



New gTLD Basics

New Internet Extensions

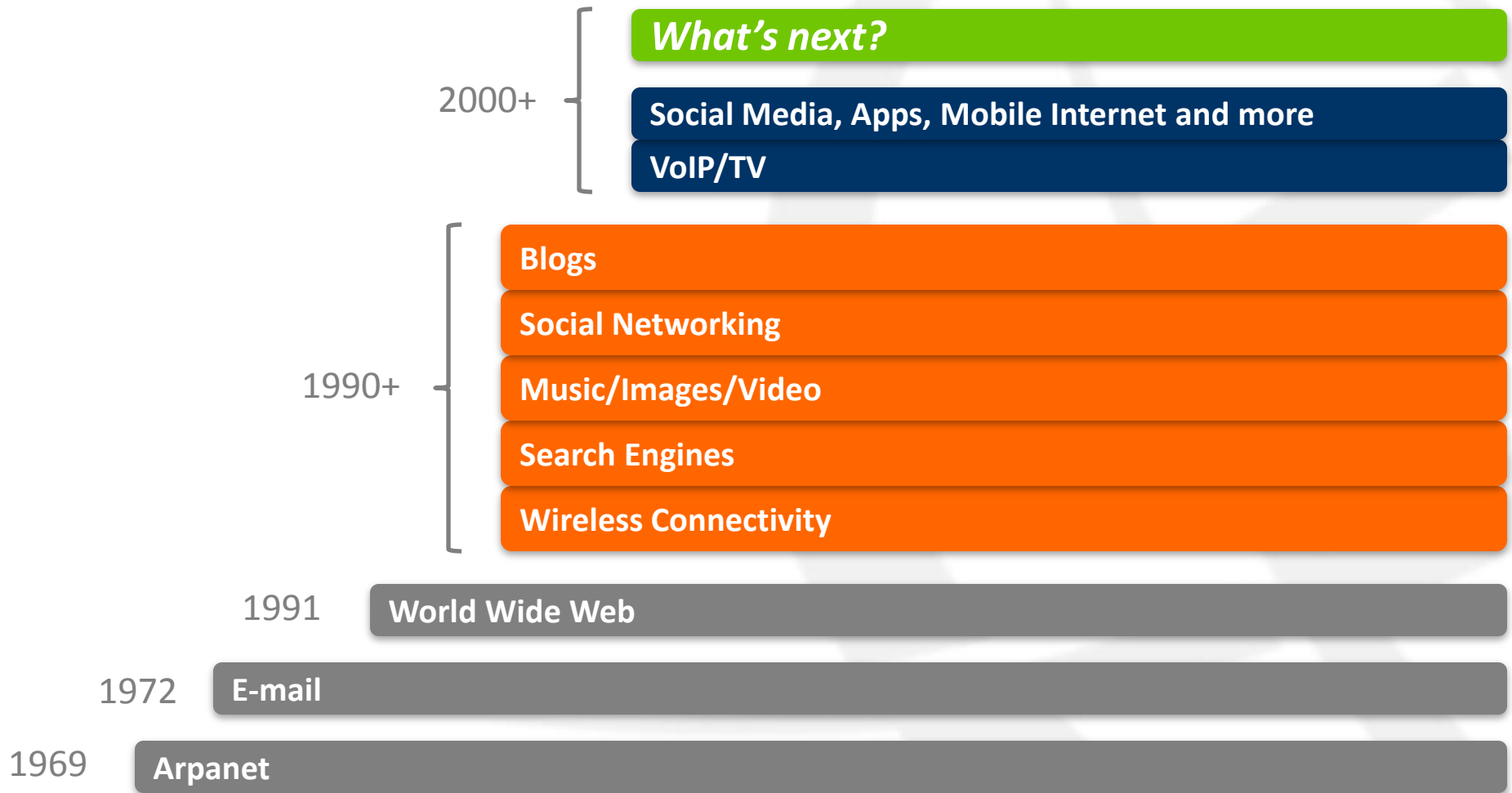


Agenda

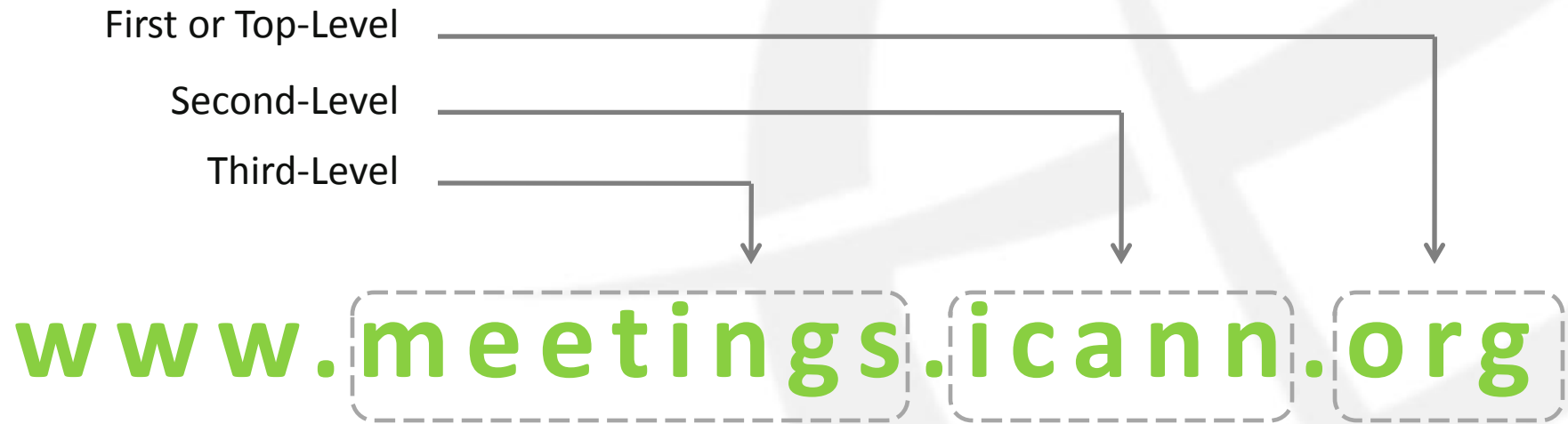
- **Overview about domain names, gTLD timeline and the New gTLD Program**
- **Why is ICANN doing this; potential impact of this initiative to businesses, governments, Internet communities and users**
- **Program - who, what, when, how, how much**
- **Where to get more information**



