



ICANN UPDATE

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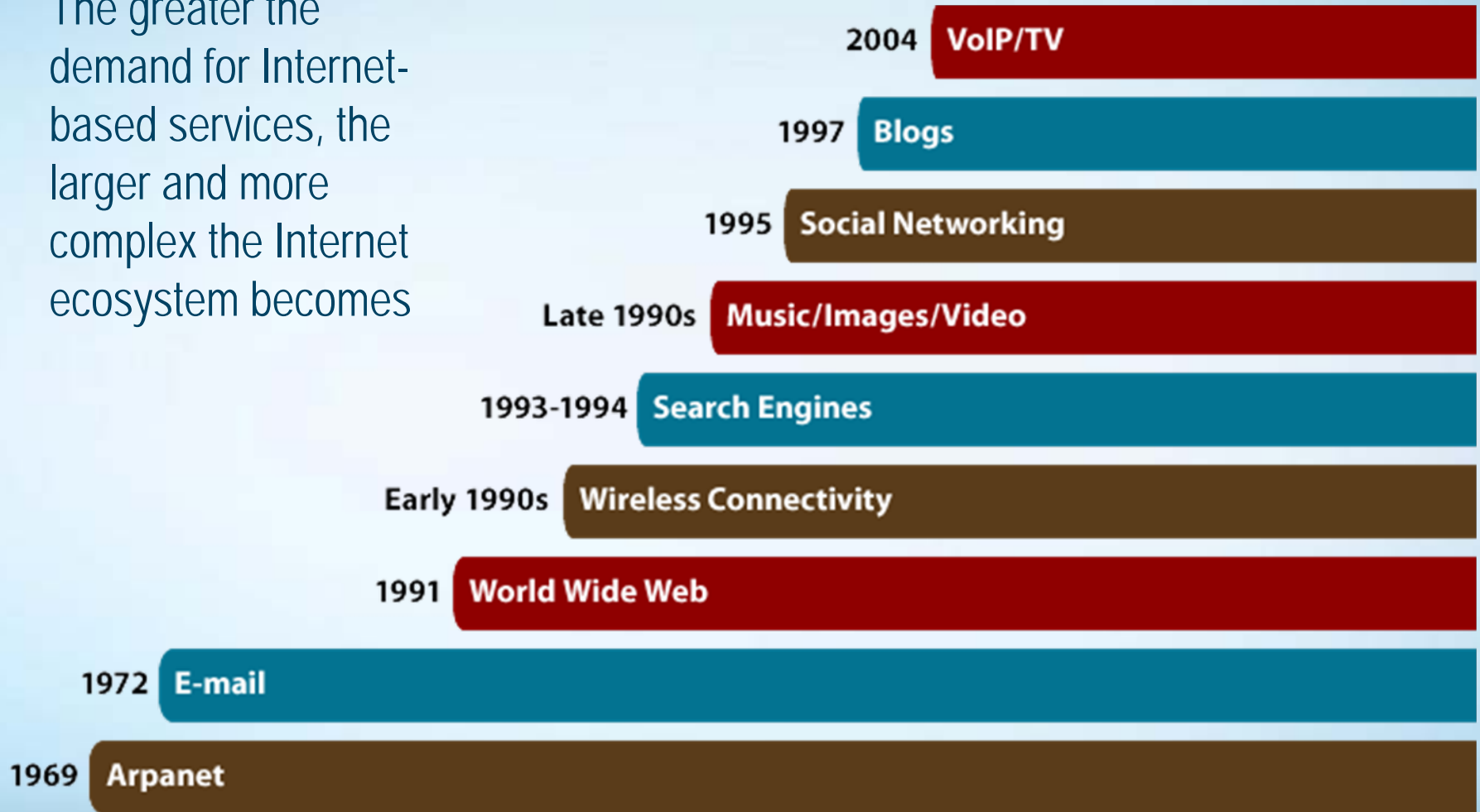
*AfriNIC 11
Dakar, Sénégal
21-27 November 2009*

Agenda

- About ICANN – quick introduction
- New gTLDs
 - ◆ What to expect and why should you care?
 - ◆ Program current status
 - ◆ Overarching issues overview
 - ◆ Next steps
- IDNs
 - ◆ fast track
 - ◆ requirements
 - ◆ participation

