

New gTLD Program at a glance

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Nordic Domain Days
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Agenda

- ⦿ About ICANN
- ⦿ About ICANN's Global Domains Division
- ⦿ New gTLD Program
- ⦿ New gTLD Rights Protection Mechanisms
- ⦿ Universal Acceptance
- ⦿ New gTLD Program Reviews

About ICANN

ICANN's Mission

The mission of the Internet Corporation for Assigned Names and Numbers (ICANN) is to **ensure the stable and secure operation of the Internet's unique identifier systems**

Specifically, ICANN:

- 

1 Coordinates the allocation and assignment of names in the root zone of the Domain Name System
- 

2 Coordinates the development and implementation of policies concerning the registration of second-level domain names in generic top-level domains (gTLDs)
- 

3 Facilitates the coordination of the operation and evolution of the DNS root name server system
- 

4 Coordinates the allocation and assignment at the top-most level of Internet Protocol numbers and Autonomous System numbers
- 

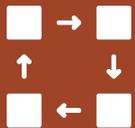
5 Collaborates with other bodies as appropriate to provide registries needed for the functioning of the Internet as specified by Internet protocol standards development organizations

ICANN's Mission

In performing its Mission, ICANN will act in a manner that complies with and reflects ICANN's Commitments and respects ICANN's Core Values

These Commitments and Core Values include:

- 

1 Preserving and enhancing **stability, security, resiliency,** and **openness** of the DNS and the Internet
- 

2 Employing **open, transparent and bottom-up,** multistakeholder policy development processes that are led by the private sector
- 

3 Operating with **efficiency and excellence,** in a fiscally responsible and accountable manner



Learn more ▶

www.icann.org

About ICANN's Global Domains Division

About GDD



What We Do

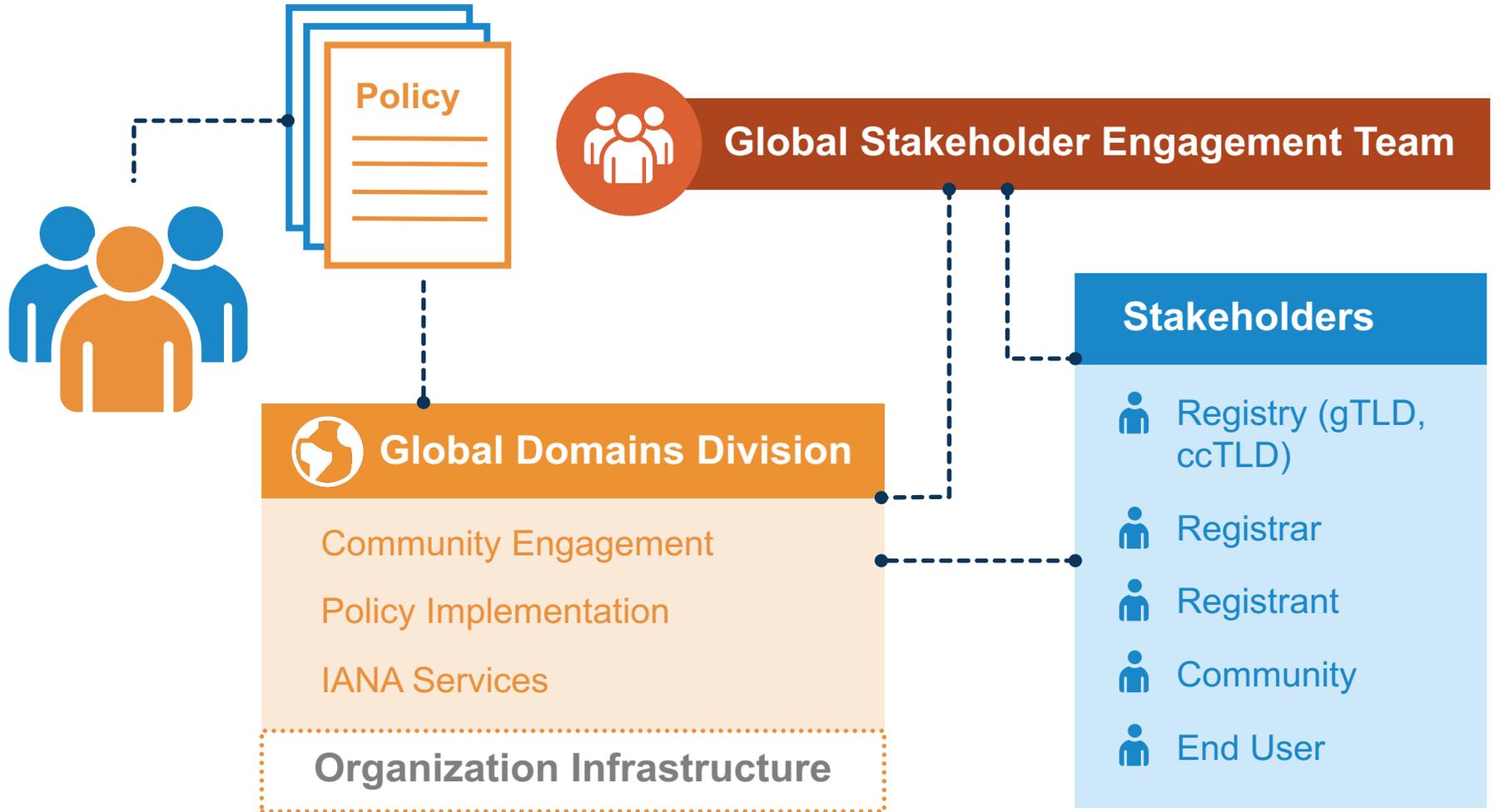
GDD is the unit of ICANN that engages the Internet community to implement ICANN policies through contracts and services, and delivers IANA functions.



