New gTLD Program Introduction

Presenters: Carole Cornell
and Karla Valente

ICANN Seoul Meeting
October 2009

Agenda

- About ICANN

- Brief background of new gTLDs

- What to expect and why should you care?

- Program current status

- Overarching issues overview

- Next steps

2

Increased demand for Internet services

The greater the demand for Internet-based services, the larger and more complex the Internet ecosystem becomes

2004	VoIP/TV
1997	Blogs
1995	Social Networking
Late 1990s	Music/Images/Video
1993-1994	Search Engines
Early 1990s	Wireless Connectivity
1991	World Wide Web
1972	E-mail
1969	Arpanet
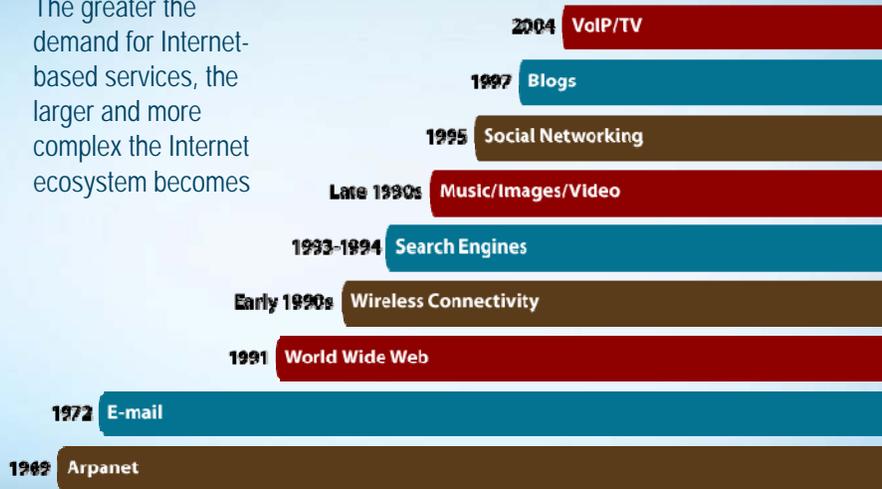
Internet's three operating layers

Content and applications standards (HTML, XML, Java) – Promotes creativity and innovation in applications leading to email, World Wide Web, ebanking, wiki, Skype, and much more

2004	VoIP/TV
1997	Blogs
Late 1980s	Music/Images/Video
1993-1994	Search Engines
1991	World Wide Web
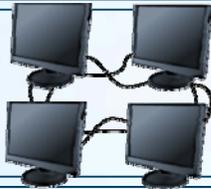
Internet protocols and standards (TCP/IP, DNS, SSL) – TCP/IP, controls traffic flow by dividing email and web data into packages before they are transmitted on the Internet

Telecommunications infrastructure – Physical network made up of underwater cables, telephone lines, fiber optics, satellites, microwaves, wi-fi, and so on Facilitates transfer of electronic data over the Internet

World Internet users

2%	1%
21%	3%
8%	
29%	36%

- Africa
- Asia
- Europe
- Latin America
- Middle East
- North America
- Oceania/Australia
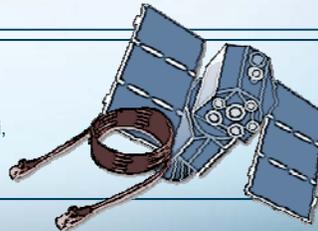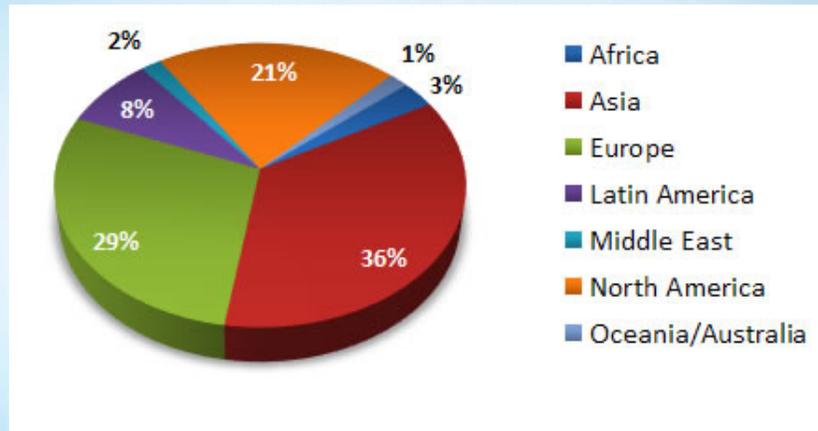
© 2007, www.internetworldstats.com