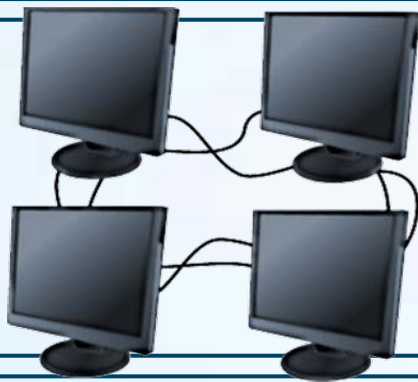
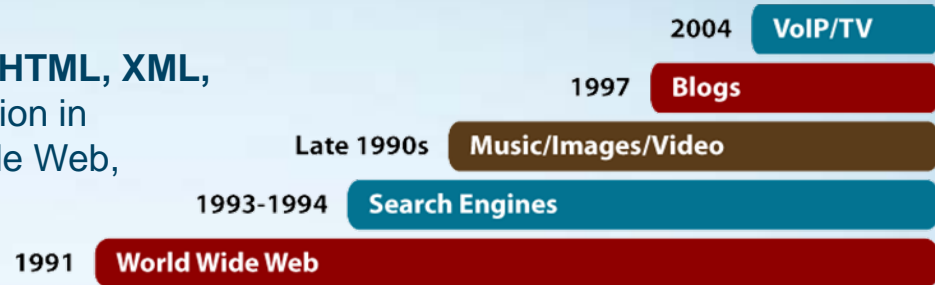
Increased demand for Internet services