Purpose

To serve the global public interest, the registrants and end users of the Internet by ensuring a secure and stable domain name system (DNS), while promoting trust, choice, and competition in the trusted domain name service industry.

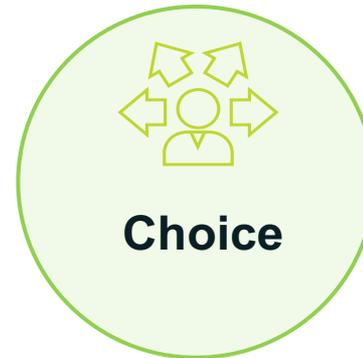
About GDD



New gTLD Program

What is the New gTLD Program?

The goal of the New gTLD Program is to foster competition, innovation and choice in the domain name industry.



- ⦿ This is an Internet community-driven initiative that is enabling the largest expansion of the domain name system, ever.
- ⦿ The New gTLD Program is managed by ICANN, which means it has taken shape through the multistakeholder model.
- ⦿ Over **1,200** new generic top-level domains have now been introduced into the Internet.

What is the New gTLD Program?

**Largest-ever expansion
of the Domain Name System**

Innovation

**Introduction of
Internationalized Domain
Names**

Global restructuring

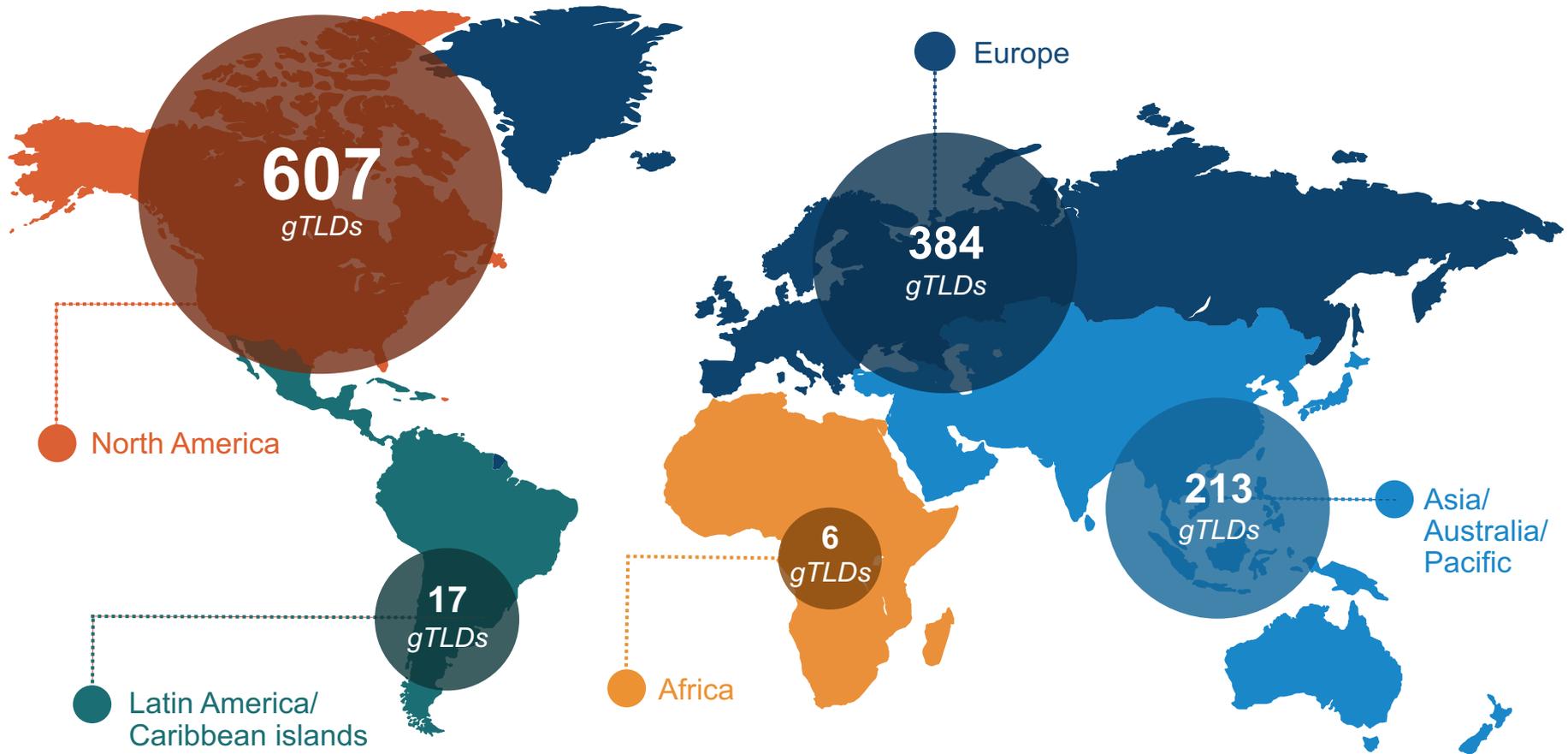
**Managed by ICANN =
Multistakeholder input**

