

# New gTLD Basics

*New Internet Extensions*

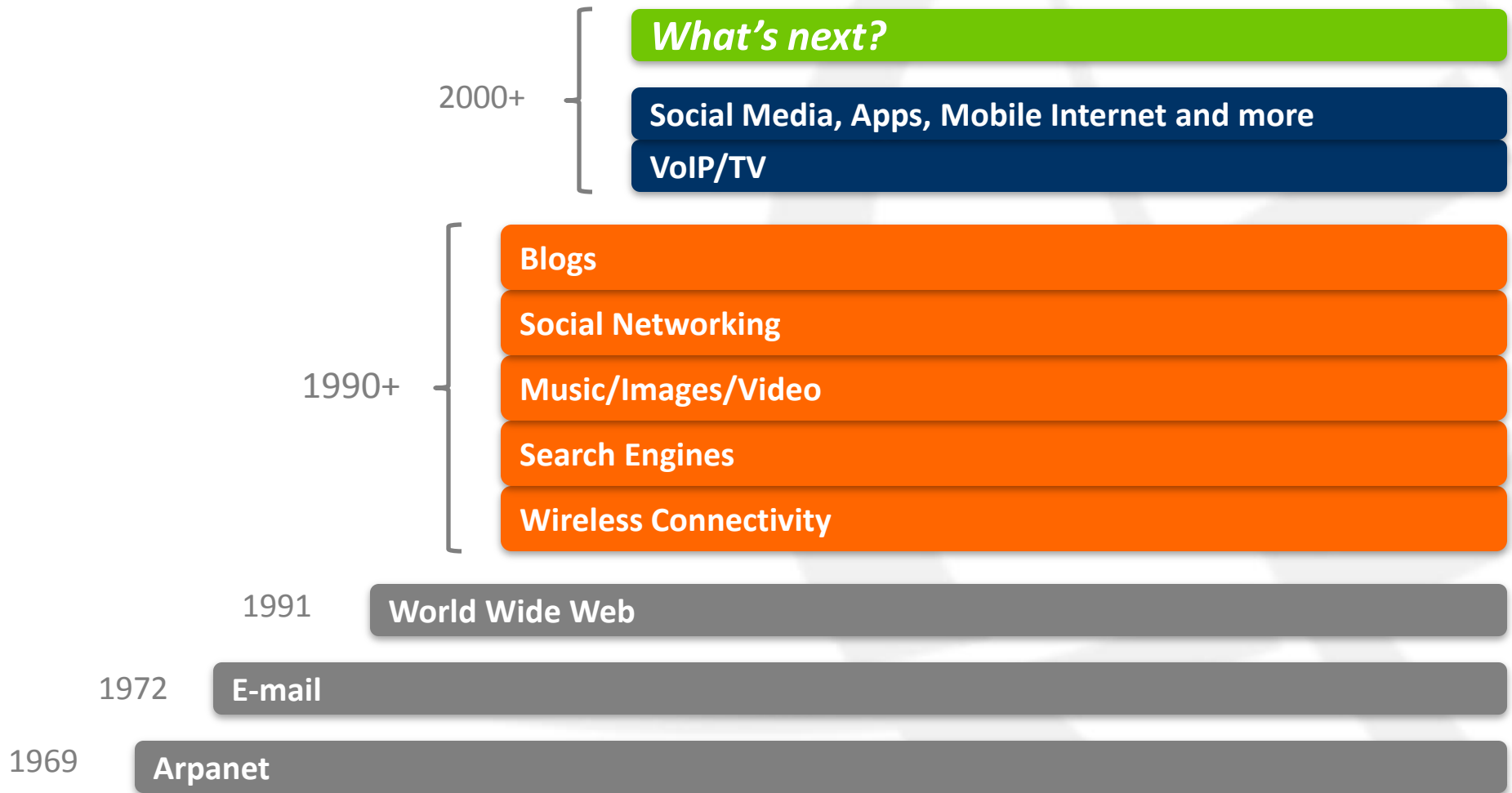


# Agenda

- 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, when, what, how, how much
- Where to get more information



