New gTLDs: The Future of Online Innovation

Brussels
8 November 2011

What is ICANN?

- Internet Corporation for Assigned Names & Numbers

- We do:
  - "Names"; servicing the Domain Name System
  - "Numbers"; allocating IP address blocks
  - "Parameters"; maintaining data bases for IETF

- Develop policy in bottom-up processes involving all stakeholders globally

Operating Principles

- Help keep the unique identifiers system and root management stable and secure

- Promote competition among registrars and registries, and thus, promote choice for registrants

- "Multi-stakeholder": a forum where many different groups can work out Internet Policy
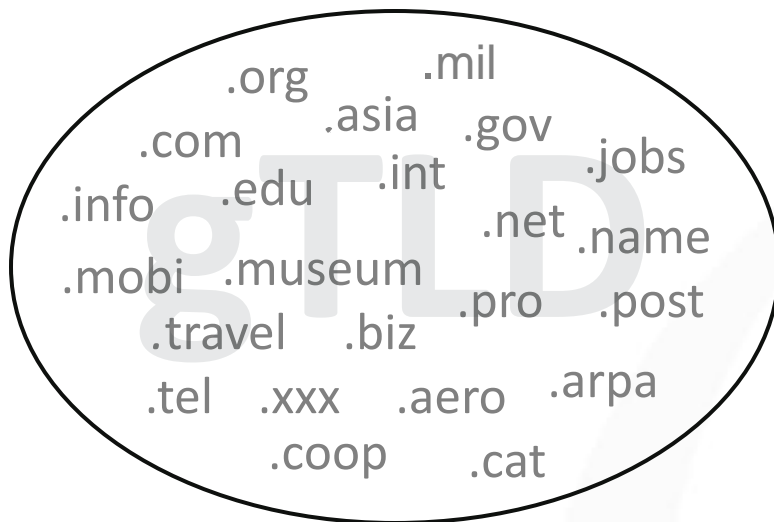
ICANN Structure

GAC — Government Advisory Committee

RSSAC — Root Server System Advisory Committee

SSAC — Security and Stability Advisory Committee

ALAC — At Large Advisory Committee

TLG — Technical Liason Group

IETF — Internet Engineering Task Forcs

ICANN Board of Directors

ASO — Address Supporting Organization

Regional Internet Registries
- ARIN
- APNIC
- RIPE
- NCC
- LACNIC
- AfriNIC

GNSO — Generic names Supporting Organization
- Intellectual property
- ISPs, Registrars, Registries
- Business, Non-Commercial

CCNSO — Country Code Names Supporting Organization

ccTLD Registries
- .us
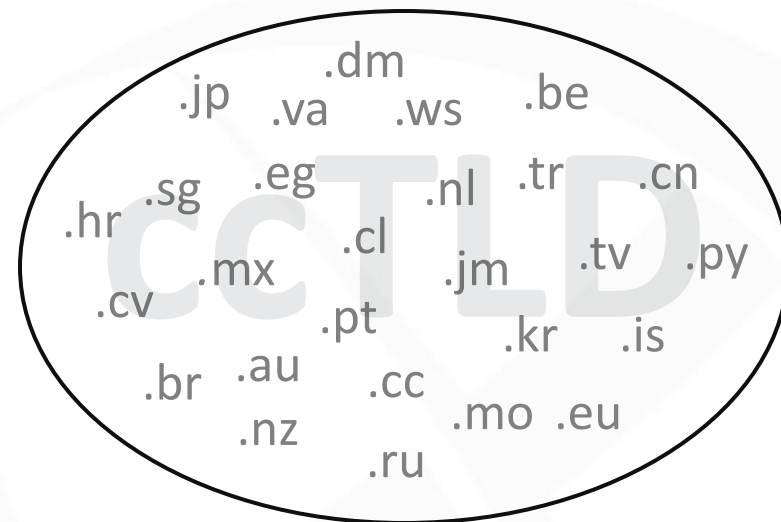- .uk
- .au
- .it
- .nl
et al.