Security & stability

2012 Round Delegated gTLDs by ICANN Region

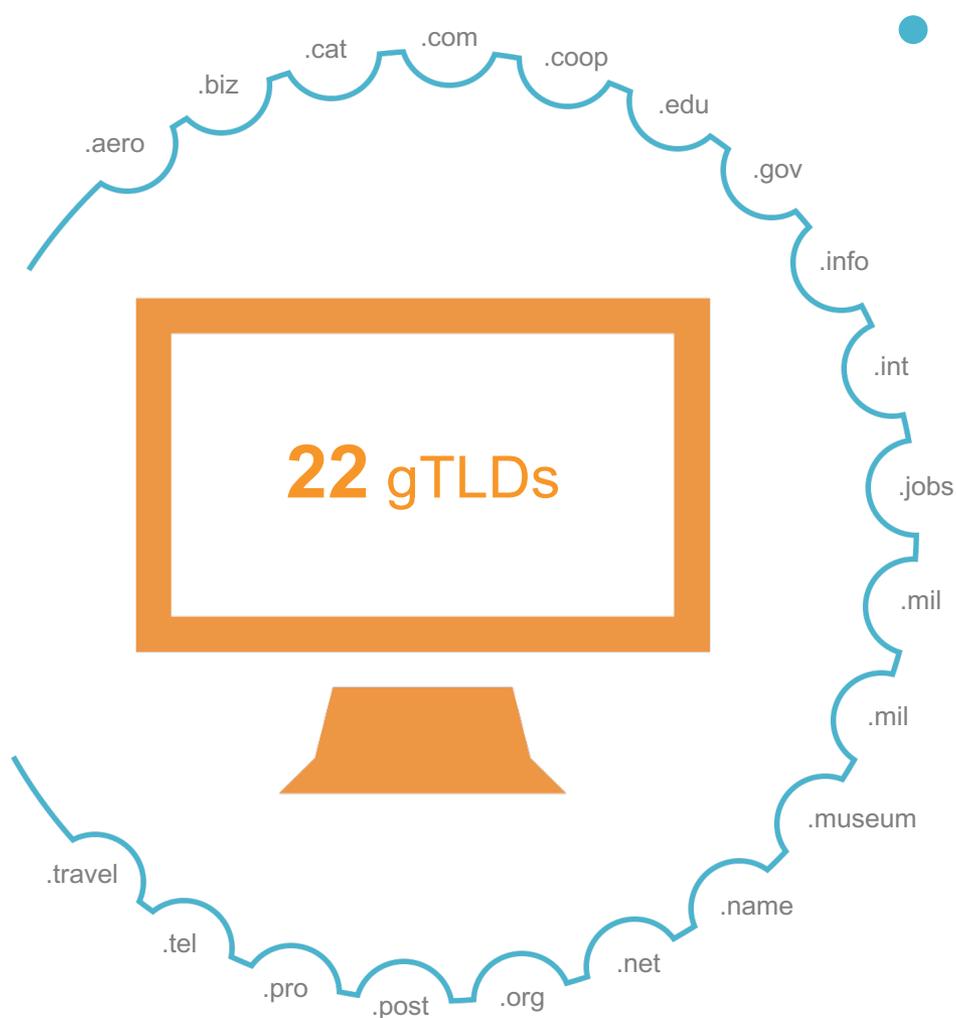
1227 Delegations as of Nov 2017

Region based on [Registry Public Contact](#)



New gTLD Rights Protection Mechanisms

Overview



Prior to 2013, there were only 22 generic Top-Level Names in the Domain Name System

Rights Protection Mechanisms

+3 Rights Protection Mechanisms

are in place to support trademark holders – before anything happens, and in case something does in the future

Trademark
Clearinghouse

01

Uniform Rapid
Suspension
System

02

TM Post-Delegation
Dispute Resolution
Procedure

03

Universal Acceptance

What is Universal Acceptance?

All domain names should be treated equally.

Including:



пример.рф

Internationalized
Domain Names



site.example

New gTLDs



名称@网站.域名

Internationalized
Email Addresses

The Role of Universal Acceptance

UA-ready

http://soap.organic

Welcome to organic

SOAP

We make the best soap in the world. It's 100% organic.

http://tokyo.ストア

TOKYO

当社の製品を購入します

http://bank.com

Bank

Email

 Email validated.
Account created.

Not ready

http://soap.organic



http://tokyo.ストア



http://bank.com

Bank

Email

 Not a valid email address.

Economic Benefits of UA of IDNs and gTLDs



**Growth Opportunity
in Online Revenue**

**Annual opportunity from software
systems working in harmony with the
common internet infrastructure**

\$3.6
Billion USD

**Existing users using the
new domain names**

\$6.2
Billion USD

**New internet users
coming online through
IDNs**

**White Paper/ Report by Analysys Mason, Commissioned by UASG in April 2017. Conservative metric as it does not take account potential future growth in e-commerce spend, or in the registrations of the new domains.*

