



ICANN Registry Request Service

Ticket ID: Z1H7J-5Y6X8

Registry Name: mTLD Top Level Domain, LTD

gTLD: .MOBI

Status: ICANN Review

Status Date: 2010-09-30 12:01:15

Print Date: 2010-09-30 12:01:19

Proposed Service

Name of Proposed Service:

Additional equitable allocation options for .mobi one and two character domains

Technical description of Proposed Service:

dotMobi initially reserved all one and two character domains on the second level in accordance with the dotMobi / ICANN contract. dotMobi proposed the release and allocation of these one and two character domains in May and November 2008 respectively, selecting an Request for Proposals (RFP) process as the equitable allocation method at that time.

dotMobi would now like to open up its allocation options to include an auction where domains remain unallocated following an RFP process and, where domains remain unallocated after both an RFP and auction phase, a first-come-first served release. This is consistent with other Registry requests regarding the release of one and two character domains (Neustar, Afilias, RegistryPro and Tralliance).

The opening up of allocation options to include an auction and a first-come-first-served process will help increase awareness of the .mobi TLD in the domain name marketplace and will enhance dotMobi's ability to compete on more even terms with TLDs that already have such a phased allocation programme in place.

Consultation

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

See below.

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



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dotMobi has communicated with its Policy Advisory Board [PAB] regarding this Registry request. dotMobi's PAB is made up of independent representatives from the ICANN community, including mobile and Internet experts and end-user representatives. It represents a cross-section of interests from the dotMobi sponsored community. PAB members expressed no reservations about the opening up of allocation options for one and two character .mobi domains.

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

Because these additional allocation options are in line with allocation processes proposed by other Registries and subsequently approved by ICANN, dotMobi saw no need to engage in substantive consultations with gTLD Registrars or the Registrar Constituency.

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

Because these additional allocation options are in line with allocation processes proposed by other Registries and subsequently approved by ICANN, dotMobi saw no need to consult directly with other constituency groups.

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

Because these additional allocation options are in line with allocation processes proposed by other Registries and subsequently approved by ICANN, dotMobi saw no need to consult directly with other constituency groups. In addition, end-users interests are represented on the PAB.

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

The release of one and two character names via auction and a first-come-first-served process has been addressed from a technical perspective in several previously approved Registry requests (Neustar, Afiliias, RegistryPro and Tralliance). Further, the gTLD Registries Stakeholder Group (RySG) is in support of the release of single character domains names provided that



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the implementation is appropriate for each Registry. The RySG statement can be found at <http://www.gtldregistries.org/pdf/RyCSingleCharacter2ndNames-ConstituencyStatement.pdf>.

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

To dotMobi's knowledge, no third parties have objected or would reasonably object to the introduction of this service.

Timeline

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

dotMobi proposes the following elements for approval in connection with this registry service:

- Posting of Funnel Request;*
- Review and initial approval by ICANN Staff that the proposed Registry service raises no security, stability or competition concerns;*
- Public comment period in connection with proposed contractual changes;*
- Preparation by ICANN staff of necessary Board documentation for approval by the ICANN Board;*
- Following approval by the ICANN Board, dotMobi would implement the service as soon as operationally feasible.*

Business Description

Describe how the Proposed Service will be offered:

Once the previously approved RFP round has concluded, dotMobi will conduct an auction of any remaining domains according to a schedule determined by dotMobi. For any domains not allocated during either the RFP or auction rounds, dotMobi will announce a release date and will invite open, first-come-first-served registrations.



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As regards the auction process, upon payment of the auction fee in full by the winning Registrant, dotMobi will provide to the successful bidder an Authorisation Code which will allow the transfer of the domain to the winning Registrant's Registrar of choice.

As regards the first-come-first-served allocation phase (if implemented), all normal second-level .mobi registration processes will apply, including the standard Registry fee.

Describe quality assurance plan or testing of Proposed Service:

dotMobi will conduct all necessary testing with any vendor or contractor to implement an auction.

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

The following documents are relevant:

GNR proposal for the limited release of two character names, submitted October 20th 2006:

http://www.icann.org/registries/rsep/GNR_Proposal.pdf

RSTEP Report on GNR's proposal, advising of the non-existence of any technical concerns:

<http://www.icann.org/registries/rsep/RSTEP-GNR-proposal-review-team-report.pdf>

GNSO Reserved Names working Group Report endorsing the release of two character domains provided that measures are in place to avoid confusion with country codes:

<http://gnso.icann.org/issues/new-gtlds/final-report-rn-wg-23may07.htm>

Other Registry requests (all approved) in connection with the release of one/ two character domains using a phased allocation approach may be viewed at:

<http://www.icann.org/registries/rsep/>



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Contractual Provisions

List the relevant contractual provisions impacted by the Proposed Service:

- Schedule 6 - B. Additional Second-Level Reservations.

"In addition, the following names shall be reserved at the second level:

o All two-character labels shall be initially reserved. The reservation of a two-character label string shall be released to the extent that the Registry Operator reaches agreement with the government and country-code manager, or the ISO 3166 maintenance agency, whichever appropriate. The Registry Operator may also propose release of these reservations based on its implementation of measures to avoid confusion with the corresponding country codes".

- Secondly, Amendment No 2 to Registry Agreement (.mobi) deals with the release of one character .mobi domains.

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

dotMobi does not expect to add any additional reports to ICANN for this service and will simply report on any domain transfers carried out by virtue of any approved allocation process as is standard to reflect the second level registrations.

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

The WHOIS, prior to registration, includes data to show that unallocated one/ two character domains are held in a holding account by dotMobi, the same exact process that dotMobi currently uses in connection with other reserved names. Once the domain names are transferred, the Registrants will update the Whois fields as is standard and required.

Contract Amendments

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



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To be discussed.

Benefits of Service

Describe the benefits of the Proposed Service:

dotMobi believes that the proposed service offers the following benefits:

- 1. Enhanced competition among gTLD Registry operators*
- 2. Increased choice for Registrants*
- 3. Increased usage, marketing, promotion, and awareness of the .mobi TLD*
- 4. Increased revenue and marketing resources.*

Competition

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

The proposed service will help address the current competitive imbalance in the gTLD marketplace.

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

The .mobi TLD competes in the marketplace with both gTLDs and ccTLDs. dotMobi will benefit from having the ability to leverage the legitimate interests of potential Registrants to help build greater awareness of the .mobi brand.

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

As referenced above, several Registries have made one/two character domains available using a variety of allocation methods, including auction and a first-come-first-served process.



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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.

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.:

dotMobi may elect to work with a vendor or contractor to implement the auction portion of the proposal. At this point in time, the possible vendor/contractor is unknown.

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.:

dotMobi is unaware of any entities whose products or services might be affected by the introduction of the service.

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).:

N/a.

Security and Stability

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

No.



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

N/a.

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

No.

Other Issues

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

The proposal would modestly increase the number of unique domain names to be registered in the .mobi TLD. All of the safeguards currently afforded to owners of intellectual property (eg UDRP, anti-cybersquatting laws, regulation etc) will apply to the allocation of such names. dotMobi does not believe that there are unique IP issues raised by these additional allocation options. To the extent that the parties believe that registration by another party infringes their intellectual property, ICANN has provided ample tools to resolve these claims. Nothing in this proposal undermines anyone's right to assert superior intellectual property rights in a domain.

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

No.

List Disclaimers provided to potential customers regarding the Proposed Service:

N/a.



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Any other relevant information to include with this request:

N/a.