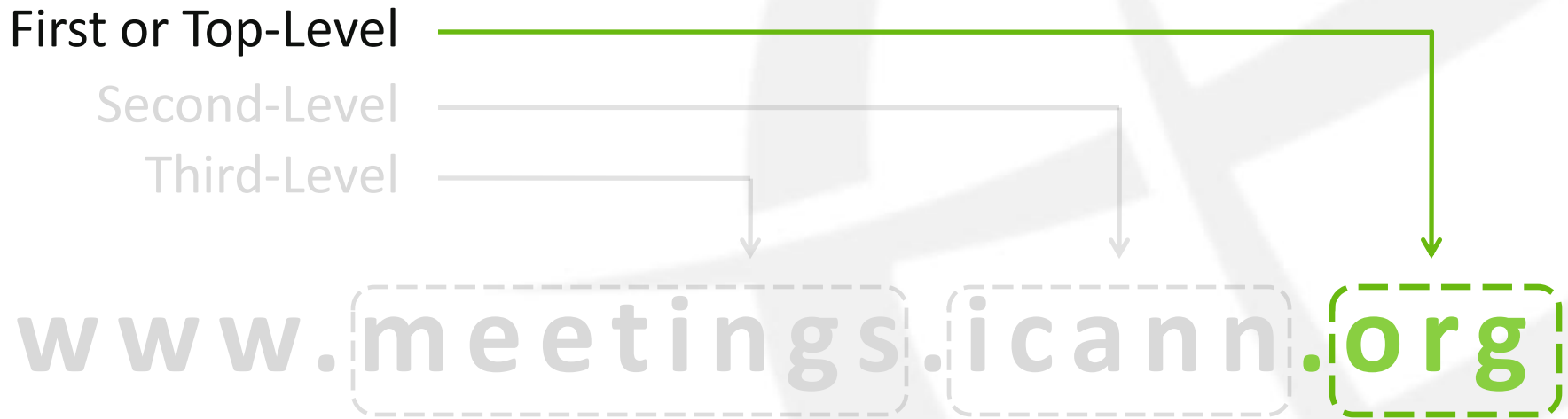
# Internet - An Evolving Ecosystem



# The Anatomy of a Domain Name



# The Anatomy of a Domain Name



# 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

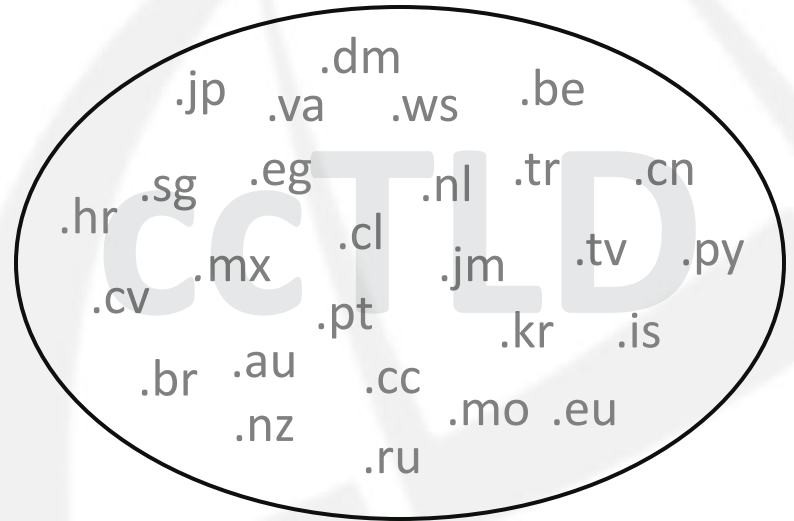


ROOT



New gTLD Program

New gTLDs

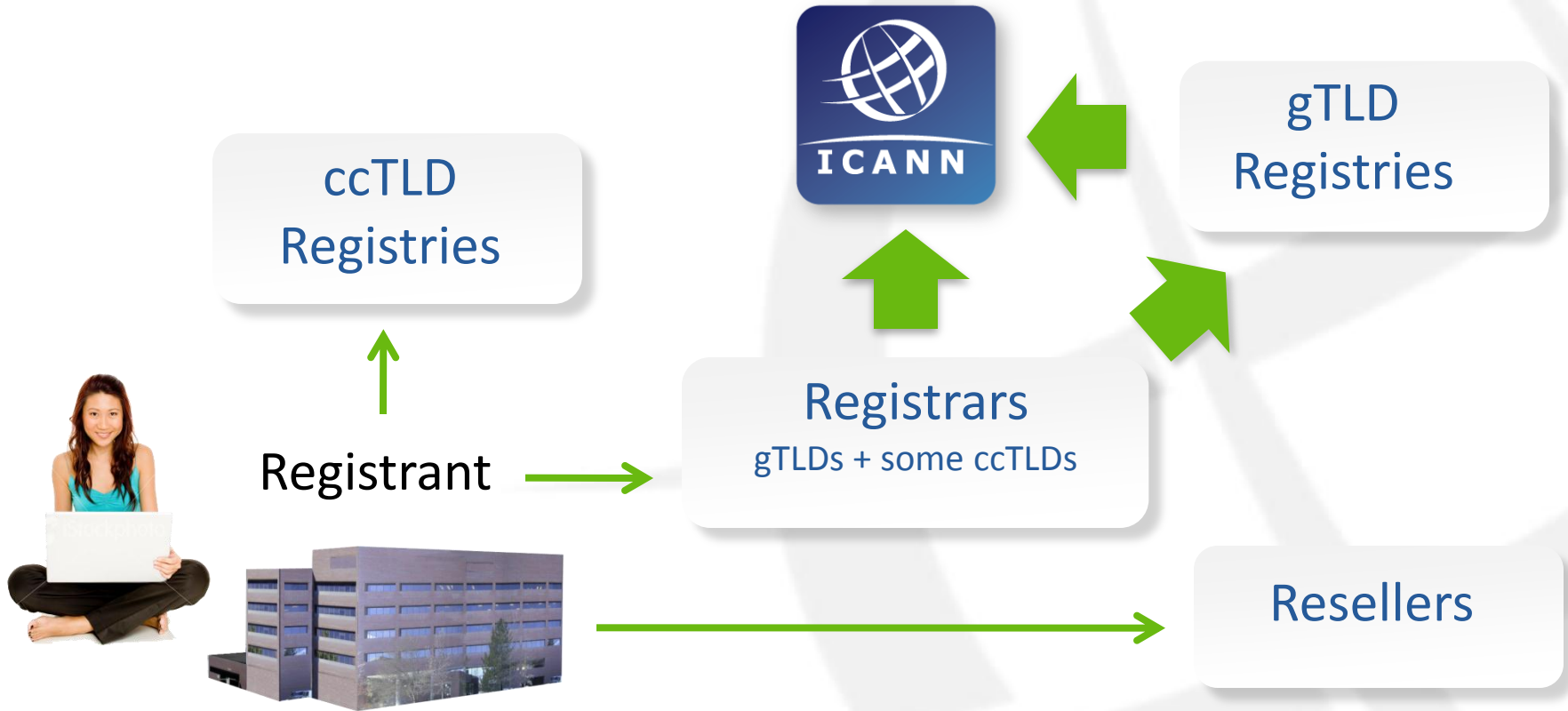