ICANN mission statement

- To coordinate, overall, the global Internet's system of unique identifiers, and to ensure stable and secure operation of the Internet's unique identifier systems. In particular, ICANN coordinates:

  1. Allocation and assignment of the three sets of unique identifiers for the Internet:
     - Domain names (forming a system called the DNS)
     - Internet protocol (IP) addresses and autonomous system (AS) numbers
     - Protocol port and parameter numbers

  2. Operation and evolution of the DNS root name server system

  3. Policy development reasonably and appropriately related to these technical functions

6

ICANN's community

BOARD OF DIRECTORS

Governmental Advisory Committee (GAC)

President and CEO

ICANN Staff
Marina del Rey - 60
Sydney - 4
Brussels - 8
Other - 12

Nominating Committee

17 voting delegates
+ 5 non-voting delegates

Technical Liaison Group (TLG)

ASO

Regional Internet Registries
• ARIN
• RIPE NCC
• LACNIC
• APNIC
• AfriNIC

GNSO

• gTLD Registries and Registrars
• Intellectual Property
• ISPs
• Businesses
• Universities
• Consumers

CCNSO

ccTLD registries (e.g., .us, .uk, .au, .it, .be, .nl, etc.)

Root Server System Advisory Committee (RSSAC)

Security & Stability Advisory Committee (SSAC)

At Large Advisory Committee (ALAC)

ICANN's mission and New gTLDs

- A core objective in founding ICANN; a requirement in each of ICANN's U.S. government agreements (1998 – present):

  "Define and implement a predictable strategy
  for selecting new TLDs"

- Fostering choice and competition in provision of domain registration services

- ICANN's founding documents (in 1998):

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

8

Brief gTLD historical background

- There are presently 21 gTLDs in the root zone

- There were eight that predate ICANN:
  .com .edu .gov .int .mil .net .org .arpa

- Seven were added in a round starting in 2000:
  .aero .biz .coop .info .museum .name .pro

- Six were added in a round starting in 2004:
  .asia .cat .jobs .mobi .tel .travel (soon to be added: .post)

- Experience in past rounds has been factored into current new gTLD planning

9

What can we potentially expect?

- Internationalized Domain Names (IDN)

- Increase in creativity, innovation and consumer choice

- Increase in competition in the domain name space

- gTLDs tailored to address community needs

- Geographic gTLDs

- New ways of branding and establishing corporate identity on the Internet

10

Why should you care?

- New ways end users find information on-line

- More choices as registrant

- Opportunity for investment and new businesses

- A more globally and culturally inclusive internet with IDNs

- Systems and applications will need to be updated to accept new TLDs

- Potential impact on your brand or trademark

- Potential impact on your cultural community, organization and industry sector

- Potential impact on your geographic name

11

What happened so far?

- Policy development – Dec 2005 to Sep 2007

- ICANN Board Policy approval – Jun 2008

- Publication of Draft Applicant Guidebooks for public comments
  - November 2008 (version 1)
 - March 2009 (version 2)
  - May 31 (Excerpts)

- Publication of several reports and explanatory memos

- Focused work on overarching issues resolution with help of experts and ICANN community

12

New gTLD Evaluation Process

| Application Period Module 1 | Initial Evaluation Module 2 | | Transition to Delegation Module 5 |