Increase in New Online Users

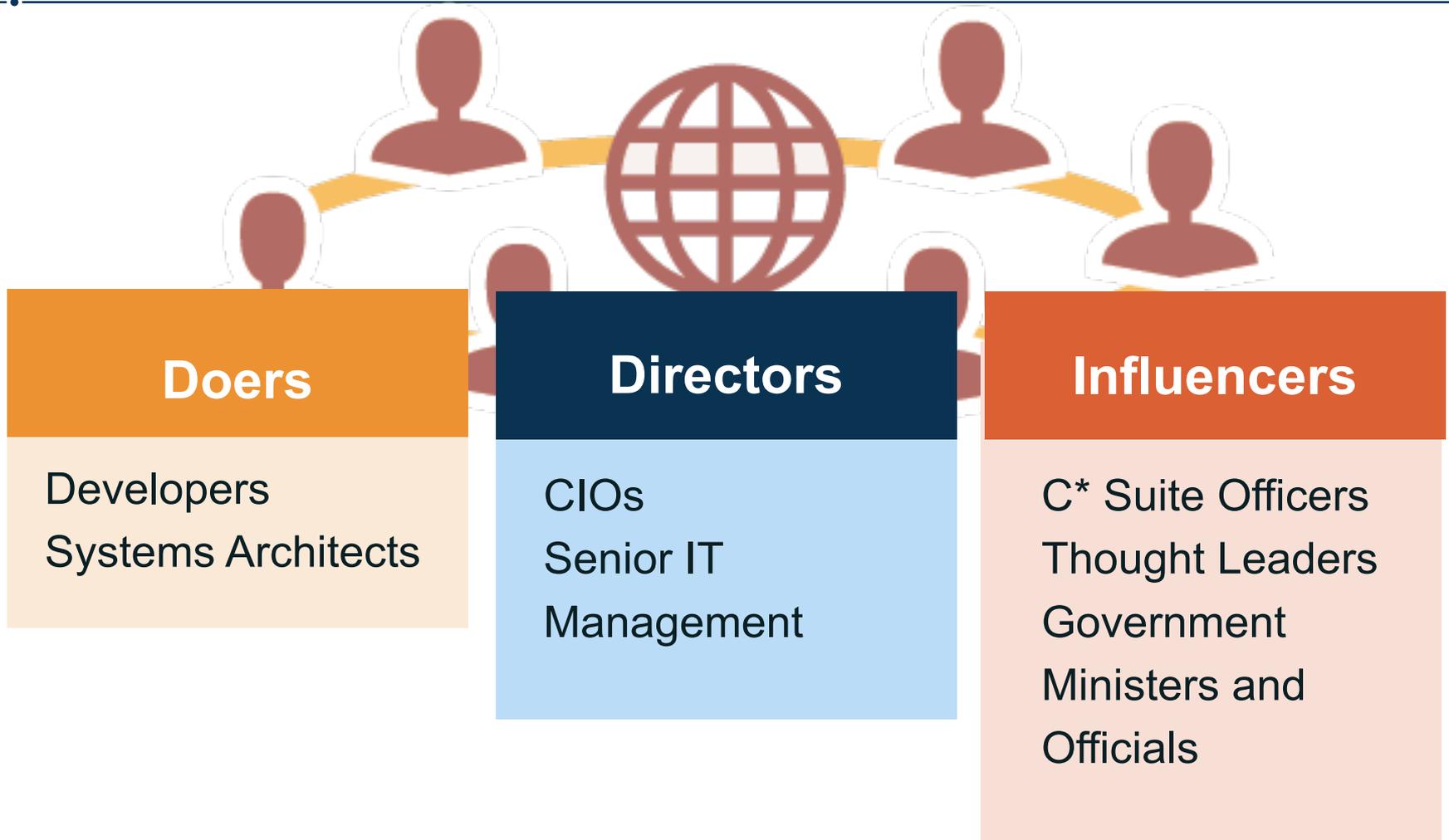
IDNs can lower barriers to Internet access and usability among people who speak languages that do not use the Latin script.