Fast Track Program

IDN ccTLDs



# DNS - A Complex Ecosystem





# 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 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)



# 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)
- April 2011 Discussion Draft
- May 2011 Applicant Guidebook



# 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](http://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

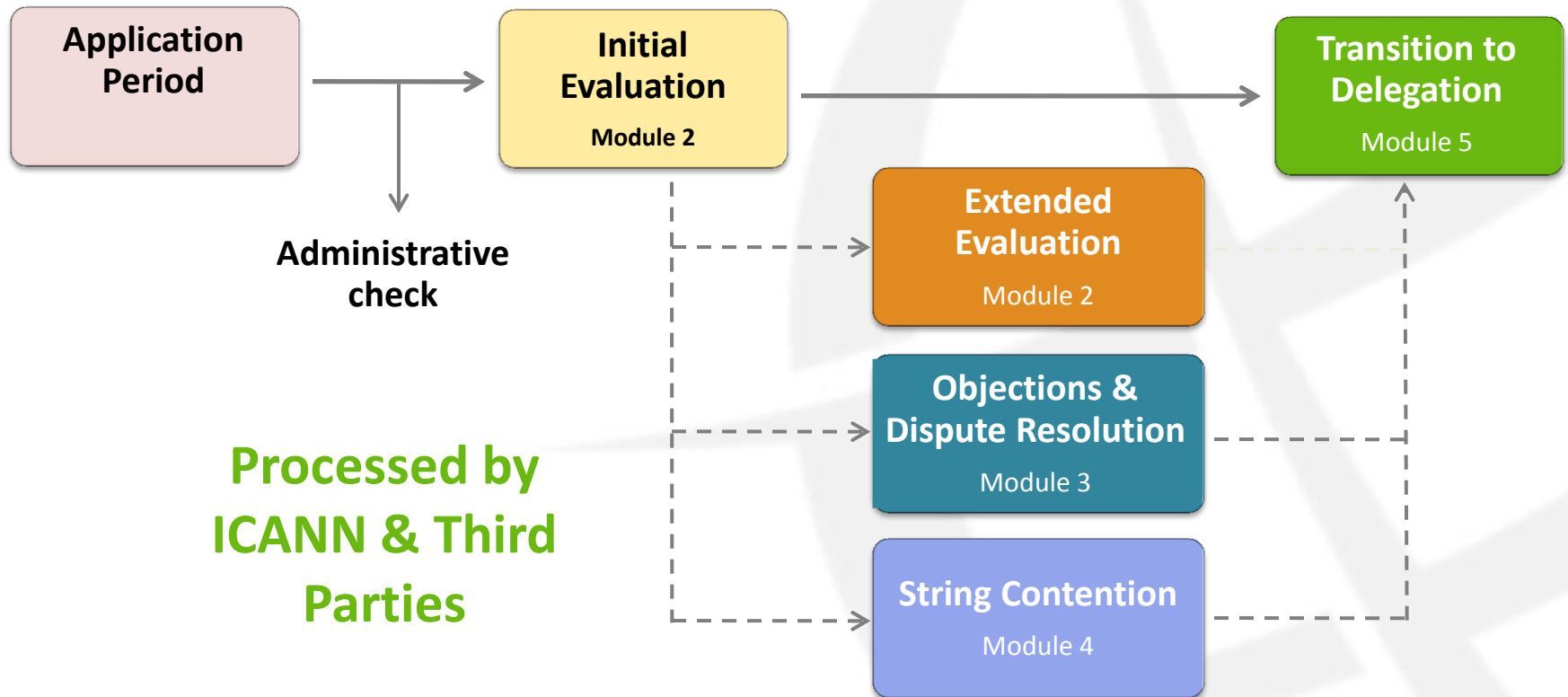
- Paid to ICANN
- US\$5,000 of which is due upon TAS registration
- Refunds apply in certain cases
- Other fees may apply – might not be paid to ICANN