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



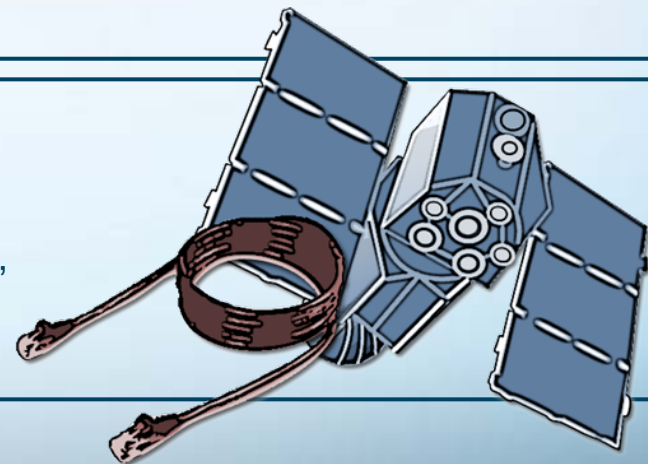
Internet's three operating layers

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



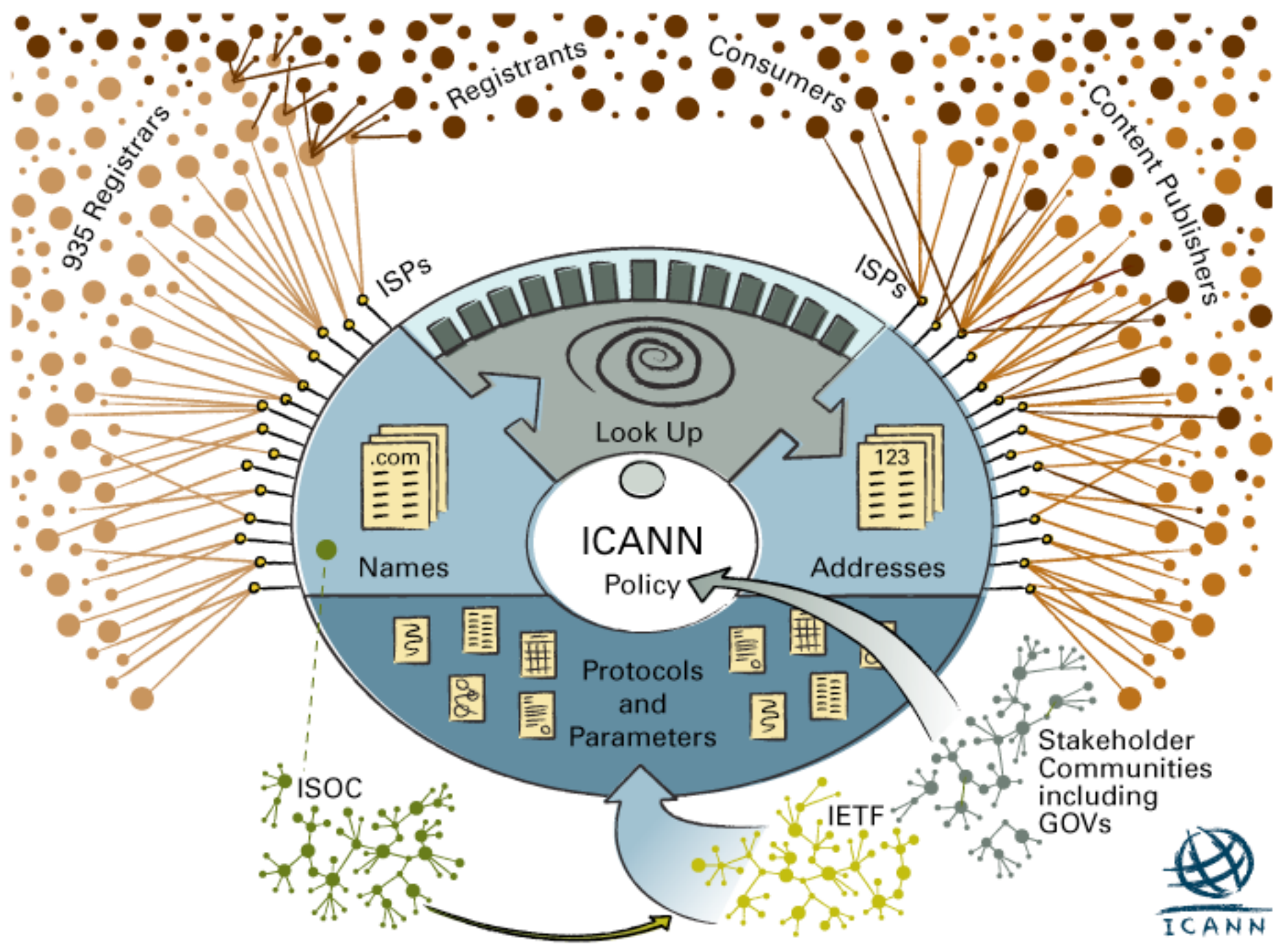
Internet protocols and standards (TCP/IP, DNS, SSL) – TCP/IP, controls traffic flow by dividing email and web data into packages before they are transmitted on the Internet