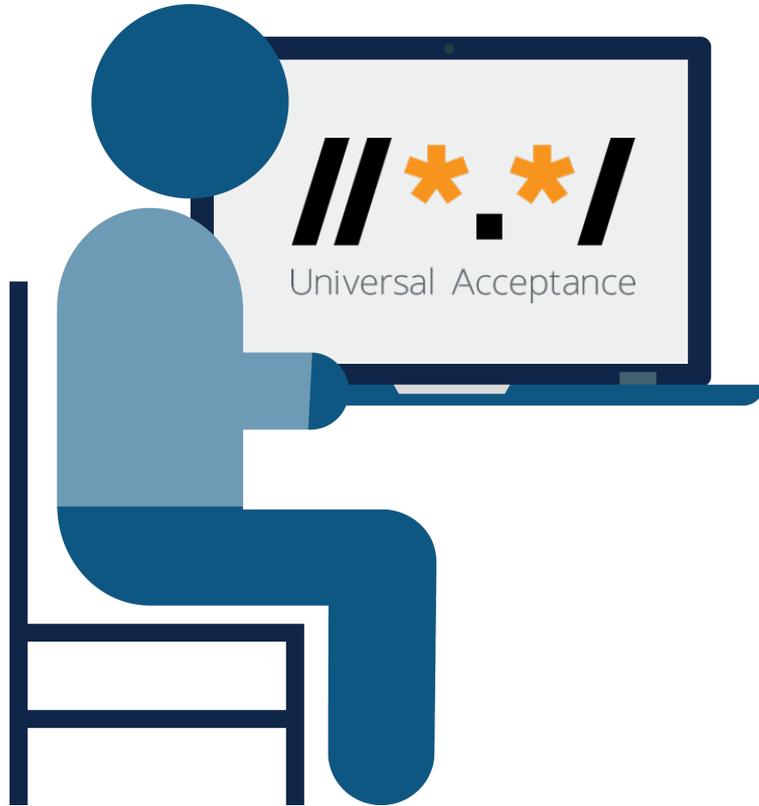
The report looked at just five major languages/language groups benefiting from IDNs (Russian, Chinese, Arabic, Vietnamese, and Indian languages as a group).

