



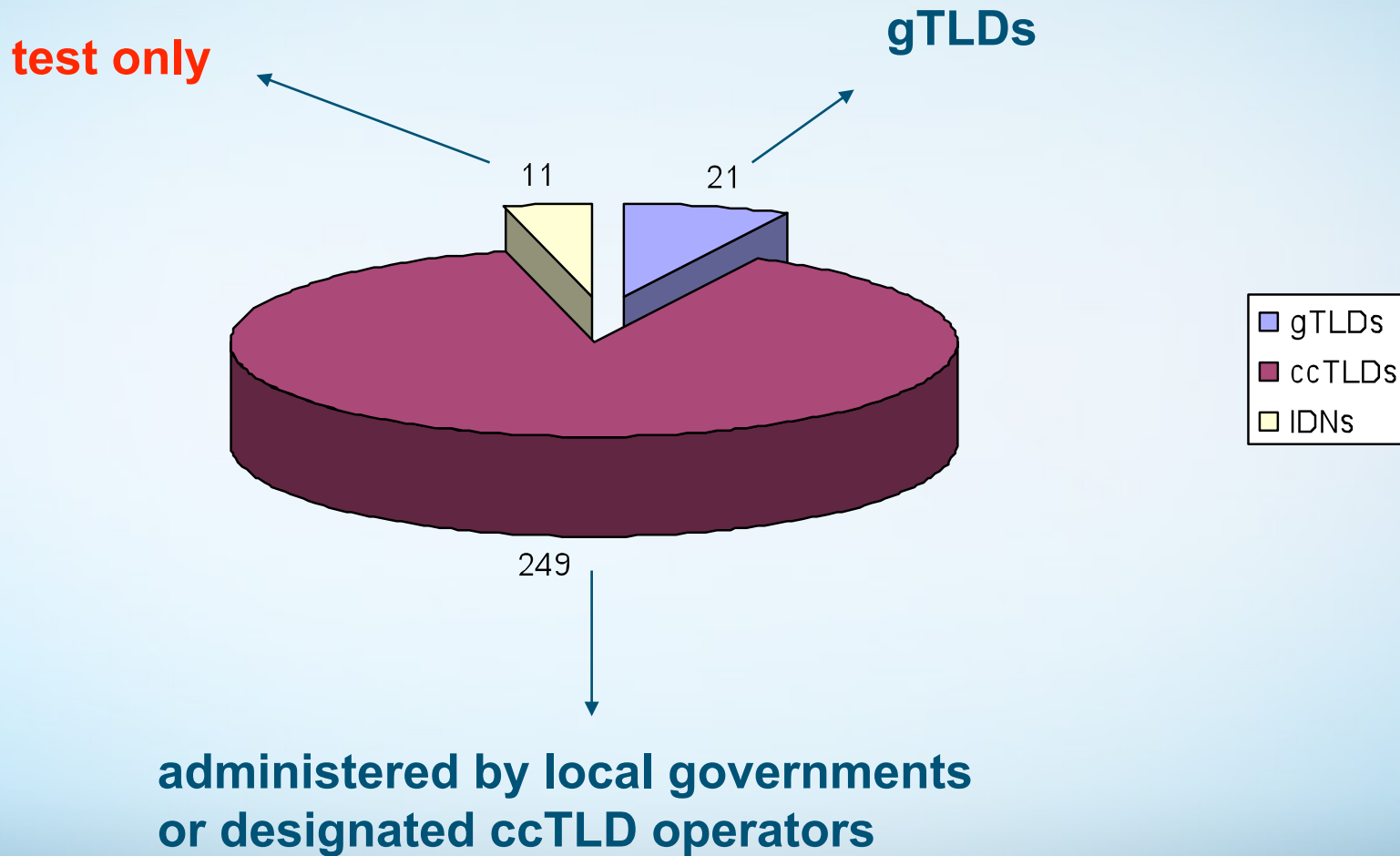
New gTLD Program

What kind of Internet do you want?

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Top-Level Domains in the Root



Generic Top-Level Domains (gTLDs)

Before 1998 → .COM .NET .ORG

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

2003 Round → .ASIA .CAT .JOBS .MOBI
.TRAVEL .TEL

ICANN and New gTLDs

- New gTLDs will bring about the biggest change in the Internet since its inception nearly 40 years ago
- New gTLD deployment has attracted much attention
- Multi-stakeholder community involved in developing processes for implementing new gTLDs

Potential Benefits of New gTLDs

- To encourage and foster creativity, innovation, consumer choice, and competition in the domain name space
- Internationalized Domain Names (IDN) for a more globally and culturally inclusive internet
 - IDNs currently only of second level

Policy Outline

- GNSO completed and approved policy by a supermajority vote on 6 September 2007
- Set of principles, recommendations and implementation guidelines
- Open approach, "objection-based"
- Applicants to propose gTLD strings
- No pre-defined limit on number of gTLDs
- IDN gTLDs included, conditional on readiness
- Fees to recover costs
- Rounds initially, aiming at ongoing process later

Policy Themes

Enabling the introduction of new gTLDs → Overall objective

Allocation methods → Requirements for the process

Selection criteria → Requirements for the applications

Contractual conditions → Requirements to follow in operation

What is the New gTLD Program?

- The development of the criteria, process and tools by which organizations around the world will be able to apply for new TLDs in the near future

The Applicant

- Any public or private established entity from anywhere in the world
- Must follow all application steps and rules as specified in the RFP
- Must demonstrate organizational, operational, technical and financial capability
- Must pay an application fee (tbd); other fees may apply depending on application path

The Application Process

- The detailed guidelines for the applicant will be published in advance
 - Draft RFP
 - Final RFP
- Open application period
- Will be web-based
- Customer support

The Evaluation Process

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

The Objection

- Pre-defined objection period
- Processed outside ICANN – Dispute Resolution Provider(s)
- Potential grounds for objection
 - String Confusion (Rec 2)
 - Infringement of Rights (Rec 3)
 - Morality and Public Order (Rec 6)
 - Community Objection (Rec 20)

String Contention

- Two or more qualified applicants for an identical or similar TLD that successfully passed evaluation process
- Selection mechanisms under consideration
 - Comparative evaluation
 - Auction

What Happens Next?

- ICANN Board approval of policy
- ICANN Staff finalize implementation
- Launch global communications campaign

Publication of Draft RFP → **Participate**

Publication of Final RFP → **Prepare**

Go-live Period → **Apply**

More Information

- www.icann.org
- newgtld@icann.org
- ICANN Meetings
 - Paris:
 - New gTLDs - Shaping the Future of the Internet?
- ICANN Staff

Thank You