ICANN and the New gTLD program

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Agenda

- Introduction

- The Journey

- Current Status

- New safeguards

- Q & A

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Internet Corporation for Assigned Names and Numbers (ICANN)

+ Dedicated to keeping the Internet secure, stable and interoperable

+ Coordinates the Internet's unique identifiers

+ Follows consensus-driven multi-stakeholder model

+ Formed in 1998 as a not-for-profit public-benefit corporation

+ Hub offices in Los Angeles, Istanbul, Singapore and engagement offices globally

One World. One Internet.

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The program in brief…

- One of ICANN's key responsibilities is introducing and promoting competition in the registration of domain names

- In 2005 - 2007, GNSO began a PDP to consider the introduction of new gTLDs, based on the results of trial rounds conducted in 2000 - 2003

- In 2008, the ICANN Board adopted 19 specific GNSO policy recommendations for implementing new gTLDs.

- http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm

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Continued…

- After approval of the policy, ICANN undertook an open, inclusive, and transparent implementation process to address various stakeholder concerns leading to multiple draft versions of the Applicant Guidebook.

- In June 2011, ICANN's Board of Directors approved the Guidebook and authorized the launch of the New gTLD Program

- The application window opened on January - April 2012

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History

The Applicant Guidebook has gone through several iterations in draft form and is the result of years of careful implementation of GNSO policy recommendations and thoughtful review and feedback from the ICANN stakeholder community. Each version of the Applicant Guidebook was posted for public comment. More than one thousand public comments have been reviewed and considered, making the program what it is today.

New gTLD Applicant Guidebook
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2012
Applicant Guidebook June 2012
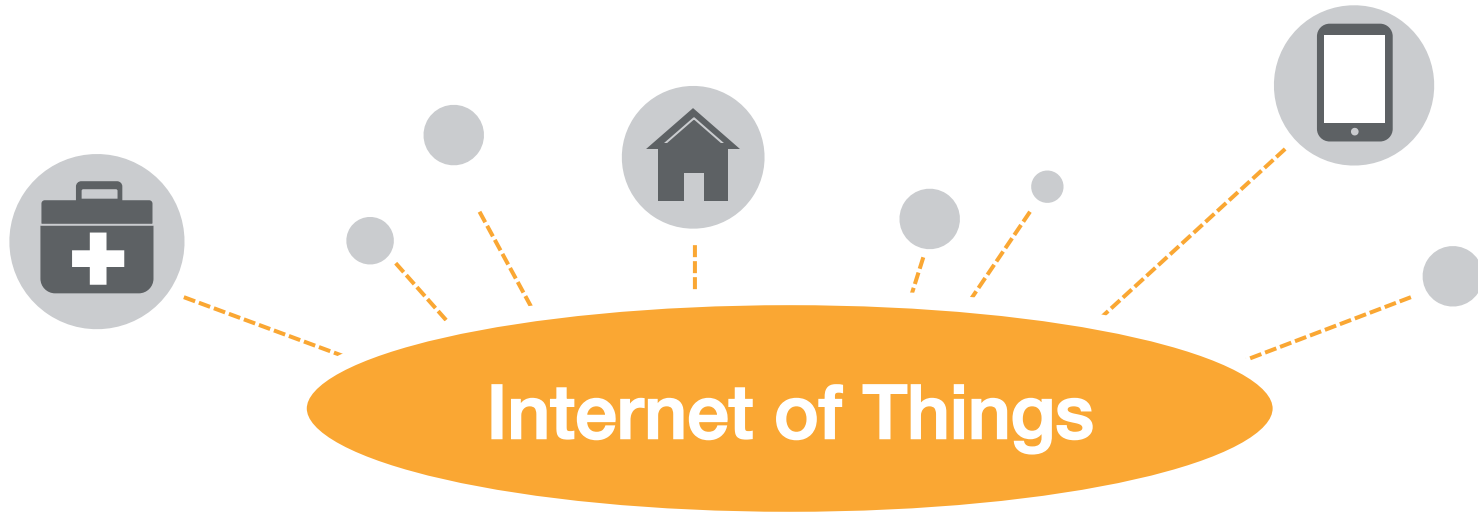• January 2012

2011
Applicant Guidebook September 2011
• May 2011
• April 2011 Discussion Draft
• November 2010 (Proposed Final version)
• May 2010 (version 4)
• February 2010 (excerpts)
  • October 2009 (version 3)
    • May 2009 (excerpts)
      • March 2009 (version 2)

2010

2009

The first version of the Applicant Guidebook was posted October 2008. The Applicant Guidebook documents how ICANN has implemented the GNSO policy recommendations and is a comprehensive guide for applicants on the program's requirements and evaluation process.