Terminology

- **gTLD - generic Top-Level Domain**

  - Operated through an agreement with ICANN

  - Until today, limited to Latin characters

- **ccTLD - country code Top-Level Domain**

  - Operated by a local registry operator under the rules of the relevant jurisdiction

  - Until recently, limited to two-letter ISO Country Codes

- **IDN - Internationalized Domain Name**

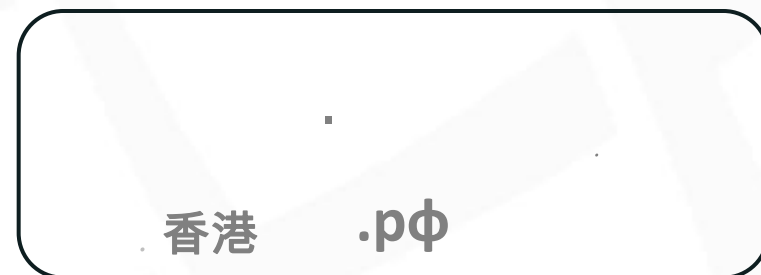 - Domain name represented by non-Latin characters

ROOT

New gTLDs

IDN ccTLDs

What is the New gTLD Program?

- An initiative that will enable the introduction of generic top-level domain names (including IDNs)

- Intended to realize full benefits of growing Internet

- Intended to facilitate competition, choice for Internet users and innovation

- Encourage participation of communities

  - Geographic

  - Language

  - Cultural

gTLD Timeline

**Predating ICANN
(before 1998)**

2004 Round

.com .edu
.gov .int .mil .net
.org .arpa

.aero .biz .coop
.info .museum
.name .pro

.asia .cat .xxx
.jobs .mobi .tel
.travel .post

2000 Round

**New gTLD Program
Policy Development**
Dec 2005 to Sep 2007

Public Participation and the Draft Applicant Guidebook

- October 2008 (version 1)
- May 2009 (excerpts)
- March 2009 (version 2)
- October 2009 (version 3)
- February 10 (excerpts)
- May 2010 (version 4)
- November 2010 (proposed final version)
- April 2011 Discussion Draft
- May 2011 Applicant Guidebook

Board Approval of Final Guidebook

Publication Final Applicant Guidebook

Program Launch
12 January – 12 April 2012

ICANN Board Policy approval Jun 2008

Communications Campaign 20 June 2011

19 Sept 2011

On-going status reporting on ICANN's website
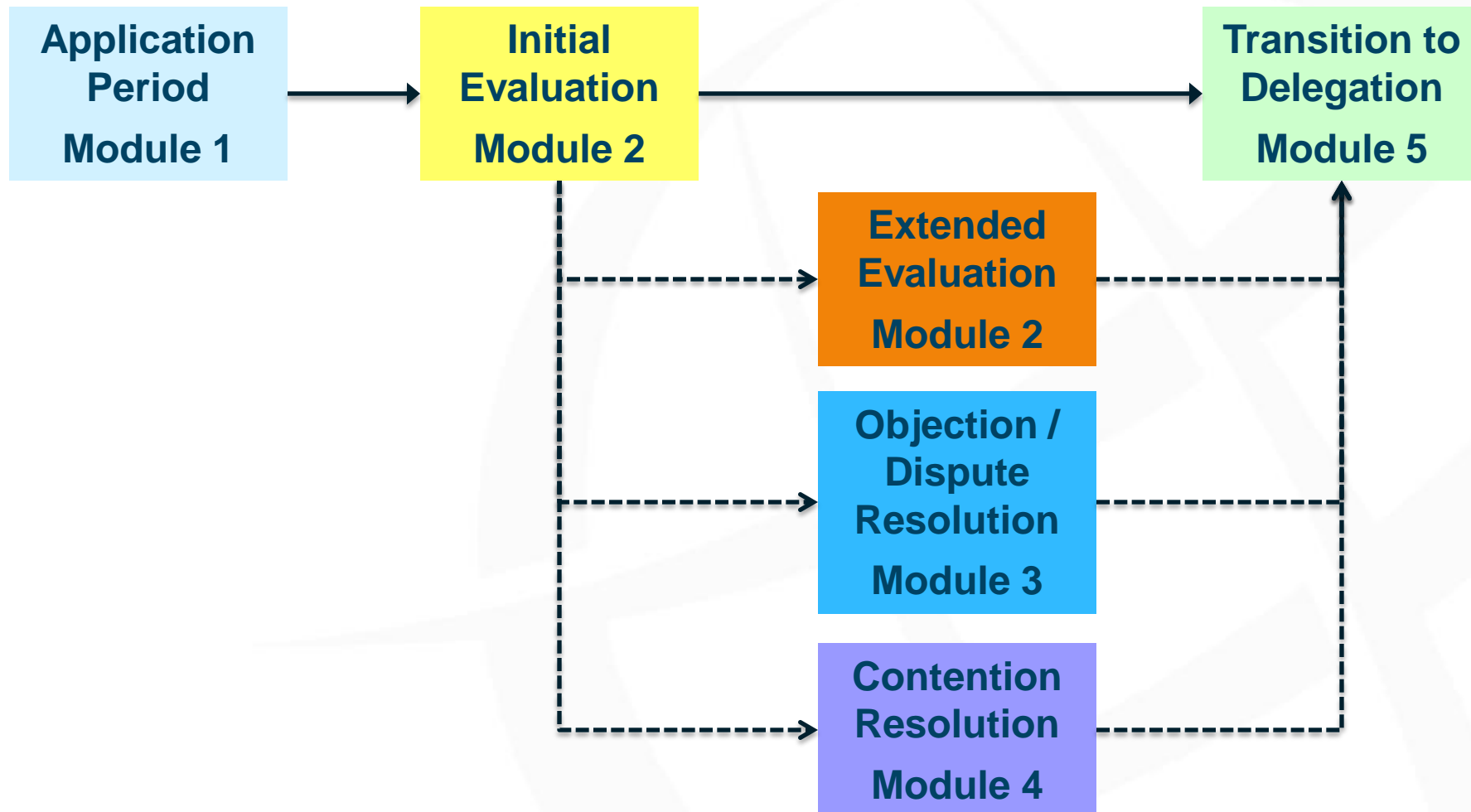
Interests to be Protected in the Process

