



ICANN Registry Request Service

Ticket ID: H4R6J-2S0M4

Registry Name: Bentley Motors Limited

gTLD: .BENTLEY

Status: ICANN Review

Status Date: 2015-07-23 15:36:23

Print Date: 2015-07-23 15:36:28

Proposed Service

Name of Proposed Service:

IDN

Technical description of Proposed Service:

Bentley Motors Limited - the .BENTLEY Registry Operator - would like to provide registration of internationalised domain names in a range of languages and scripts. \r\n\r\nLanguages (multi-script)\r\n\r\nAzerbaijani\r\n\r\nBelarusian\r\n\r\nBulgarian\r\n\r\nChinese\r\n\r\nGreek\r\n\r\nJapanese\r\n\r\nKorean\r\n\r\nKurdish\r\n\r\nMacedonian\r\n\r\nMoldavian\r\n\r\nPolish\r\n\r\nRussian\r\n\r\nUkrainian\r\n\r\n\r\n\r\nScripts\r\n\r\nArabic \r\n\r\nArmenian\r\n\r\nAvestan \r\n\r\nBalinese\r\n\r\nBamum\r\n\r\nBatak \r\n\r\nBengali\r\n\r\nBopomofol\r\n\r\nBrahmi \r\n\r\nBuginese \r\n\r\nBuhid \r\n\r\nCanadian \r\n\r\nAboriginal\r\n\r\nCarian\r\n\r\nCham\r\n\r\nCherokee\r\n\r\nCoptic \r\n\r\nCuneiform \r\n\r\nCyrillic\r\n\r\nDevanagari \r\n\r\nEgyptian \r\n\r\nHieroglyphs\r\n\r\nEthiopic\r\n\r\nGeorgian\r\n\r\nGlagolitic \r\n\r\nGreek\r\n\r\nGujarati \r\n\r\nGurmukhi \r\n\r\nHan \r\n\r\nHangul \r\n\r\nHanunoo\r\n\r\nHebrew\r\n\r\nHiragana \r\n\r\nImperial Aramaic \r\n\r\nInscriptional Pahlavi \r\n\r\nInscriptional Parthian \r\n\r\nJavanese \r\n\r\nKaithi\r\n\r\nKannada \r\n\r\nKatakana\r\n\r\nKayah Li \r\n\r\nKharoshthi \r\n\r\nKhmer \r\n\r\nLao \r\n\r\nLatin\r\n\r\nLepcha \r\n\r\nLimbu \r\n\r\nLisu\r\n\r\nLydian\r\n\r\nLycian \r\n\r\nMalayalam \r\n\r\nMandaic \r\n\r\nMeitei Mayek \r\n\r\nMongolian \r\n\r\nMyanmar\r\n\r\nNew Tai Lue \r\n\r\nNko\r\n\r\nOgham \r\n\r\nOl Chiki \r\n\r\nOld Persian \r\n\r\nOld South Arabian \r\n\r\nOld Turkic \r\n\r\nOriya \r\n\r\nPhags Pa \r\n\r\nPhoenician \r\n\r\nRejang\r\n\r\nRunic \r\n\r\nSamaritan\r\n\r\nSaurashtra \r\n\r\nSinhala \r\n\r\nSundanese \r\n\r\nSyloti Nagri \r\n\r\nSyriac \r\n\r\nTagalog \r\n\r\nTagbanwa \r\n\r\nTai Le \r\n\r\nTai Tham \r\n\r\nTai Viet \r\n\r\nTamil\r\n\r\nTelugu \r\n\r\nThaana \r\n\r\nThai\r\n\r\nTibetan\r\n\r\nTifinagh \r\n\r\nVai \r\n\r\nYi \r\n\r\n

Consultation

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

Bentley Motors Limited consulted with its backend provider, Nominet UK on technical implementation, and also reviewed the multitude of IDN registration services provided by TLD registries. The Registry Operator also carried out internal consultations to determine specific language needs. The registration and use of .BENTLEY domain names is restricted to the Bentley Motors Limited, its trademark licensees and affiliates, therefore the Registry did not consult with the broader community.\r\n\r\n

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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Not applicable.\r\n

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

As a Specification 13 signatory we consulted Bentley's registrar, Demys Limited. The consultation included the ability to support registrants in registering the names.\r\n

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

Not applicable.\r\n

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

No direct consultations with end-users were conducted. Bentley Motors Ltd has an international marketing presence in many languages and wishes to replicate this in the domain name space. The proposed IDN offerings will improve the end-users' ability to find relevant content in their own language and, therefore, this application takes into account their needs and interests.\r\n

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

All Internet users that speak the languages in which the Registry wishes to offer IDN registration would support the introduction of this service, as it will make information more accessible and the user's overall experience easier. Bentley Motors Limited, its trademark licensees and affiliates as potential registrants shall also endorse the introduction of these services which will improve communication with customers.\r\n

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

The Registry sees no reason why anyone would object to the introduction of IDN services in its TLD. The service shall be compliant with IDNA 2008 as well as ICANN Guidelines for Implementation of IDNs; therefore the service will not adversely affect any systems nor any organisation or stakeholder's interests.\r\n



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Timeline

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

The Registry plans to implement the proposed service as soon as practically possible and ahead of Bentley Motors Limited requiring use following approval from ICANN.

