

New gTLD Program

What kind of Internet do you want?



Dubai

1-3 April 2008

Regional Meeting

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ICANN's Guiding Principles

- To preserve the operational stability and security of the Internet, particularly the domain name system
- To promote competition and choice for registrants, especially in gTLDs
- To achieve broad representation of global Internet communities
- To develop policy appropriate to its mission through bottom-up, consensus-based processes

What is the New gTLD Program?

- The development of the process by which organizations around the world will be able to apply for new TLDs in the near future
- The process being implemented is based on 19 Policy Recommendations developed by the Generic Names Supporting Organization (GNSO)

Potential Benefits of New gTLDs

- To encourage and foster creativity, consumer choice, and competition in the domain name space
- Internationalized Domain Names (IDN) for a more globally and culturally inclusive internet
- Innovative ways of branding and protecting intellectual property
- Information will reach farther and deeper around the world

Generic Top-Level Domain (TLD)

Before 1998 → .COM .NET .ORG

2000 Round → .AERO .BIZ .COOP .INFO
.MUSEUM .NAME .PRO

2004 Round → .ASIA .CAT .JOB .MOBI
.TEL .TRAVEL

The Applicant

- Any public or private established entity from anywhere in the world
 - Cannot be individuals
- Must follow all application steps and rules as specified in the Request for Proposals (RFP)
- Must demonstrate organizational, operational, technical and financial capability
- Must pay an application fee (tbd)

The Application

- The detailed guidelines for the applicant will be published in advance
 - Draft RFP
 - Final RFP
- Application Period
- Will be web-based
 - Applicants answer questions and submit supporting documents

The Evaluation Process

- Initial evaluation
 - Review of applicant's organizational, operational, technical and financial capability
 - Check of the proposed TLD
 - Must not lead to technical instability or unwanted/unexpected results in the DNS
 - Must not be a Reserved Name
 - Must not cause string confusion
- Issues raised in the initial evaluation may be addressed during an extended evaluation

The Objection

- Pre-defined objection process and period
- Processed outside ICANN – Dispute Resolution Provider(s)
- Potential grounds for objection
 - String Confusion
 - Infringement of Rights
 - Morality and Public Order
 - Community

String Contention


- Two or more qualified applicants for the same or confusingly similar TLDs that successfully passed evaluation and potential objections
- Selection mechanisms under consideration
 - Comparative evaluation
 - Auction

What Happens Next?

- ICANN's Board approval of Policy
- ICANN Staff finalizes implementation
 - including fees and final timelines
- Global Communications Campaign

Publication of Draft RFP  **Opportunity to contribute; start preparing**

Publication of Final RFP  **Get ready**

Application Period  **Submit application**

More Information

- www.icann.org
- <http://icann.org/topics/new-gtld-program.htm>
- newgtld@icann.org
- ICANN Meetings
- ICANN Staff

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