- Intellectual property rights

- Community interests

- Limited public interest safeguards: sensitive names

- User confusion should be avoided

- Interests of governments

Program Timeline

| Jan 2012 | Apr 2012 | Nov 2012 | Dec 2012 | Dec 2013 |

| Receive Applications | Process Applications | Transition to Delegation | Delegate TLD |

Evaluation Process

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┌──────────────┐        ┌──────────────┐                                    ┌──────────────┐
│ Application  │        │   Initial    │                                    │ Transition to│
│   Period     │───────▶│  Evaluation  │───────────────────────────────────▶│  Delegation  │
│  Module 1    │        │  Module 2    │                                    │  Module 5    │
└──────────────┘        └──────────────┘                                    └──────────────┘
                              ┊                 ┌──────────────┐                    ▲
                              ┊                 │  Extended    │                    ┊
                              ┊┄┄┄┄┄┄┄┄┄┄┄┄┄┄┄▶│ Evaluation   │┄┄┄┄┄┄┄┄┄┄┄┄┄┄┄┄┄┄┄┄┤
                              ┊                 │  Module 2    │                    ┊
                              ┊                 └──────────────┘                    ┊
                              ┊                 ┌──────────────┐                    ┊
                              ┊                 │ Objection /  │                    ┊
                              ┊┄┄┄┄┄┄┄┄┄┄┄┄┄┄┄▶│   Dispute    │┄┄┄┄┄┄┄┄┄┄┄┄┄┄┄┄┄┄┄┄┤
                              ┊                 │ Resolution   │                    ┊
                              ┊                 │  Module 3    │                    ┊
                              ┊                 └──────────────┘                    ┊
                              ┊                 ┌──────────────┐                    ┊
                              ┊                 │  Contention  │                    ┊
                              ┊┄┄┄┄┄┄┄┄┄┄┄┄┄┄┄▶│ Resolution   │┄┄┄┄┄┄┄┄┄┄┄┄┄┄┄┄┄┄┄┄┘
                                                │  Module 4    │
                                                └──────────────┘
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During the evaluation process:

Grounds for Formal Objection to a New gTLD Application

- Legal Rights – *infringement of the objector's rights*
- String Confusion – *string causes confusion*
- Limited Public Interest – *violates principles of int'l law*
- Community – *misappropriation of a community label*

  Characterized by independent dispute resolution

ICANN's Governmental Advisory Committee Advice on New gTLDs

- Concerns based on national laws or other sensitivities

Whether or not I Choose to Apply…

Monitor the program to understand potential benefits and risks:

The New gTLD Program is intended to bring benefit to the billions of Internet users who do not apply for a TLD

✓Understand new opportunities

✓Impact to brand/trademark

✓Impact to community and geographic names

✓Changes to Internet

✓User behavior

Conclusion

As the introduction of new top-level domains draw near, ICANN remains committed to <u>conducting the process</u>, and <u>enforcing agreements</u> in a way that:

- Assures ongoing <u>stability and security </u>of the DNS

- <u>Protects the legal rights </u>of others

- <u>Promotes competition and choice </u>for users

- Engenders <u>global stakeholder participation </u>in the Internet

More Information...

- www.icann.org/newgtlds

- New gTLD Program web-pages ⇨

- Write to: newgtld@icann.org

NewgTLDsICANN

- Applicant Guidebook
- Factsheets
- Global Events
- Public Comments
- Explanatory Memos
- Independent Reports