Business Description

Describe how the Proposed Service will be offered:

The Registry will allow registration of IDNs in .BENTLEY at the second-level. IDN tables for each supported script and/or language will be published on the Registry's website and submitted to IANA for publication in the Repository of IDN Practices. Prior to this, these tables shall be submitted for ICANN's revision through the GDD portal as the RSEP portal does not support the required table format. The Registry's systems will support the IDN extension for EPP which may be used by registrars to indicate the IDN language table an internationalised domain name corresponds to.

Describe quality assurance plan or testing of Proposed Service:

The IDN tables for IDN registration in .BENTLEY are similar to those tables published by other ccTLD and gTLD registries in the IANA Repository of IDN practices, therefore these tables have already been approved by ICANN. The proposed service will use a similar IDN platform that has been in operation in other new gTLDs.

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

The service is compliant with IDNA 2008 (RFC 5890, RFC 5891, RFC 5892, RFC 5893 and RFC 5894), the Guidelines for IDN Registration and Administration for Chinese, Japanese and Korean (RFC 3743), and ICANN Guidelines for Implementation of IDNs.

Contractual Provisions

List the relevant contractual provisions impacted by the Proposed Service:



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Exhibit A, Approved Services.

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:

The following provision shall be added to the Registry Agreement for .BENTLEY, specifically to the Exhibit A, Approved Services section: Internationalised Domain Names (IDNs) Internationalized Domain Names (IDNs) Registry Operator may offer registration of IDNs at the second and lower levels provided that Registry Operator complies with the following requirements: 5.1. Registry Operator must offer Registrars support for handling IDN registrations in EPP. 5.2. Registry Operator will not offer variant IDNs. 5.3. Registry Operator may offer registration of IDNs in the following languages/scripts (IDN Tables and IDN Registration Rules will be published by the Registry Operator as specified in the ICANN IDN Implementation Guidelines): Azerbaijani, Belarusian, Bulgarian, Chinese, Greek, Japanese, Korean, Kurdish, Macedonian, Moldavian, Polish, Russian, Ukrainian, Arabic, Armenian, Avestan, Balinese, Bamum, Batak, Bengali, Bopomofo, Brahmi, Buginese, Buhid, Canadian Aboriginal, Carian, Cham, Cherokee, Coptic, Cuneiform, Cyrillic, Devanagari, Egyptian Hieroglyphs, Ethiopic, Georgian, Glagolitic, Greek, Gujarati, Gurmukhi, Han, Hangul, Hanunoo, Hebrew, Hiragana, Imperial Aramaic, Inscriptional Pahlavi, Inscriptional Parthian, Javanese, Kaithi, Kannada, Katakana, Kayah Li, Kharoshthi, Khmer, Lao, Latin, Lepcha, Limbu, Lisu, Lydian, Lycian, Malayalam, Mandaic, Meitei Mayek, Mongolian, Myanmar, New Tai Lue, Nko, Ogham, Ol Chiki, Old Persian, Old South Arabian, Old Turkic, Oriya, Phags Pa, Phoenician, Rejang, Runic, Samaritan, Saurashtra, Sinhala, Sundanese, Syloti Nagri, Syriac, Tagalog, Tagbanwa, Tai Le, Tai Tham, Tai Viet, Tamil, Telugu, Thaana, Thai, Tibetan, Tifinagh, Vai, Yi

Benefits of Service

Describe the benefits of the Proposed Service:



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The service will allow the registration of domain names in a number of languages other than English, helping to further local language support. It will allow registrants to register domains that are more meaningful and specific to marketing regions, culture and community.

Competition

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

As a .brand TLD, .BENTLEY is only available to the registry, its trademark licensees and affiliates, and as such the new IDN services will have no effect on competition.

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

As it is part of a .brand TLD, the requested service will represent no competition to services of other TLDs.

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

A number of top level domain registry operators already offer IDN registration services. For example, the .Asia, .axa, .com, .info, .jp

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?:

The introduction of IDN services in the .BENTLEY TLD will have no impact on the ability of other companies/entities that provide similar IDN services.

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.:

The technical implementation of the Registry's IDN services will be carried out by the backend provider, Nominet UK.

Have you communicated with any of the entities whose products or services might be affected by the introduction



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of your proposed Registry Service? If so, please describe the communications.:

\n\nNot 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\nNot applicable.

Security and Stability

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

\n\nNo.

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

\n\nThe proposed IDN service will have no effects on throughput, response time, consistency or coherence of responses to Internet servers or end systems.

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

\n\nNo.

Other Issues

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

\n\nNo.

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



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\n\nNo.

List Disclaimers provided to potential customers regarding the Proposed Service:

\n\nNot applicable.

Any other relevant information to include with this request:

\n\nNo.