



FOR IMMEDIATE RELEASE
19 September 2011

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>.

###

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

MEDIA CONTACTS:

Brad White
ICANN Director of Global Media Affairs
Washington, D.C.
Tel. +1 (202) 570 7118
brad.white@icann.org

Andrew Robertson
Edelman Public Relations
London, U.K.
Tel. + 44 (7811) 341 945
andrew.robertson@edelman.com

About ICANN: *ICANN's mission is to ensure a stable, secure and unified global Internet. To reach another person on the Internet you have to type an address into your computer - a name or a number. That address has to be unique so computers know where to find each other. ICANN coordinates these unique identifiers across the world. Without that coordination we wouldn't have one global Internet. ICANN was formed in 1998. It is a not-for-profit public-benefit corporation with participants from all over the world dedicated to keeping the Internet secure, stable and interoperable. It promotes competition and develops policy on the Internet's unique identifiers. ICANN doesn't control content on the Internet. It cannot stop spam and it doesn't deal with access to the Internet. But through its coordination role of the Internet's naming system, it does have an important impact on the expansion and evolution of the Internet. For more information please visit: www.icann.org.*