



# Overview New gTLD Program

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July 24 2009

## Agenda

- ICANN's Mission and new Generic Top Level Domains (gTLDs)
- Brief background of new gTLDs
- New gTLD policy development overview
- Implementation process overview



## ICANN's Mission and New gTLDs

- A core objective in founding ICANN; a requirement in each of ICANN's U.S. government agreements (1998 – present):  
*“Define and implement a predictable strategy for selecting new TLDs”*
- Fostering choice and competition in provision of domain registration services
- ICANN's founding documents (in 1998):  
*“The new corporation ultimately should ... 3) oversee policy for determining the circumstances under which new TLDs are added to the root system”*

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## Brief gTLD Historical Background

- There are presently 21 gTLDs in the root zone
- There were eight that predate ICANN:  
*.com .edu .gov .int .mil .net .org .arpa*
- Seven were added in a round starting in 2000:  
*.aero .biz .coop .info .museum .name .pro*
- Six were added in a round starting in 2004:  
*.asia .cat .jobs .mobi .tel .travel (soon to be added: .post)*
- Experience in past rounds has been factored into current new gTLD planning

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## Key Benefits of New gTLDs

- To encourage and foster creativity, innovation, consumer choice, and competition in the domain name space; possible
  - ♦ Community, corporate identity on the Internet
  - ♦ New value-added uses for the DNS
- Internationalized Domain Names (IDN) for a more globally and culturally inclusive internet
  - ♦ IDNs available today at second level

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## Internationalized Domain Names

- IDNs have existed as second level since 2003
  - ♦ under web protocol standards
  - ♦ email protocol standards are underway (IETF)
- We also need IDN TLDs
  - ♦ 北京.中国; [xn--1lq90i.xn--fiQs8S]

Domain Availability Today	➔	ASCII domain names (a, b,...,z), (0,1,...,9), (-)	domainname.TLD icann.org
		IDN second level	실례.TLD -under various existing TLDs
Future Addition	➔	IDN TLDs	실례. 테스트



## Policy Approach

- Policy developed over three years, and approved by ICANN's Board in June, 2008. Determined that:
  - ♦ New gTLDs will benefit registrant choice and competition
  - ♦ Implementation plan should also allow for IDNs, implemented at the same time as new ASCII TLDs
  - ♦ New gTLDs should not cause security or stability issues
  - ♦ Protection of various appropriate interests requires objection and dispute resolution processes

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## Implementation Process to Date

- Publication for public comment of two versions of the new gTLD Draft Applicant Guidebook in November 2008 (version 1) & March 2009 (version 2)
- Publication of Explanatory memoranda and Public comments Analysis
- Feedback used to guide continuing process development
- Engage community experts to address selected issues

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## Where Are we in the Process?

- ICANN Staff continues to balance the desire to move ahead with the launch plans while addressing the Community raised concerns
- Working on Applicant Guidebook version 3 expected in Q3, prior to ICANN Seoul Meeting
- ICANN is actively seeking comments through participation in the Overarching Issues dedicated Wiki and through direct contact with Staff
- Tentative launch scheduled for Q1 2010

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## The Program

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## New gTLDs Program

- The development of the criteria, process and tools by which organizations around the world will be able to apply for new TLDs in the near future
- Applicant Guidebook - provides a timely, clear roadmap for applicants describing the application and evaluation process
- Preserve DNS stability and security

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## Principles of the Program

- Care/conservatism: While speed (efficiency, etc.) is important: protection of registrants, DNS stability and security is paramount
- Evaluation fees are planned to cover costs
- ICANN intends to provide a clear, predictable roadmap for the applicant
- Objection and dispute resolution processes in some cases
  - ♦ Objections should be addressed by an independent 3rd party, employing objective standards

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## The Application Process

- Open pre-determined application period
- Will be web-based
- Requires completion of applicant guidebook
- Still evolving...

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## The Applicant

- Any public or private established entity from anywhere in the world
- Must follow all application steps and rules as pre-established and published
- Must demonstrate organizational, operational, technical and financial capability; run as business
- Must pay an application fee (\$185K)
  - ♦ Other fees may apply depending on application path
  - ♦ On-going fee applies to future Registries

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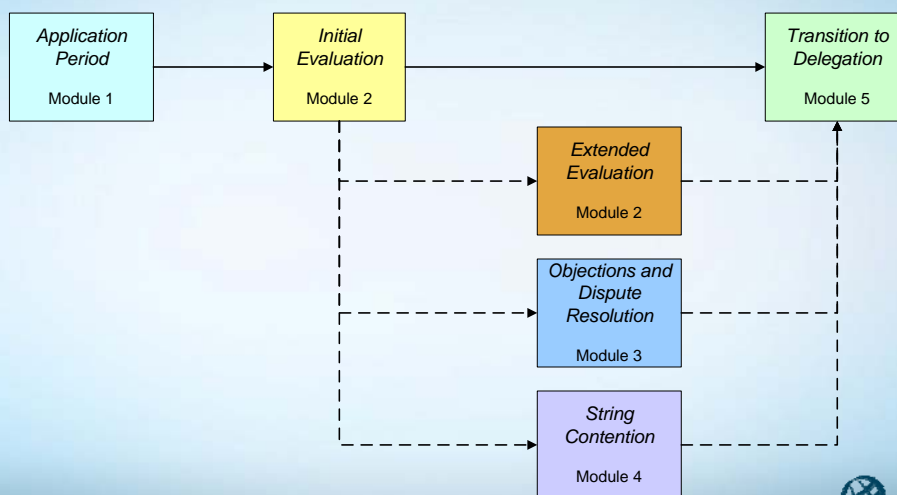
## Open and Community Applications

- A community-based gTLD is a gTLD that is operated for the benefit of a defined community consisting of a restricted population.
- An open gTLD is one used for any other purpose
  - ♦ May or may not have a formal relationship with an exclusive registrant or user population.
  - ♦ It may or may not employ eligibility or use restrictions

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## Evaluation Steps



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## Objection and Dispute Resolution

- Potential grounds for objection
  - ♦ String Confusion
    - Avoid user confusion
  - ♦ Infringement of Rights
    - Protection of intellectual property and other pre-existing rights
  - ♦ Morality and Public Order
    - Additional safeguards; interests of governments
  - ♦ Community Objection
    - Protection of community interests (e.g. geographically based, indigenous, religious organizations)
- All handled by third-party organization

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## Other considerations

- Geographical names: some will require support of relevant government
- String contention: process for handling the same or similar names
- Targeting a single base agreement
- Pre-delegation technical checks prior to registry going live
- Following IANA processes for delegation

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## What's Next?

- Outreach/education Events
  - ♦ Abu Dhabi – August 4
  - ♦ Webinar – Q3 2009
- Publications:
  - ♦ Summary of consultation events - Sydney, NYC and London – Q3 2009
  - ♦ Analysis – IRT proposal public comments – Q3 2009
  - ♦ Version 3 – Draft Applicant Guidebook prior to ICANN Seoul Meeting (25-30 October)
  - ♦ Root scaling study ~ Q3 2009
  - ♦ Final Applicant Guidebook ~ Q4 2009

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# THANK YOU

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