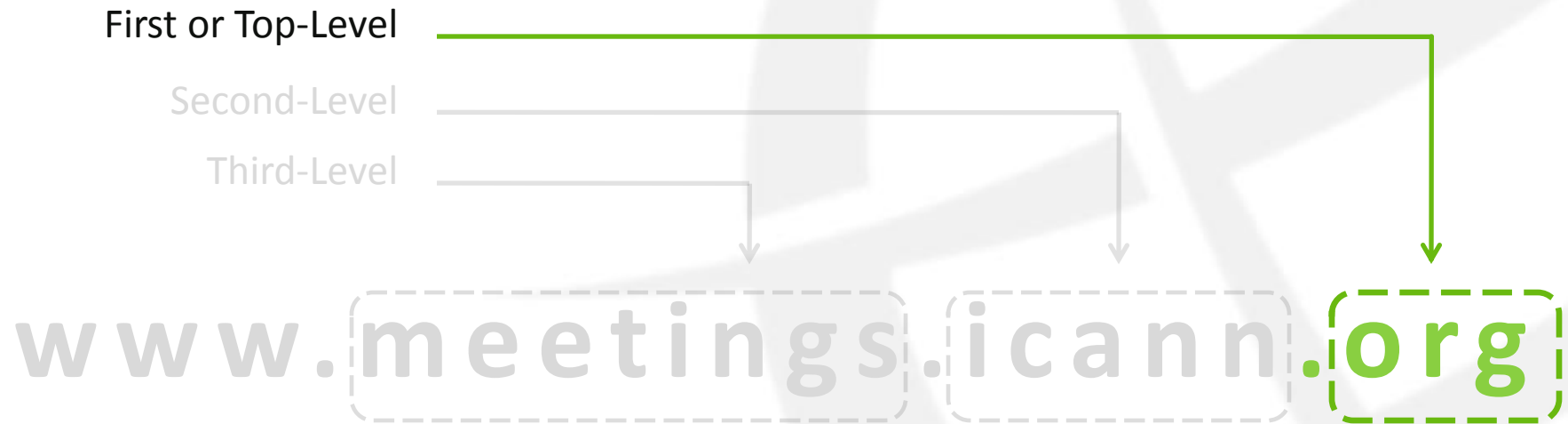
Internet - An Evolving Ecosystem



The Anatomy of a Domain Name



The Anatomy of a Domain Name



gTLD Timeline

Predating ICANN (before 1998)

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

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

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

2004 Round



2000 Round

New gTLD Program
Policy development
Dec 2005 to Sep 2007