## On-going Registry Fees

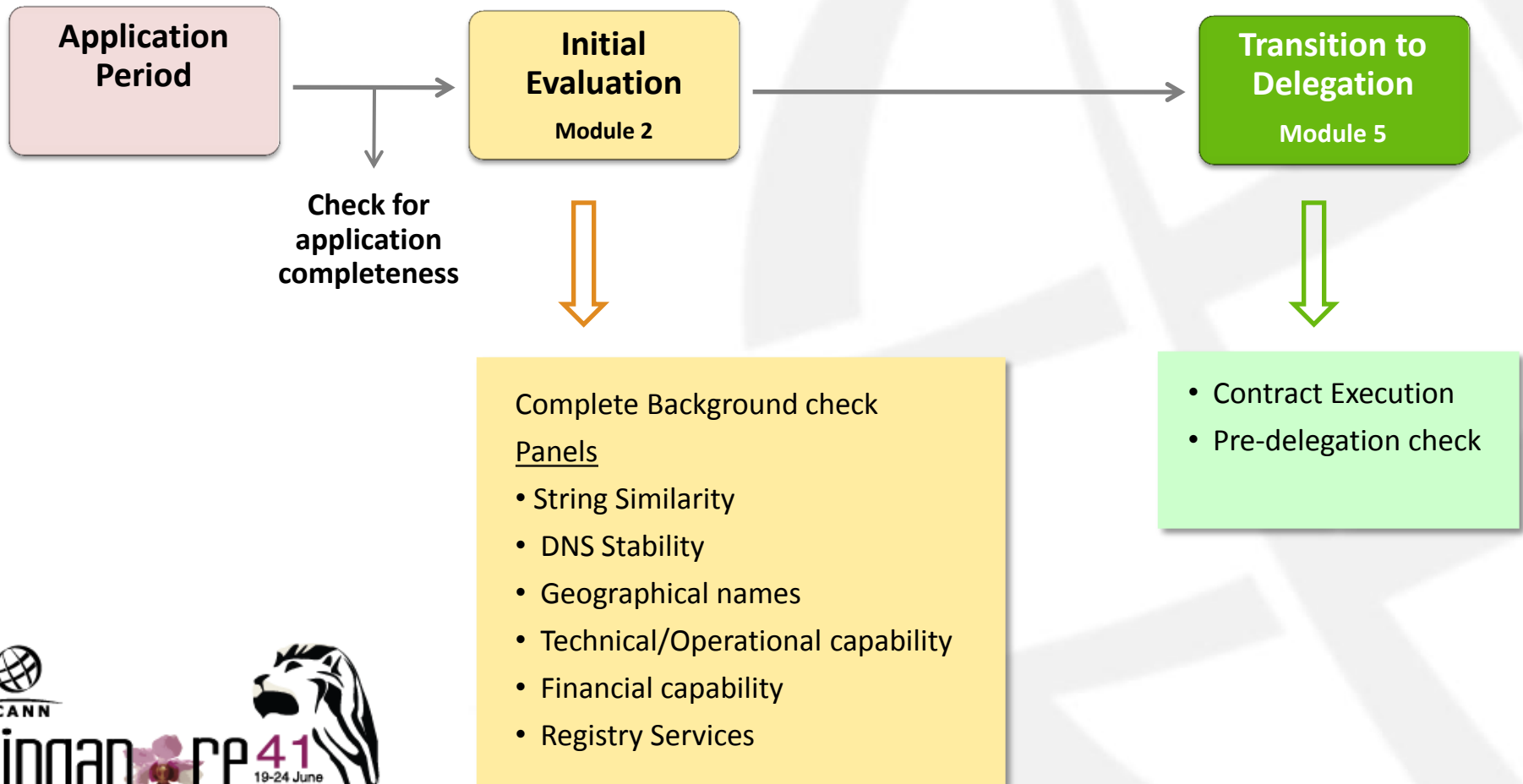
- US\$ 25,000 annual Registry fee
- Transaction fee US\$ 0.25

