
UPDATE ON THE NEW gTLDs PROGRAM

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Outline

- What
- Why
- How
- When



WHAT?

What are gTLDs?



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- Last part of 'net address: www.icann.org
 - Some gTLDs have specific purpose; requirements
 - Not country code top-level domains (ccTLDs)
 - Terminology: gTLDs, TLD strings, TLD labels

Historical Background



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- 21 gTLDs in the root zone presently
 - There were eight that predate ICANN:
.com .edu .gov .int .mil .net .org .arpa
 - Seven added in the 2000 round:
.aero .biz .coop .info .museum .name .pro
 - Six added in 2004 round:
.asia .cat .jobs .mobi .tel .travel .post (soon)
 - New gTLD planning based on experience

ICANN's Mission and New gTLDs



- Core objective in founding ICANN
- ICANN's founding documents (1998):
 - "The new corporation ultimately should ... oversee policy for determining the circumstances under which new TLDs are added to the root system"*
- A requirement in all ICANN/U.S. govt. agreements
 - "Define and implement a predictable strategy for selecting new TLDs"*
 - "Promote competition, consumer trust and consumer choice; address various issues"*
 - (9.3 - Affirmation of Commitments)*

Policy & Program Development



-
- Policy development by Generic Names Supporting organization (GNSO) – Dec 2005 to Sep 2007
 - ICANN Board Policy approval – Jun 2008
 - Since then....
 - On-going program development
 - Community-driven development process



WHY?



The New gTLD Program

Expectations



■ Increased:

- creativity, innovation and choice
- competition in domain name space

■ New:

- gTLDs that address community needs
- Geographic gTLDs
- Ways of branding and establishing corporate identity on the Internet

Importance of New gTLDs



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- Impact ways to produce/find information
 - Investment and businesses opportunities
 - Makes the Internet more inclusive
 - Impacts identity (cultural and corporate)
 - Systems and applications to be updated

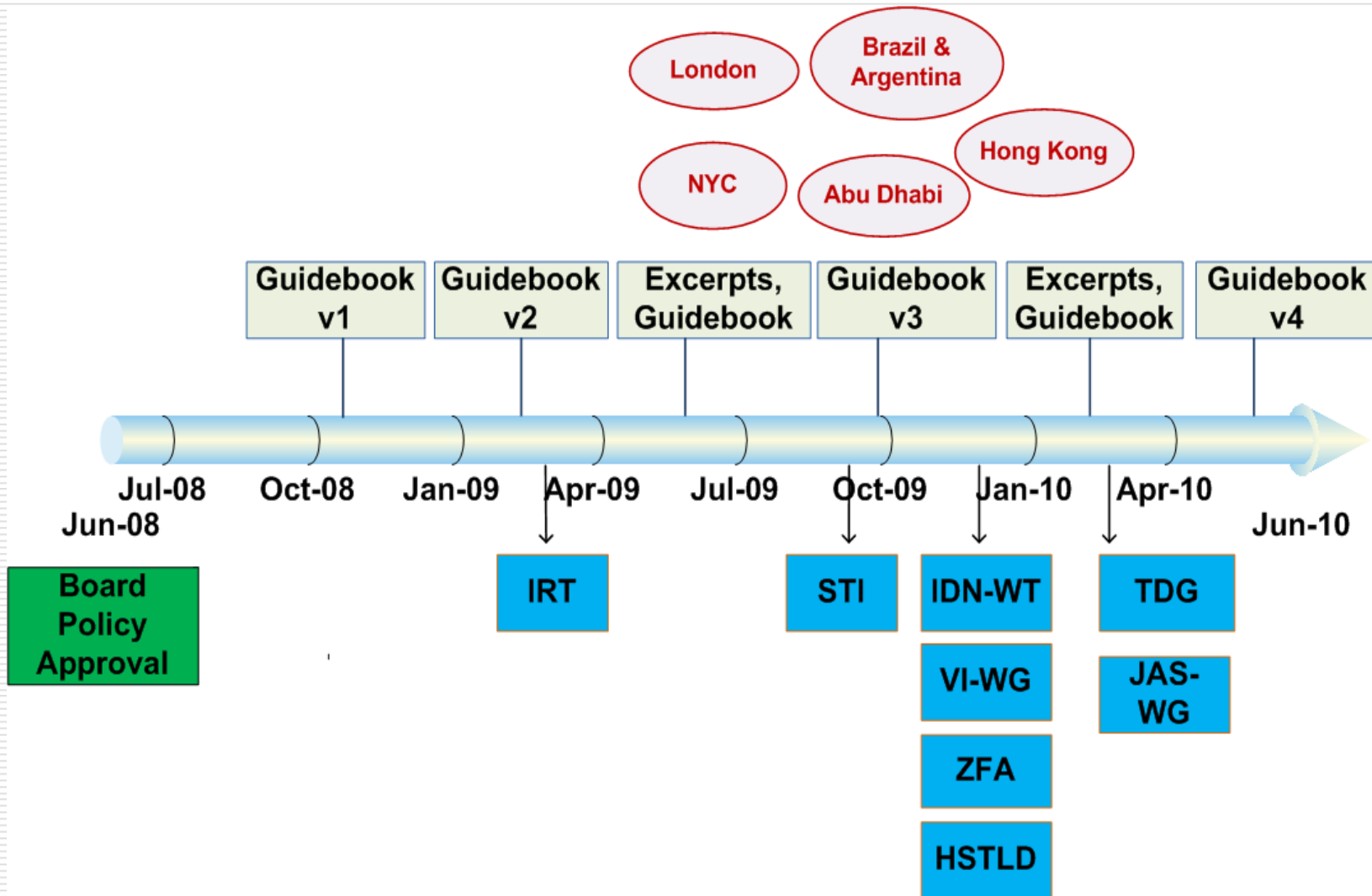


HOW?



The New gTLD Program

Global Community Collaboration



Complex & Comprehensive Process



- **Applicant Guidebook**

Details requirements, timelines and processes

- **Evaluation panels**

String similarity; DNS stability; Geographic names; Technical and financial evaluations

- **Objection process**

String confusion – ICDR; Legal rights – WIPO
Morality & public order & Community – ICC

- **String Contention**

Community priority; Auction

Who Can Apply?



■ Not for individuals

■ Applicants:

- Can be from any established entity
- Should comply with application requirements

■ Successful applicants (future registries) expected to follow/abide by:

- Specific industry technical & legal standards
- Contractual relations with ICANN and registrars
- Financial commitment

WHEN?

Submission Process & Fees



-
- English-based program
 - TLD Application System (TAS)
 - Secure, Web-based information/document system
 - Customer Support during application
 - Request of slots – unique user ID for each slot
 - US\$5,000 deposit:
 - Credited against the evaluation fee (US\$185,000)
 - Refunds apply in certain cases; other fees may apply
 - Ways to support needy applicants being explored

Next Steps



- Address remaining issues
- Finalize/publish Applicant Guidebook
- Finalize operational readiness
- Global communications campaign

Notification of final guidebook, application period & other specific dates

For More Information



-
- ICANN website
 - Write to newgtld@icann.org
 - Webinars – E-Learning page
 - ICANN Meetings



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