Public Participation and the Draft Applicant Guidebook

- November 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)

**Board
Approval of
Final
Guidebook**

**Program
Launch**



**Publication
Final Applicant
Guidebook**

**Communications
Campaign**
With launch dates +
application details

**On-going status
reporting on ICANN's
website**

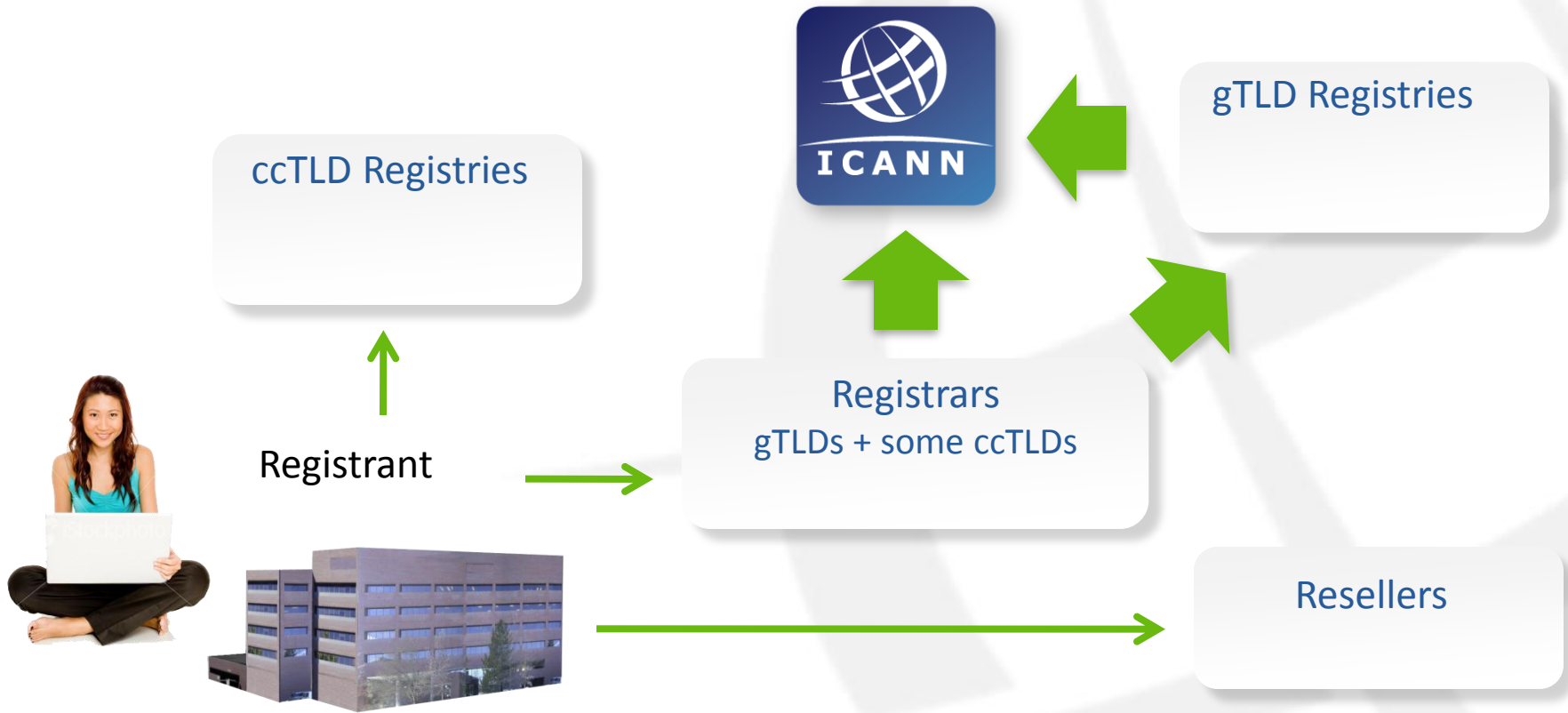
**ICANN Board
Policy approval
Jun 2008**

