



ICANN Registry Request Service

Ticket ID: P0F0H-3Q7L2

Registry Name: Motion Picture Domain Registry Pty Ltd

gTLD: .film

Status: ICANN Review

Status Date: 2015-09-03 17:17:53

Print Date: 2015-09-03 17:17:59

Proposed Service

Name of Proposed Service:

MPDR IDNs

Technical description of Proposed Service:

Motion Picture Domain Registry for the .film generic top-level domain, seeks approval to offer Internationalized Domains in the following languages:: \r\no German \r\no French \r\no Swedish\r\no Spanish\r\no Italian\r\no Danish\r\no Dutch\r\no Polish\r\n\r\n\r\n.film registry intends to offer IDNs in the aforementioned languages at the second and lower levels of the TLD. We will adhere to the latest IDN Implementation Guidelines and development of technical systems and shall fully comply with the specifications of the IETF protocols on IDNs in applications.\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?:

We have not undertaken direct consultations with the community, experts or others; however, we have reviewed the IDNs offered by other TLD registry operators.\r\n

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

N/A\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?:

N/A\r\n

c. Were consultations with other constituency groups appropriate? Which groups were consulted? What were the



ICANN Registry Request Service

Ticket ID: P0F0H-3Q7L2

Registry Name: Motion Picture Domain Registry Pty Ltd

gTLD: .film

Status: ICANN Review

Status Date: 2015-09-03 17:17:53

Print Date: 2015-09-03 17:17:59

nature and content of these consultations?:

N/A\r\n

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

Our mission statement at .film is: To develop an exclusive and dedicated domain space for the Film Industry that allows consumers across the globe to engage directly with content relating to films, organisations, products and services. .film is a restricted namespace and is intended to be an online directory for .film titles along with ability to create micro sites by film genre that could include film locations. In this context, the ability to register film titles in the specified languages will be advantageous to the film industry and to our end user. \r\n

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

We believe that eligible registrants and film enthusiasts alike would benefit from the introduction of the specified languages in our namespace. \r\n

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

We do not believe there would be any objection to the introduction of this service in .film\r\n

Timeline

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

As soon as this RSEP is approved, we would make the service available to registrants.

Business Description

Describe how the Proposed Service will be offered:

The service will only be offered to registrants that meet our restricted eligibility policy.



ICANN Registry Request Service

Ticket ID: P0F0H-3Q7L2

Registry Name: Motion Picture Domain Registry Pty Ltd

gTLD: .film

Status: ICANN Review

Status Date: 2015-09-03 17:17:53

Print Date: 2015-09-03 17:17:59

Describe quality assurance plan or testing of Proposed Service:

ARI Registry Services is our technology partner and will ensure quality assurance and reliability of service associated with the provision of this service.

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

N/A

Contractual Provisions

List the relevant contractual provisions impacted by the Proposed Service:

Registry Agreement - Exhibit A, Section 3: Internationalized Domain Names (IDNs)\r\n\r\nRegistry Operator may offer registration of IDNs at the second and lower levels provided that Registry Operator complies with the following requirements:\r\n3.1. Registry Operator must offer Registrars support for handling IDN registrations in EPP.\r\n3.2. Registry Operator must handle variant IDNs as follows:\r\n3.2.1. Variant IDNs (as defined in the Registry Operator's IDN tables and IDN Registration Rules) will be blocked from registration.\r\n3.3. 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)\r\n3.3.1 French Language\r\n3.3.2 Spanish Language \r\n3.3.3 German \r\n3.3.4 Swedish\r\n3.3.5 Italian\r\n3.3.6 Danish\r\n3.3.6 Dutch\r\n3.3.7 Polish\r\n\r\n

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\r\n

Contract Amendments

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



ICANN Registry Request Service

Ticket ID: P0F0H-3Q7L2

Registry Name: Motion Picture Domain Registry Pty Ltd

gTLD: .film

Status: ICANN Review

Status Date: 2015-09-03 17:17:53

Print Date: 2015-09-03 17:17:59

Registry Agreement - Exhibit A, Section 3: Internationalized Domain Names (IDNs)\r\nRegistry Operator may offer registration of IDNs at the second and lower levels provided that Registry Operator complies with the following requirements:\r\n\r\n3.1. Registry Operator must offer Registrars support for handling IDN registrations in EPP.\r\n3.2. Registry Operator must handle variant IDNs as follows:\r\n3.2.1. Variant IDNs (as defined in the Registry Operator's IDN tables and IDN Registration Rules) will be blocked from registration.\r\n3.3. 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)\r\n3.3.1 French Language\r\n3.3.2 Spanish Language\r\n3.3.3 German\r\n3.3.4 Swedish\r\n3.3.5 Italian\r\n3.3.6 Danish\r\n3.3.6 Dutch\r\n3.3.7 Polish\r\n

Benefits of Service

Describe the benefits of the Proposed Service:

Eligible registrants, film enthusiasts and internet users alike will benefit from the introduction of IDNs at the second and lower levels of .film. \r\n

Competition

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

The ability to use IDNs at the second and lower levels of .film is expected to enhance competition in the domain name industry.

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

The domain name market.

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

Many Registry Operators have applied to use of IDNs at the second and lower level of their respective TLD. These TLDs are not uniform and through wide-ranging business models provide for a greater variety of options for Internet user, particularly those from non-English speaking backgrounds. \r\n



ICANN Registry Request Service

Ticket ID: P0F0H-3Q7L2

Registry Name: Motion Picture Domain Registry Pty Ltd

gTLD: .film

Status: ICANN Review

Status Date: 2015-09-03 17:17:53

Print Date: 2015-09-03 17:17:59

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?:

We do not believe so.

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.:

ARI Registry Services is our technical partner in the day to day management and operation of .film.\r\n\r\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.:

N/A

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).:

No.\r\n

Security and Stability

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

No

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

There is no effect to the throughput, response time, consistency or coherence of responses to Internet servers or end systems as a result of this service.\r\n

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



ICANN Registry Request Service

Ticket ID: P0F0H-3Q7L2

Registry Name: Motion Picture Domain Registry Pty Ltd

gTLD: .film

Status: ICANN Review

Status Date: 2015-09-03 17:17:53

Print Date: 2015-09-03 17:17:59

No.\r\n

Other Issues

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

We do not believe so\r\n

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

No\r\n

List Disclaimers provided to potential customers regarding the Proposed Service:

N/A

Any other relevant information to include with this request:

No\r\n