



# THE NEW gTLD PROGRAM: What's in it for Africa?

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## OUTLINE

- Brief background of new gTLDs
- What to expect and why should you care?
- Program current status
- Overarching issues resolution approach
- Next steps



## ICANN's Mission and New gTLDs

- A core ICANN objective, and requirement in each of ICANN's U.S. government agreements (1998 – present): *“Define and implement a predictable strategy for selecting new TLDs”*
- Foster choice and competition in domain registration
- 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”*

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## Brief gTLD Historical Background

- There are presently 21 gTLDs in the root zone
  - ♦ Eight predate ICANN:  
*.com .edu .gov .int .mil .net .org .arpa*
- 13 added in two rounds
  - ♦ Seven starting in 2000:  
*.aero .biz .coop .info .museum .name .pro*
  - ♦ Six starting in 2004:  
*.asia .cat .jobs .mobi .tel .travel (soon to be added: .post)*
- Current new gTLD planning is based on experience in previous rounds

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## What Can We Expect?

- Internationalized Domain Names (IDN)
- Increase in:
  - ♦ Creativity and Innovation
  - ♦ Consumer choice
  - ♦ Competition in the domain name space
- gTLDs that address community needs
- Geographic gTLDs
- New ways of branding and establishing corporate identity on the Internet

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## Why Care?

- As a user:
  - ♦ New ways end users find information on-line
  - ♦ More choices as registrant
- As a business/an entrepreneur
  - ♦ Opportunity for investment and new businesses
  - ♦ Systems and applications to be updated to accept new TLDs
  - ♦ Potential impact on your brand or trademark
- As a Community/Country
  - ♦ A more globally and culturally inclusive internet with IDNs
  - ♦ Potential impact on your culture, community, organization
- Potential impact on your geographic name



## 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

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## The Road 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)
- Publication of several reports and explanatory memos
- Focused work on overarching issues resolution with help of experts and ICANN community

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## New gTLDs and Overarching Issues

- Four key concerns identified in public comments in November, 2008:
  - ♦ Trademark protection
  - ♦ Possible amplification of malicious conduct on the Internet
  - ♦ Questions on new gTLD demand (including issues of cost)
  - ♦ Security and stability effects of increasing gTLDs

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## Global Consultation Events

- **Consultations** to discuss
  - ♦ workable solutions
  - ♦ Outstanding/overarching issues, particularly trademark protection and malicious behavior
- Dedicated Web site with info/docs on events
- Events: Sydney (June 24); New York (July 13); London (July 15)
- Between 150 and 180 attendees
- Verbal and written feedback on IR/other proposals
- Staff working on Summary



## Global Outreach Events

### ▪ Outreach Events:

- ♦ Give an introduction to New gTLDs, IDNs
- ♦ Provide updates on program developments and make ICANN staff available for questions and answers
- ♦ Are aimed at people with little or no prior knowledge of New gTLDs

### ▪ Events:

- ♦ Hong Kong (July 24) ~ 170 attendees
- ♦ Abu Dhabi (August 4) ~ 40 attendees

### ▪ Additional venues in Latin America and Africa and Webinars under consideration



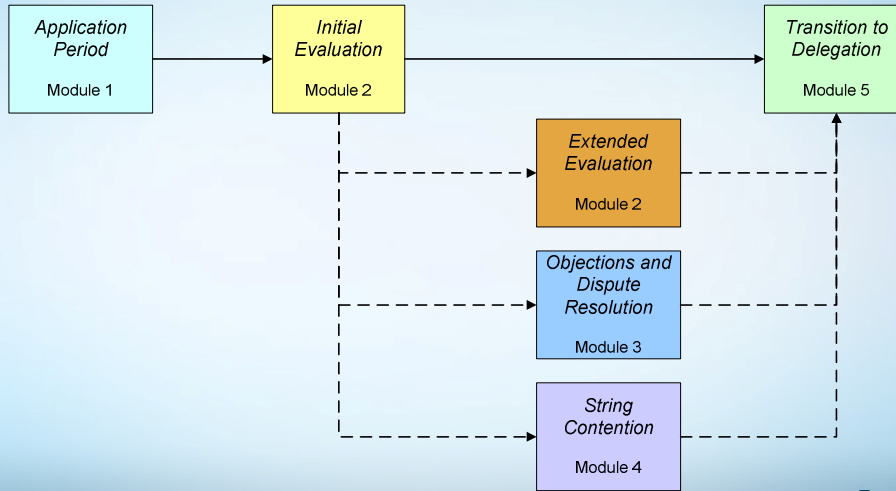
## Upcoming publications and events

- Analysis – IRT proposal public comments – *Q3 2009*
- Summary of consultation events - Sydney, NYC and London – *Q3 2009*
- Version 3 – Draft Applicant Guidebook – came out on October 4, 2009
- Root scaling study – came out 7 September *2009*
- Final Applicant Guidebook ~ *Q4 2009*
- Program Launch expected in 2010
- Events in Africa and Latin America – Q4 2009 – details tbd

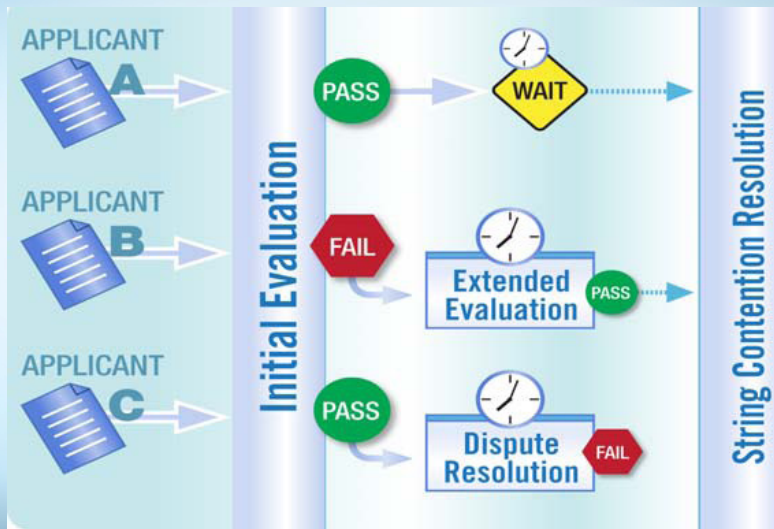
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## Evaluation Process



## String contention resolution



## Applicant Guide book 3

- specific trademark protections (described below) the new Guidebook includes:
- Measures to prevent or mitigate potential for malicious conduct including a proposal to create high-security zones;
- Enhanced stability / security measures, requiring DNSSEC deployment and prohibiting use of wildcards;
- Protecting registrants by taking step to ensure registry viability: defining a financial instrument that will ensure ongoing registry operations in the event of failure, and specifying certain pre-delegation registry tests; and
- Enhanced contractual tools through the development of post-delegation dispute procedures including one to ensure that community-based TLDs adhere to their self-described purpose.

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## Few Things to keep in mind

- Only organizations can apply during the application period
- Application fee - \$185K + other fees depending on application path
- Applicants must follow all string requirements and demonstrate financial, operational and technical capacity

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## Few things to keep in mind

- Geographic names and community TLD have additional requirements
- On-going yearly fees apply for Future Registries
- A straightforward application could have an approximate 8-month lifecycle from administrative check to delegation time
- A complex application could have an approximate 19-month lifecycle (because of string contention cycles)

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# THANK YOU

For more information, visit:  
<http://www.icann.org>