Terminology Clarifications

- **gTLD = generic Top-Level Domain**
 - Also known as an extension, label, string, suffix...
 - Series of characters that make up part of your Internet address
- **ccTLD = country code Top-Level Domain**
- **IDN = Internationalized Domain Name**
 - Domain name represented by local language characters, or letter equivalents



DNS - A Complex Ecosystem

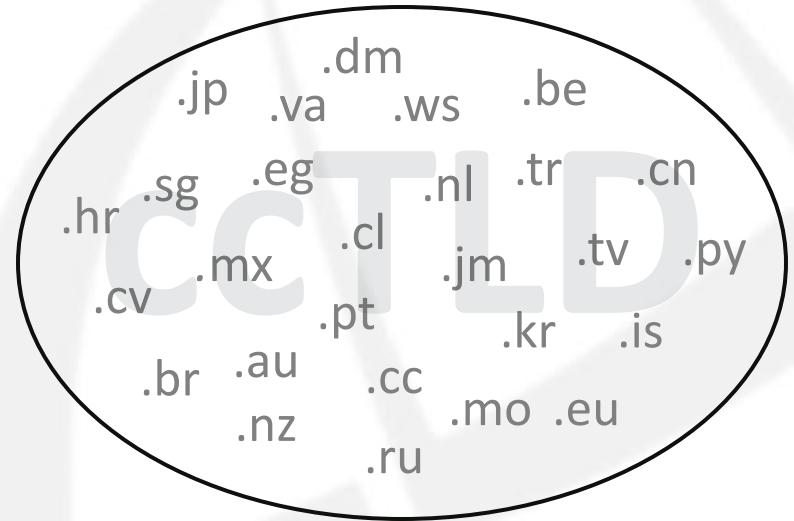


ROOT



New gTLD Program

New gTLDs



Fast Track Program

IDN ccTLDs



What is a gTLD Registry?

- Is a business with very specific technical requirements
- Mandatory Agreement with ICANN
- Is the authoritative, master database of all domain names registered in each top-level domain
- Keeps the master database and also generates the "zone file" which allows computers to route Internet traffic to and from top-level domains anywhere in the world
- Today, Internet users don't interact directly with the registry operator; users can register names by using ICANN-Accredited Registrars

What is a the New gTLD Program?

- An initiative that will enable the introduction of unlimited generic top-level domain names or extensions (both ASCII and IDN) into the domain name space
- Managed by the Internet Corporation for Assigned Names and Numbers (ICANN)



Why Expand the Top-Level?