Applicant Guidebook (version 1) Oct. 2008

2008

In June 2008, during ICANN's Paris meeting, the ICANN Board approved the GNSO recommendations for introducing new gTLDs to the Internet's addressing system.

2007

ICANN's Generic Names Supporting Organization (GNSO) conducted their policy development process between December 2005 and September 2007. This work produced a set of principles and recommendations on what should be included when implementing the program.

2005

2004
.asia, .cat, .jobs, .mobi, .post, .tel, .xxx, and .travel

ICANN successfully carried out two previous application rounds for new gTLDs

2000
.aero, .biz, .coop, .info, .museum, .name, and .pro

Eight gTLDs predate ICANN's creation

Before 1998
.com, .edu, .gov, .int, .mil, .net, .org, and .arpa

Our Changing World

Internet of Things

| IPV6 | Regionalization Localization | Volume of Digital Data |

New generic Top-Level Domains

1930 total number of applications received

911
North America

675
Europe

24
South America

17
Africa

303
Asia Pacific

Application Pipeline

Total Applications: 1930

Not Approved: 4   Withdrawn: 177

Passed Evaluation: 1747

In Evaluation: 2

Invited to Contracting: 1123   Not Yet Eligible: 624

Contracting Responses Received: 559

Awaiting CIR Response: 564

Contracts Signed: 414   In Process: 145

66 Awaiting Applicant Signature	**29 Non-Compliant COI**	19 Negotiation	29 Incomplete CIR Response	17 Contracting

Passed PDT: 358   In Process: 56

26 Invited	6 Scheduled	24 In Testing

Delegated: 272   In Process: 86

56 Pending Onboarding	5 Not eligible for APD	8 In Transition Process	17 Tokens Issued

What's New with New gTLDs

+ **Registry Agreement Specification 13 Approved**
  - Addresses special characteristics of .BRAND owners

+ **Improved Reporting: New gTLD Application Status**
  - https://gtldresult.icann.org/applicationstatus

+ **ICANN Global Domains Division Portal Launched**
  - Streamline business interactions with ICANN

+ **Enabling a multilingual Internet, increasing global reach**
  - Assembling groups to define character sets for non-Latin script languages (e.g., Arabic, Chinese, Hindi)

+ **Increasing Focus on Universal TLD Acceptance**

+ **Ongoing outreach to IT community on Name Collision**
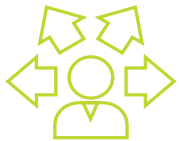
+ **First New gTLD Program Auction expected in June 2014**

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New gTLDs: Expanding & Transforming the Internet Ecosystem

Competition

Innovation

Choice

+ Mature Domain Name Industry
+ Entry into emerging markets
+ Internet Economy and GDP
+ Using Top-Level Domains in new ways
  - Brands, Cities, Common Interest Groups
    - Foster reputation online
    - Increased visibility and revenue potential
    - Correlation between brand and their products, or cities and their businesses
  - View Applicant Videos:
    - http://newgtlds.icann.org/en/announcements-and-media/video/applicants

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Examples

. [Internationalized Domain Name]

Non-native English speakers – For the first time, Internet users across the world will be able to engage online entirely in their native languages. This change will promote closer connections between people, brands and organisations and will in turn provide new routes of self-expression and innovation.
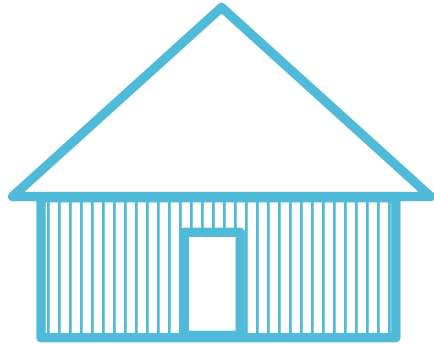
Examples

. [REGION]

Governments may begin to see gTLDs representing local municipalities and may be asked to provide support for geographic names. With the new domains, cities/regions will be able to offer residents and businesses the chance to create websites synonymous with where they live and operate.

Examples

. [COMMUNITY]

In the non-profit sector you will see charities, social enterprises, companies and institutions all come together to better tap into the huge potential for building a better global society by engaging communities, increasing advocacy and building trust in what they're trying to achieve.

Examples

. [BUSINESS]

The new domains bring huge opportunities for brands to increase their visibility, deepen brand recognition and build trust amongst their customers.