**White Paper/ Report by Analysys Mason, Commissioned by UASG in April 2017. Conservative metric as it does not take account potential future growth in e-commerce spend, or in the registrations of the new domains.*

Enabling Universal Acceptance



Get Involved



Universal Acceptance Steering Group

Comprised of 120+ companies (e.g., Afilias, Apple, CNNIC, Google, Microsoft, THNIC and Yandex), governments and community groups

Helping software developers and website owners understand how to update their systems.



Learn more



<http://uasg.tech>

Tools Available

Need additional information? Resources include:

Universal
Acceptance
Quick Guide

Introduction to
Universal
Acceptance

Quick Guide to
Email Address
Internationalization (EAI)

Blueprint for
CIOs – Internet
Industry



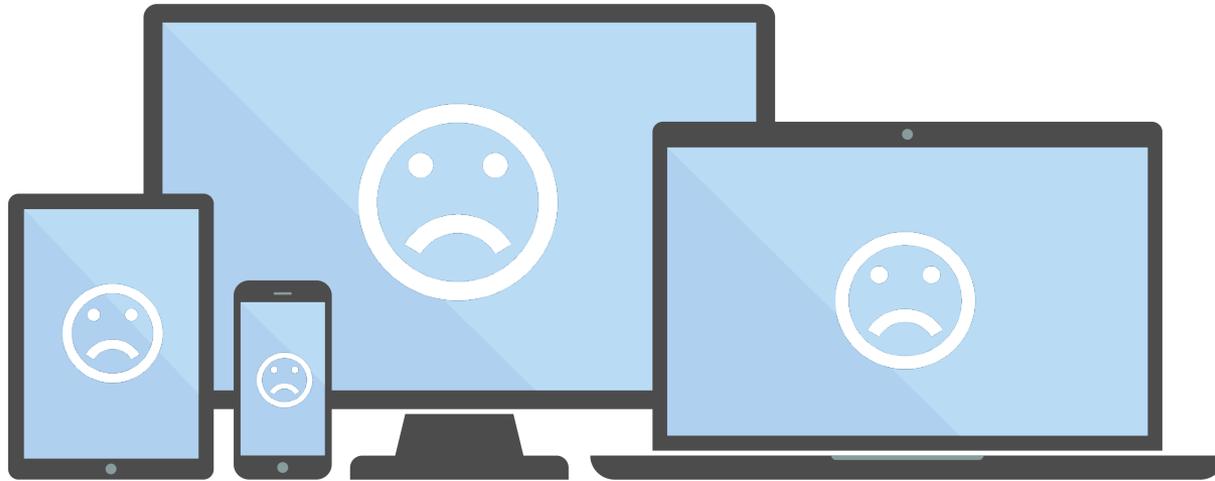
Technical Documentation ▶

uasg.tech/documents



Report an Issue

Found an application or system that's not Universal Acceptance-ready?



Submit a ticket ▶

uasg.tech/global-support-centre

New gTLD Program Reviews

About the Reviews

ICANN's New gTLD Program has enabled hundreds of new top-level domains to enter into the internet's root zone since the first delegations occurred in October 2013. Comprehensive reviews are conducted by community volunteers in a number of areas, including:

- Effects of the program on competition, consumer trust and consumer choice
- Effectiveness of Rights Protection Mechanisms (RPMs) built in to the program
- Stability of the DNS root zone
- Effectiveness of the gTLD application and evaluation processes used in the Program
- Operational aspects of the New gTLD Program in terms of efficiency, effectiveness and other areas.

Review Areas in the New gTLD Program

Competition, Consumer Trust and Consumer Choice Review (CCT) – *planned to be completed by Dec 17'*

- Impact from introduction and expansion of top-level domains

Program Implementation – *completed in Dec 15'*

- Examines the effectiveness and efficiency of ICANN's implementation of the New gTLD Program

DNS Abuse – *completed in Oct 17'*

- Provides an overview of the state of DNS abuse during the first three full years (2014 – 2016) of the New gTLD Program

Rights Protection – *completed in Oct 15'*

- Analyzes the effectiveness of certain safeguards built into the New gTLD Program

Root Server System Stability – *completed in March 17'*

- Examination of the New gTLD Program's impact on the root of the DNS.

Trademark Clearinghouse – *completed in Feb 17'*

- Examination of the effective of the (a) Trademark Clearinghouse Guidelines and Verification Process; (b) Sunrise Period; and (c) Trademark Claims Service.



One World, One Internet

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