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

# Evaluation Process at a Glance

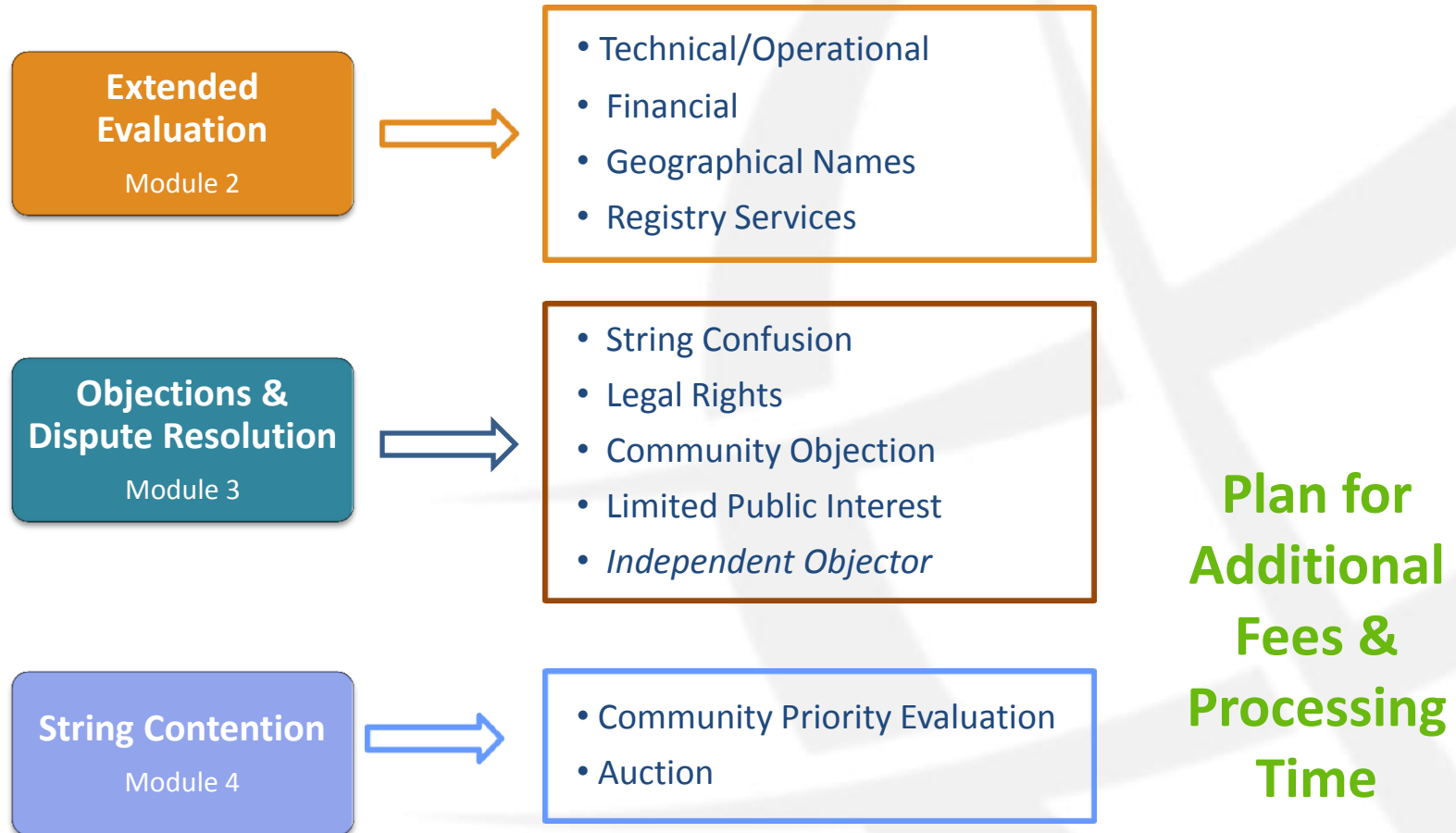


# Straightforward Evaluation Path





# 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](http://www.icann.org)
- New gTLD Program web-pages ⇒
- Questions? Email us: [newgtld@icann.org](mailto:newgtld@icann.org)

- Applicant Guidebook
- Factsheets
- Global Events
- Public Comments
- Status Reports
- more...*



**New gTLDsICAN**

# Thank You

