FOR IMMEDIATE RELEASE
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ICANN Unveils Online Site, Applicant Guidebook for New Generic Top-Level Domains

London, U.K. - ICANN today launched a micro website for new generic Top-Level Domains (gTLDs), a program that heralds one of the biggest changes to the Internet in its history. The site offers a wealth of information about the new program, including the Applicant Guidebook approved by ICANN's Board of Directors.

"This microsite will be an invaluable resource," said Rod Beckstrom, ICANN's President and Chief Executive Officer. "It will be the definitive source for any and all information relating to the gTLD program, for applicants, potential applicants or simply the curious."

The gTLD program will greatly expand the current number of 22 Top-Level Domains (i.e., .com, .gov, .net, etc.) to include almost any word or name. But Beckstrom has made it clear that new gTLDs are not intended for every company or organization, since running a gTLD means an applicant is committing to run an Internet registry – an expensive and highly technical operation.

The Applicant Guidebook is the best resource for anyone intent on applying for a gTLD. It lays out in thorough detail how to apply for a new domain, and links directly to the online application system.

Beckstrom spoke in London, where he has begun a series of global information sessions to raise awareness of the new gTLD program.

"If an organization wants to determine exactly what is involved in applying for a gTLD and subsequently running an Internet registry, ICANN's new website should be the first stop in their fact-finding journey," said Beckstrom.

ICANN will begin taking applications for new gTLDs on 12 January 2012.

The new site can be accessed at http://icann.org/newgtlds.

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To view a brief video (six minutes), which explains the new gTLD program, go here:
http://www.youtube.com/watch?v=AybZsS3NmFo

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