.ftc.gov/bcp/conline/pubs/alerts/domainalrt.htm>
The Future

• If the "proof of concept" phase is successful, there will be future rounds
  – So far, every reason to think it’ll be successful
  – Goal: Less burdensome, less expensive, more objective selection process

• Bottom line(s):
  – It’s an exciting time for the Internet
  – Businesses need to pay attention
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