- Remove existing limitations to ASCII gTLDs which do not reflect growing Internet reality and needs
- Create platform to innovation in the industry and Internet
- Open doors to increase choice and competition in the market place



ICANN's Mission and New gTLDs

1998 - founding documents

“The new corporation ultimately should ... 3) oversee policy for determining the circumstances under which new TLDs are added to the root system”

ICANN/U.S.A. government agreements

“Define and implement a predictable strategy for selecting new TLDs”

2009 - Affirmation of Commitments (9.3)

Promote competition, consumer trust and consumer choice

Potential Impact - Businesses

- Opportunity for investment
- More choice and competition
- Platform for innovation; new business model opportunities
- Brand management and online marketing practices
- Impact to industry sectors; security; control; user behavior
- Upgrade systems/applications to accept new TLDs

Potential Impact

- Government & Communities

- Increase of online cultural, linguistic, geographic communities
- More globally and culturally inclusive internet with IDNs
- Local ccTLDs
- Geographic names



Potential Impact - Internet Users

- More choice; innovation; competition
- Online cultural, linguistic, geographic communities
- New ways to find information, products and services



Who Can Apply?

Entities from anywhere in the world

that meet the pre-defined criteria
and requirements as outlined in the
Applicant Guidebook

ATTENTION!

- Not for individuals
- This is a business commitment to become a **REGISTRY!**



How to Apply?



- Online
- **TLD Application System (TAS)**
 - will be accessible via www.icann.org
- Process application in English
- Answer questions; upload documents
- Critical deadlines



When Can I Apply

ICANN will announce the program's launch dates as part of the communications campaign



What do I Need to Apply

- ✓ Review Applicant Guidebook for details
- ✓ Get strategic third parties involved early
- ✓ Attention to additional requirements for **geographic, community and IDN** applications
- ✓ Review deadlines



How Much?

Evaluation fee - US\$ 185,000

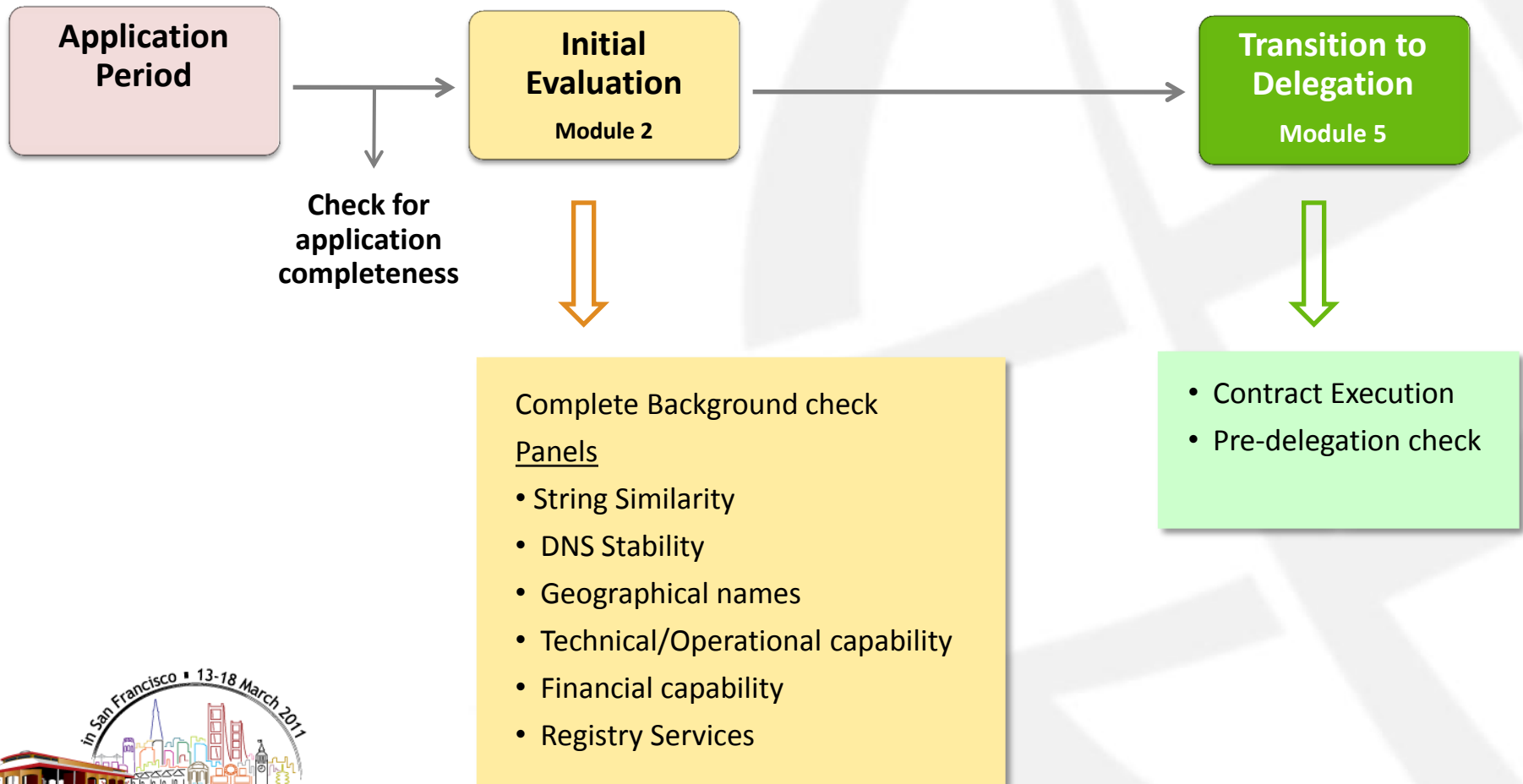
- Paid to ICANN
- US\$5,000 of which is due upon TAS registration
- Refunds apply in certain cases
- Other fees may apply – might not be paid to ICANN

