



ICANN Registry Request Service

Ticket ID: H2B2F-3W4S9
Registry Name: NeuStar, Inc.
gTLD: neustar
Status: ICANN Review
Status Date: 2014-08-21 18:08:51
Print Date: 2014-08-21 18:09:04

Proposed Service

Name of Proposed Service:

Two-Character Labels

Technical description of Proposed Service:

Pursuant to Section 2 of Specification 5 of the Registry Agreement, we request the release of all two-character ASCII labels, regardless of whether they appear on the ISO 3166-1 alpha-2 list. Upon release, these labels would be subject to all registration policies established for the .Neustar TLD including, but not limited to, the .Neustar Eligibility Requirements and Acceptable Use Policy set forth at www.nic.neustar. These policies mandate that all domains within .Neustar be registered to and controlled by Neustar and its Affiliates and Trademark Licensees and feature Neustar-branded content. Given the limited registrant universe and brand-specific use plans for .Neustar, we believe that there is virtually no risk of consumer confusion with corresponding Country Code Top Level Domains (ccTLDs). This request does not constitute a material change to the Registry Agreement. This extension to the namespace is contemplated within Section 2 of Specification 5 of the existing Registry Agreement, provided written approval by ICANN. Neustar has been a Registry Operator for fourteen years. Neustar currently serves as the registry provider the .biz, .tel, and .travel Top Level Domains (TLDs), for which two-character labels are currently available for registration, and will serve as the Registry Service Provider for over 300 New gTLDs. With this experience taken into account we do not envision any threats to the security, stability, or resiliency of the Domain Name System associated with the release of two-character labels within .Neustar.

Consultation

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

Neustar is a member of the Brand Registry Group (BRG). On our behalf the BRG has consulted on this issue with the Government Advisory Committee (GAC) as follows: A letter to the GAC Chair in September 2013, Emails to individual GAC members in November 2013 and beyond, In person presentation and dialogue with GAC at ICANN48 Buenos Aires Public Meeting in November 2013, In person dialogue with the GAC at ICANN 49 Public Meeting in Singapore in March 2014. The BRG also had substantive consultations with ICANN legal staff and leadership within the Global Domains Division (GDD). The GDD identified the RSEP as the appropriate process for releasing two-character ASCII labels. This is in line with the prior releases of two-character labels in existing TLDs.



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

Not Applicable

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

Not Applicable

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

Neustar has participated in discussions within the Registry Stakeholder Group (RySG) regarding the release of two-character labels in new gTLDs. Members of the RySG that have participated in discussions have supported efforts to release two-character labels in new gTLDs and agreed that the RSEP is the appropriate process to pursue the release of two-character labels.

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

As .Neustar will be a closed, .BRAND registry, Neustar and its Affiliates and Trademark Licensees will be the registrant for all two-character labels released within .Neustar. Though no other consultations were conducted, we believe the release of these labels will benefit end users by facilitating user navigation through short, meaningful, and memorable domain names.

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

There is a high demand from end users for two-character labels to assist in user-friendly navigation in order to navigate the user to a web-page of the appropriate country and language. A number of countries have expressly welcomed the development of geotargeted content by .brand TLDs. The release of two-character labels within .Neustar would provide a clear platform upon which to develop and showcase content targeted toward specific national economies or language groups. Further, the GNSO Council's Reserved Names Working Group Recommended in its Final Report that "registries be permitted to release any combination of two letter and/or digit strings provided that measures to avoid



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confusion with any corresponding country codes are implemented."

f. 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 specific objections but are fully prepared to engage in dialogue with any government or country code manager of a string specified in the ISO 3166-1 alpha-2 standard list that raises concerns about their 2-character label being released in .Neustar in response to this RSEP request. In such a case, we propose that the related ISO 3166-1 alpha 2 code for that country be excluded from this RSEP request until the resolution of any such objection.

Timeline

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

Immediate

Business Description

Describe how the Proposed Service will be offered:

Neustar intends to operate .Neustar as a .BRAND Registry, in line with the requirements set forth in Specification 13. As such, all domains under .Neustar will be registered to and controlled by Neustar, its Affiliates, or its Trademark Licensees. Neustar does not intend to sell .Neustar domain names to the general public or to allow unaffiliated third parties to control the DNS records associated with domains in .Neustar. The TLD will be used to feature e-commerce and other content particular to the Neustar brand. We envision that two-character ASCII codes would be used as part of a navigation scheme to point users to relevant, geotargeted content. For instance, nz.neustar could be used to point users from New Zealand to local product and service offerings, or other locally-relevant content.