Extended Evaluation — Module 2

Objections and Dispute Resolution — Module 3

String Contention — Module 4
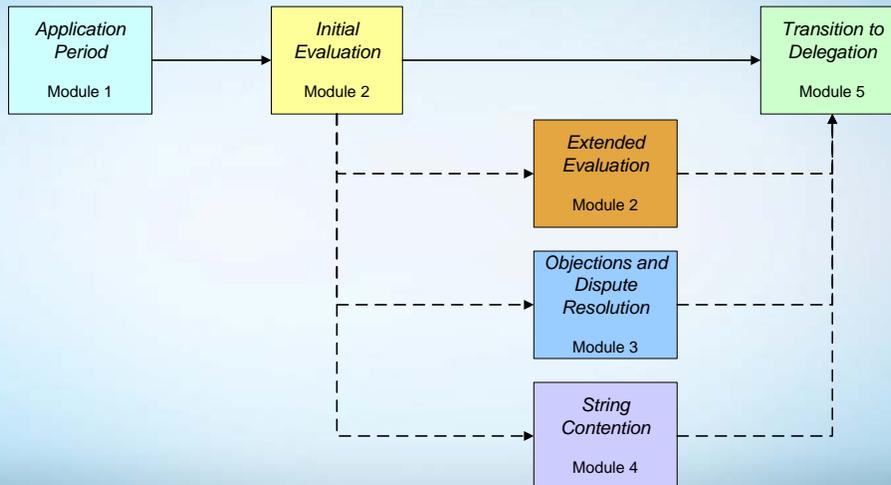
13

New gTLDs and overarching Issues

- Four key concerns were identified based on public comments in November, 2008; regarding:
  - Trademark protection
  - Possible amplification of malicious conduct on the Internet
  - Questions regarding new gTLD demand (including issues of cost)
  - Security and stability impacts of an expanded number of gTLDs

14

General approach to address overarching issues

- ICANN has approached each issue individually, but recognizing that all must be addressed before launching the new gTLD process

- Identified experts in each field to provide solutions/models for public discussion

- Enables open and extensive public comments periods on each of these issues

- All this work will inform the next version of the Draft Applicant Guidebook

15

Trademark protection - issues raised

- Cost and administrative burden to rights owners of many new gTLDs

- Potential increase in cybersquatting, consumer confusion

- Scalability of existing dispute processes (UDRP) to a larger name space

- Preventing bad actor registry operators

- Others

16

Malicious conduct - issues raised

- Will instances of malicious conduct multiply with the introduction of new gTLDs?

- What are the manner / modalities of malicious conduct that might arise?

- How can instances of malicious conduct be mitigated (in volume and effect)
  - Through the process of introducing new TLDs
  - Through contract or other restrictions

17

Root scaling - issues raised

- What are the possible combined effects on root zone performance of the (near) coincident introduction of:
  - IPv6
  - DNSSEC
  - IDNs
  - New gTLDs

- Are there any impacts on the new gTLD process?

18

Domain name market - issues raised

- Some economic concerns focused on growth in expense:
  - Trademark infringements (costs for defensive second-level registrations, protection of trademarks at top-level)
  - Potential growth in malicious conduct
  - Potential for user confusion

- Should there be price caps for registration services?

- What are the effects of the switching costs involved in moving from one TLD to another?

- What is the effect of the market structure and pricing on new TLD entrants?

19

Recent Publications

- Draft Applicant Guidebook, version 3 + other documents:
  - Update on Cost Considerations
  - Malicious Conduct
  - Voluntary Security Designation program
  - Summary changes Registry draft agreement
  - Root scaling study
  - Draft Global Communications Plan

- Summary analysis on public comments
  - IRT Final report
  - Consultations - Sydney, NYC & London
  - Excerpts Comments
  - Root scaling TOR

- Two Trademark Protection mechanisms proposals
  - URS
  - TM Clearing House

20

What's next?

- Staff continues to balance the desire to move ahead with the launch plans while addressing the Community raised concerns

- Actively working with experts and seeking community input on Overarching Issues through participation in Global consultation events + dedicated Wiki

- Working on next version of Applicant Guidebook

- Operational readiness – retain evaluation panels

21

New gTLD Seoul Sessions

- Sunday 09:30 – 10:30   "Introduction to new gTLDs"

- Monday 10:30 – 12:00   "Program update and sessions for the week"

- Monday 15:00 – 17:00   "Registry/Registrar Separation"

- Monday 17:00 – 19:00   "Mitigating Malicious conduct"

- Wednesday 12:30 – 14:00   "Trademark protection"

- Wednesday 12:30 – 14:00   "Root scaling study results"

22

Upcoming events

- Latin America
  - Sao Paulo – Nov 24
  - Buenos Aires – Nov 27
- Africa and webinars under development

23

THANK YOU

www.icann.org