On-going Registry Fees

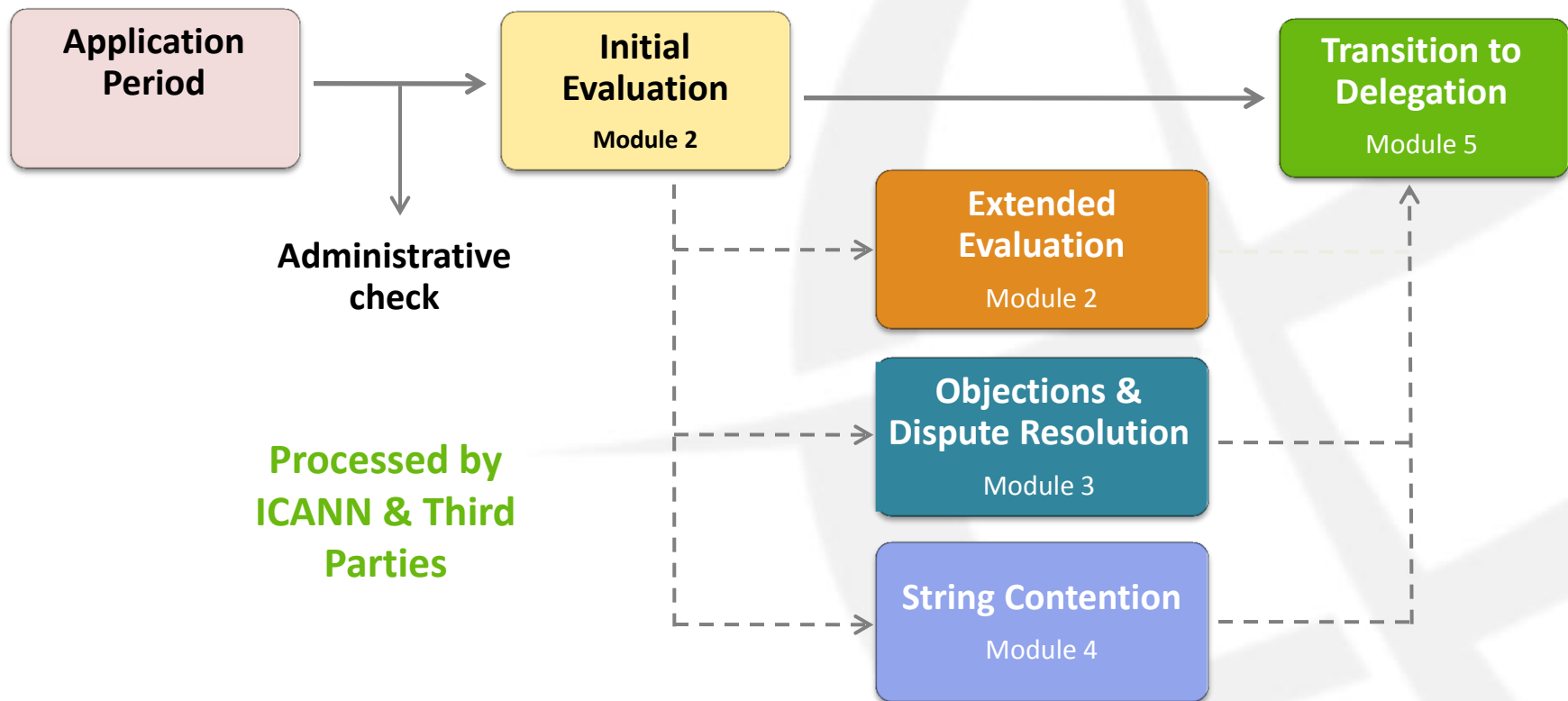
- US\$ 25,000 annual Registry fee
- Transaction fee US\$ 0.25