Describe quality assurance plan or testing of Proposed Service:

Not Applicable

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



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Not Applicable

Contractual Provisions

List the relevant contractual provisions impacted by the Proposed Service:

Specification 5, Section 2: Two-character labels. All two-character ASCII labels shall be withheld from registration or allocated to Registry Operator at the second level within the TLD. Such labels may not be activated in the DNS, and may not be released for registration to any person or entity other than Registry Operator, provided that such two-character label strings may be released to the extent that Registry Operator reaches agreement with the related government and country-code manager of the string as specified in the ISO 3166-1 alpha-2 standard. The Registry Operator may also propose the release of these reservations based on its implementation of measures to avoid confusion with the corresponding country codes, subject to approval by ICANN. Upon conclusion of Registry Operator's designation as operator of the registry for the TLD, all such labels that remain withheld from registration or allocated to Registry Operator shall be transferred as specified by ICANN. Registry Operator may self-allocate and renew such names without use of an ICANN accredited registrar, which will not be considered Transactions for purposes of Section 6.1 of the Agreement.

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

None

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

None

Contract Amendments

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

This request is pursuant to the proposed request provided in Specification 5, Section 2 of the Registry Agreement. This is a simple extension of the available namespace, anticipated by Specification 5 of the registry agreement. According to Specification 5, Section 2 the request may be implemented provided approval by ICANN. In the vein of ICANN's proposed amendments to address other requests to release two-character labels, Exhibit A of the .Neustar Registry Agreement would be amended to read: Notwithstanding Section 2 of Specification 5 of the Agreement, Registry Operator may offer registrations for and activate in the DNS all two-character ASCII labels listed in Attachment 1 to Exhibit A,



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which is incorporated herein by this reference." \r\n

Benefits of Service

Describe the benefits of the Proposed Service:

End users will benefit from the ability to navigate to these two-character ASCII labels. These labels are short and memorable and will improve user experience. There is a high demand from end users for two-character labels to assist in user-friendly navigation in order to navigate the user to a web-page of the appropriate country and language.

Competition

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

Positive.\r\n\r\nEfficient navigation to country and language web pages appropriate for the end user will enhance competition and choice in the global marketplace. \r\n

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

All markets

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

All pre-2010 registries are already permitted to use two-character labels, regardless of whether they appear on the ISO 3166-1 alpha-2 list (countries).\r\n\r\nSome two-character code deployment will use the codes from the ISO 639-1 alpha 2 list (languages).\r\n\r\nAll registries are permitted to use three-character labels of the form: nzl.brand (for New Zealand).\r\n\r\nAll registries are permitted to use two-character codes within the directory of the domain name label of the form:\r\nbrand/us (for United States).\r\n\r\nAdditionally, ICANN has received similar RSEP Requests for the release of some or all two-character labels. In its initial review, ICANN determined that the introduction of two-character domains to the marketplace did not pose significant competition or security and stability concerns for other new gTLDs that have requested to release two-character labels. \r\n\r\n

In view of your status as a registry operator, would the introduction of your proposed Registry Service potentially



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impair the ability of other companies/entities that provide similar products or services to compete?:

No. \n\n\nThese domains will be used to facilitate user navigation by providing short, meaningful, and memorable domain names upon which Internet users can access Neustar-branded content. These domain names will not be sold to third parties.\n\n

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.:

No. \n\n\nNeustar provides all technical backend services associated with the .Neustar TLD and would be directly responsible for implementing the release of two-character labels within .Neustar.\n\n

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.:

Not applicable

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\n\nIn past RSEP requests posted on the ICANN website, ICANN determined in its initial review that the introduction of two-character labels did not pose any significant competition concerns.

Security and Stability

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

The proposed service will not alter storage and input of Registry Data.\n\n

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 will have no effect.\n\n



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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.

Other Issues

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

The proposal does not increase any risk of intellectual property infringement. On the contrary, as a .BRAND registry, .Neustar will provide a space virtually free from all risk of intellectual property infringement as Neustar will be in full control of registrations and content for the TLD.

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

No

List Disclaimers provided to potential customers regarding the Proposed Service:

None.

Any other relevant information to include with this request:

Measures to avoid confusion with the corresponding country codes. Where Neustar intends to use two-character labels in order to provide geotargeted content, we plan to use the labels corresponding to the ISO 3166-1 alpha-2 Countries list. Introducing another system of codes for the comparable navigational purpose would likely add to user confusion. Moreover, the existing deployment of two-character codes corresponding to country codes in domain labels of the form nz.brand.com has not led to any confusion.