A Safer Internet

New gTLD Program = New Safeguards in the Internet

Trademark Clearinghouse

A one-stop solution to help protect a trademark across every new gTLD
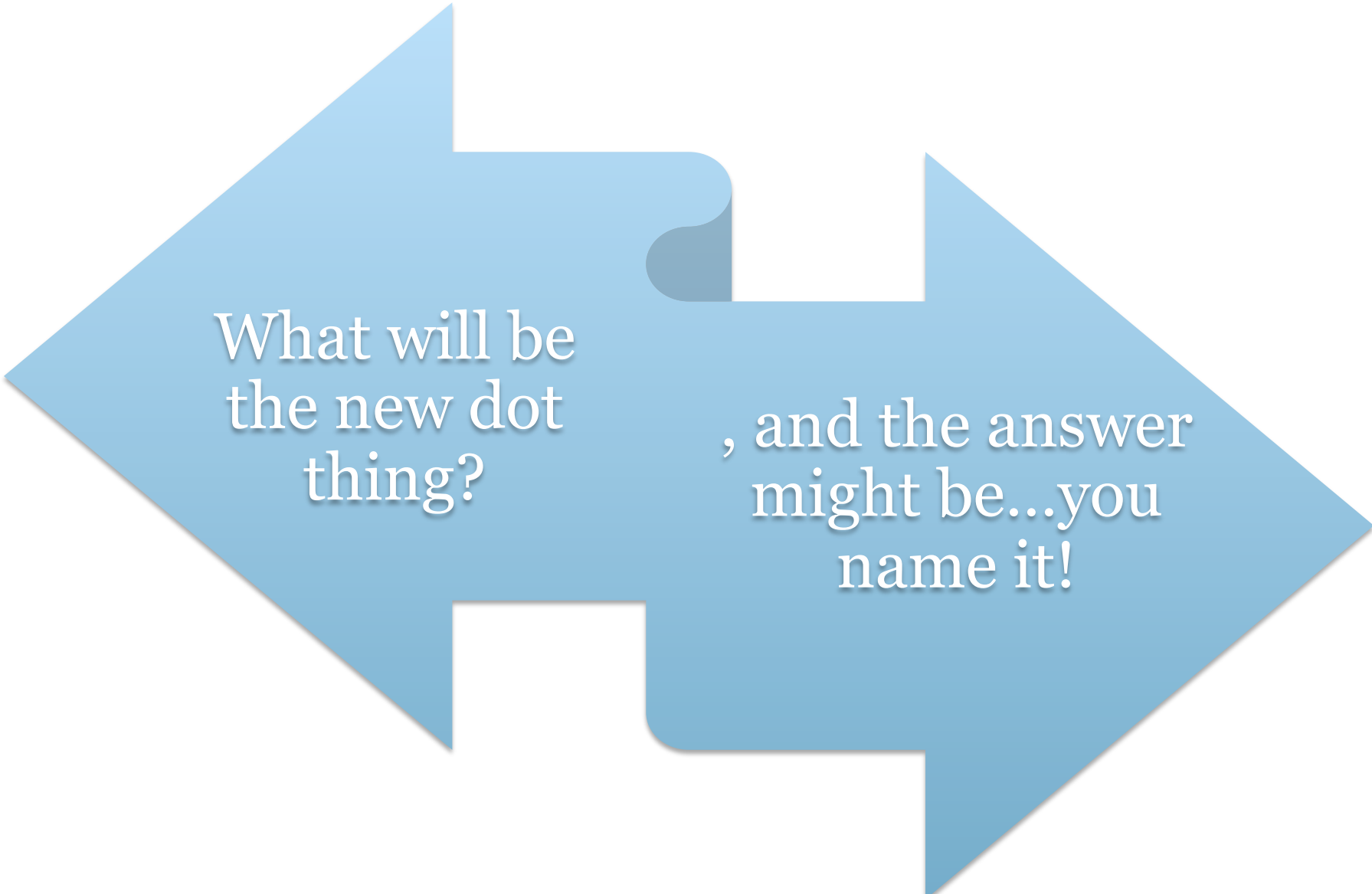
Proactive means of protecting rights

Sunrise Services

Claims Services

Uniform Rapid Suspension System

For clear cut cases of infringement, rapid means to suspend a domain name

DNS Security (DNSSEC)

Verification of data transmitted online

Post-Delegation Dispute Resolution Procedure

Addresses instances where a registry operator is complicit in trademark infringement

Finally, the Big Question...

What will be the new dot thing?

, and the answer might be...you name it!

Thank You!

Learn more online

ICANN website: http://www.icann.org/

New gTLD website: http://newgtlds.icann.org/en/

Introduction of ngTLDs – GNSO final report: http://gnso.icann.org/en/issues/new-gtlds/pdp-dec05-fr-parta-08aug07.htm

Meet us in London

ICANN 50 in London, 22-26 June 2014

Meeting Website: http://meetings.icann.org/icann50