These are evaluation and Registry fees only. Consider carefully the costs for running a Registry.

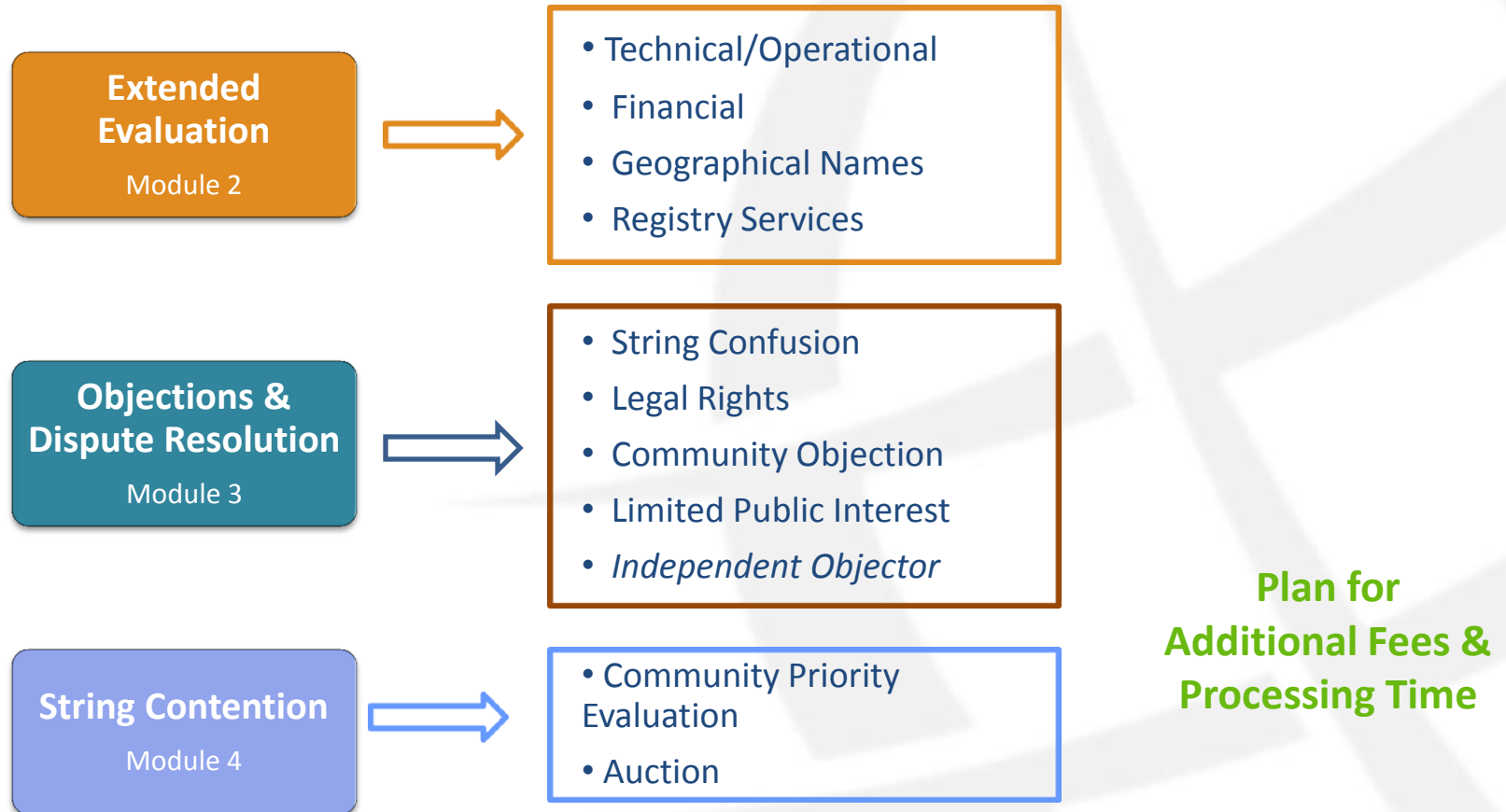
Straightforward Evaluation Path



Evaluation Process at a Glance



Variables in Evaluation Path



Grounds for Objection



String Confusion

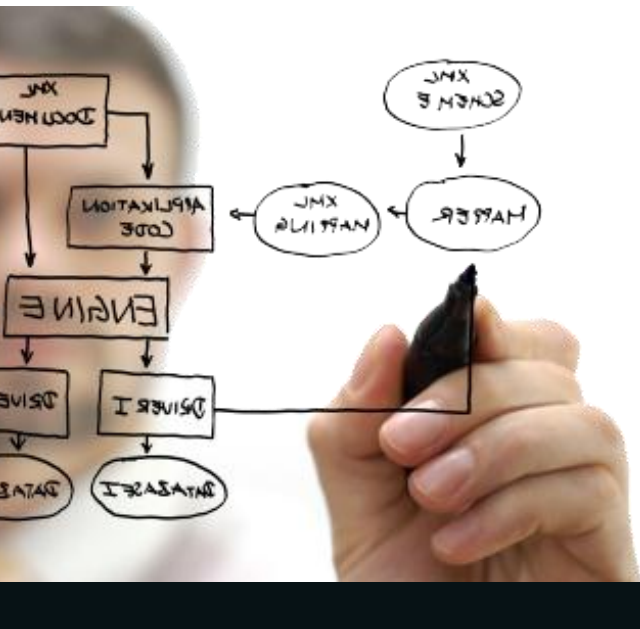
Legal Rights

**Limited Public
Interest**

**Community
Objection**



What Should I do Now?



- ✓ Evaluate if the New gTLD Program is for you
- ✓ Review Applicant Guidebook
- ✓ Get educated about the Registry business and the DNS industry
- ✓ Understand what is needed to get ready



If I choose NOT to Apply...

Monitor the program to understand:

- ✓ Impact to brand/trademark
- ✓ Impact to community and geographic names
- ✓ Potential Industry trends
- ✓ Competitors actions
- ✓ Changes to Internet
- ✓ User behavior



More Information...

- www.icann.org
- New gTLD Program web-pages ⇒
- Questions?

Email us: newgtld@icann.org

- Applicant Guidebook
 - Factsheets
 - FAQs
 - Public Comments
 - Status Reports
- more...*



New gTLDsICAN





Thank You



Questions

One World

One Internet

