New Top-Level Domains

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Brief History

- 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 used in program for new gTLDs

- ccTLDs are currently allocated per reference to the ISO3166-1 list (e.g. .cn for China, .gr for Greece)

  – IDN ccTLDs being added via IDN ccTLD Fast Track Process

New TLD Processes

Launched: IDN ccTLDs Fast Track Process
- to introduce a limited number of IDN ccTLDs
- non-Latin scripts only, matching ISO3166 list
- must match country/territory names

In Policy Development: IDN ccTLDs – Long Term
- full policy that caters for all
- follows the ccNSO Policy Development Process
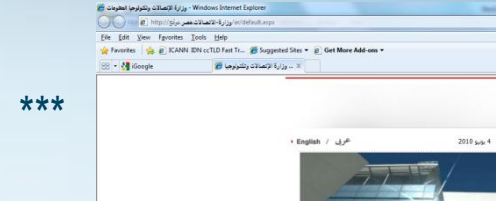
In Implementation: New gTLDs
- includes internationalized domains
- IDN technical requirements same as Fast Track
- focus on non-ASCII squatting & confusingly similarity solutions
- no launch date specified
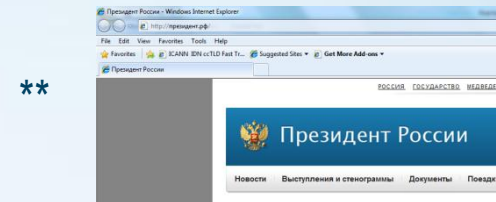
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IDN ccTLD Fast Track Process

- Introducing limited number of IDN ccTLDs
  - on ISO-3166 list (or EC)
  - official language not based on Latin (extended)
    - ISO 639 (UN manual) listed or Government doc
  - technical string criteria (IDNA and Guidelines)
    - 2 char min + IDN tables + not confusingly similar
  - meaningfulness of string
    - long or short version in UN manual
      - if not in UN manual then documentation required
    - can be acronym
    - usability issue with strings longer than 3 chars

First IDN ccTLDs in the DNS

China	.中国 and .中國
Egypt***	.مصر
Hong Kong	.香港
Russia**	.рф
Taiwan	.台灣 and .台湾
Saudi Arabia*	.السعودية
UAE****	.امارات
Thailand	.ไทย
Jordan	.الاردن
Palestine	.فلسطين
Sri Lanka	.ලංකා and .இலங்கை

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http://موقع.وزارة-الاتصالات.مصر

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http://президент.рф/

*

http://سجل.السعودية

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http://محمد-بن-راشد.امارات

IDN ccTLD Status and Timing

- Process launched 16 November 2010
  - 33 requests from countries/territories
  - 22 languages
  - 14 strings live in DNS root zone
  - additionally, strings approved for:
    - Jordan, Palestine, Qatar, Singapore
    - Sri Lanka, Syria, Thailand, Tunisia.
  - review planned for Q4-2010
    - to ensure continued end-user compatibility

New gTLDs Process

- GNSO Policy development Dec2005-07
- ICANN Board Approval June 2008
- Process Implementation ongoing…
- Applicant Guidebook v 4 released, staff review of received comments

Module 1
- Vertical integration
- Variant management
- Process development

Module 2
- IDN 3-character requirement issues
- Geographic names

Module 5
- Trademark Clearinghouse
- URS
- Post-delegation dispute resolution
- Zone file access requirements
- Registry transition procedures
- Registry agreement

Improving the Namespace

- What it means for users?
  - -- user choice and opportunity
  - -- new ways of branding and online corporate identity
  - -- Internationalized Domain Names (IDNs)
  - -- TLDs tailored to address community needs
  - -- new ways end users find and produce information on-line
  - -- direct navigation & search engine optimization
  - -- increase in creativity, innovation, and competition

- Security provisions & protections
  - -- trademark and ip protection
  - -- mitigating malicious conduct
  - -- confusability prevention
  - -- technical req to continue to prevent phishing
  - -- systems and applications (need updates for usability)

Thank You

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References:

http://icann.org/en/topics/new-gtld-program.htm
http://www.icann.org/en/topics/idn/