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



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



935 Registrars

Registrants

Consumers

Content Publishers

ISPs

ISPs

Look Up

ICANN
Policy

Names

Addresses

Protocols
and
Parameters

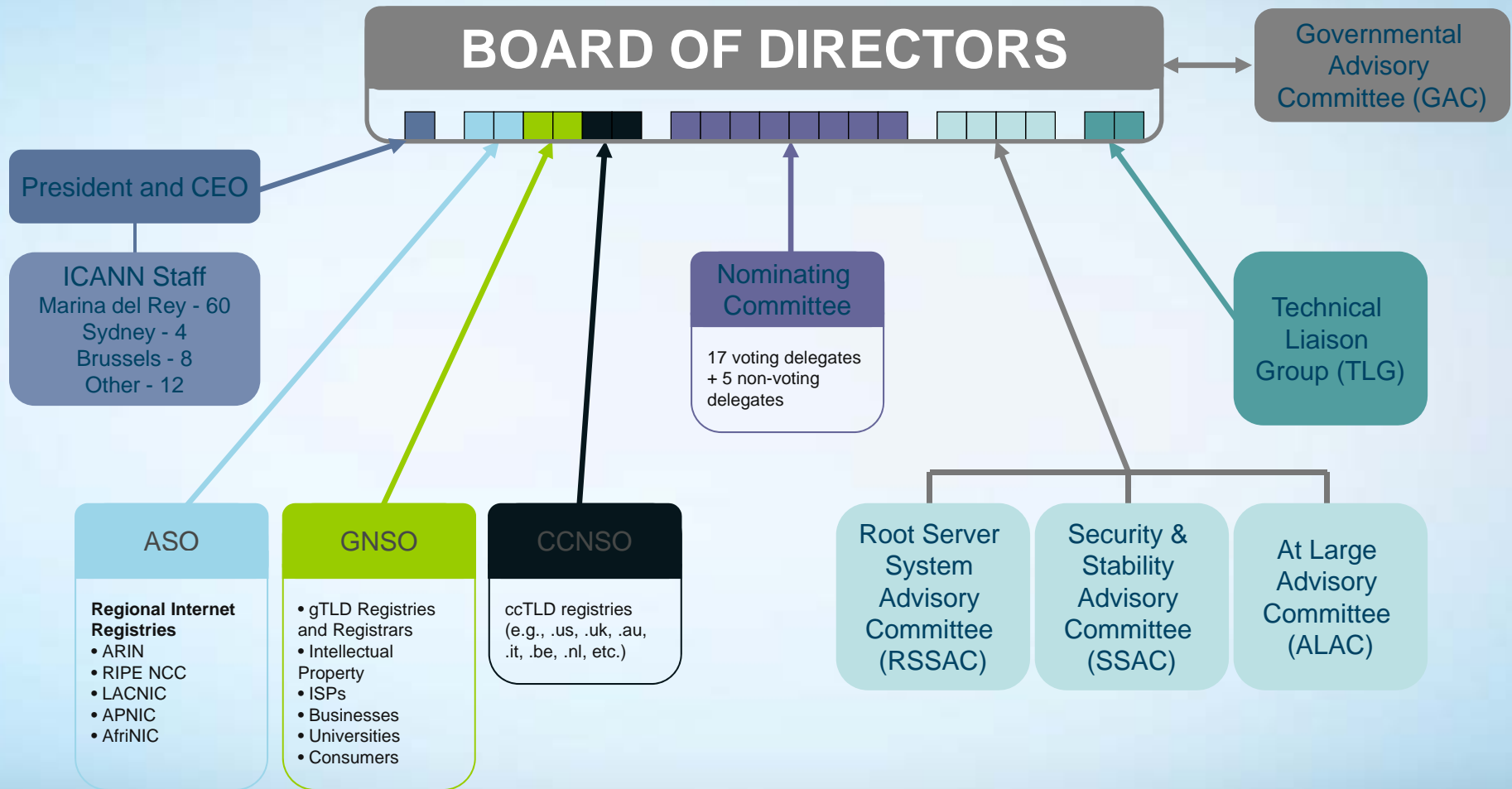
ISOC

IETF

Stakeholder
Communities
including
GOVs



ICANN's community



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”*

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

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

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

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

Why Care?



- **Who will own .bakel?**
 - a) Town in Senegal
 - b) Town in Netherlands
 - c) Italian cosmetics company
 - d) None of the above
 - e) All of the above

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

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

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

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

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?

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?

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
 - ◆ Uniform Rapid Suspension System (URS)
 - 20◆ Trade Mark Clearing House

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

IDN ccTLD Fast Track Process:

- Process to introduce a limited number of IDN ccTLDs, that
 - are associated with ISO3166-1 two-letter codes
 - are comprised of non-Latin characters
 - includes government and community support
 - represent country/territory names
 - ensures continued stable DNS operation

Participation Requirements:

- The entity functioning as requester can be:
 - Identified IDN ccTLD manager
 - Government/Public Authority
 - of country/territory listed on ISO3166-1 (or EC)
 - Otherwise appointed entity
 - If the requester is not the corresponding government or relevant public authority:
 - letter of government support is required to be included in the request

How to participate:

- Go to <http://www.icann.org/en/topics/idn/fast-track/> to access the online request system
 - Final Implementation Plan with all details for the process
 - Manual explaining how to use the online request system
 - Webcast presentation, video, FAQ and more
- IDN Support function at ICANN:
idncctldrequest@icann.org

Fellowships to go to ICANN meetings

- Application forms are available online:
<http://www.icann.org/fellowships/>
- The 38th International Public ICANN meeting in Brussels, Belgium 25-30 June 2010
 - ◆ Application Round opens: 11 January 2010
 - ◆ Application Round closes: 19 February 2010
 - ◆ Selected Fellows announced: 16 April 2010
- <http://www.icann.org/en/general/calendar/>

Upcoming events

**37th International ICANN meeting
Nairobi -7-12 March 2010**



THANK YOU

For more information, visit:

<http://www.icann.org>

or send mail to:

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