

# **ICANN: History & Organization**

## **New gTLD Program**

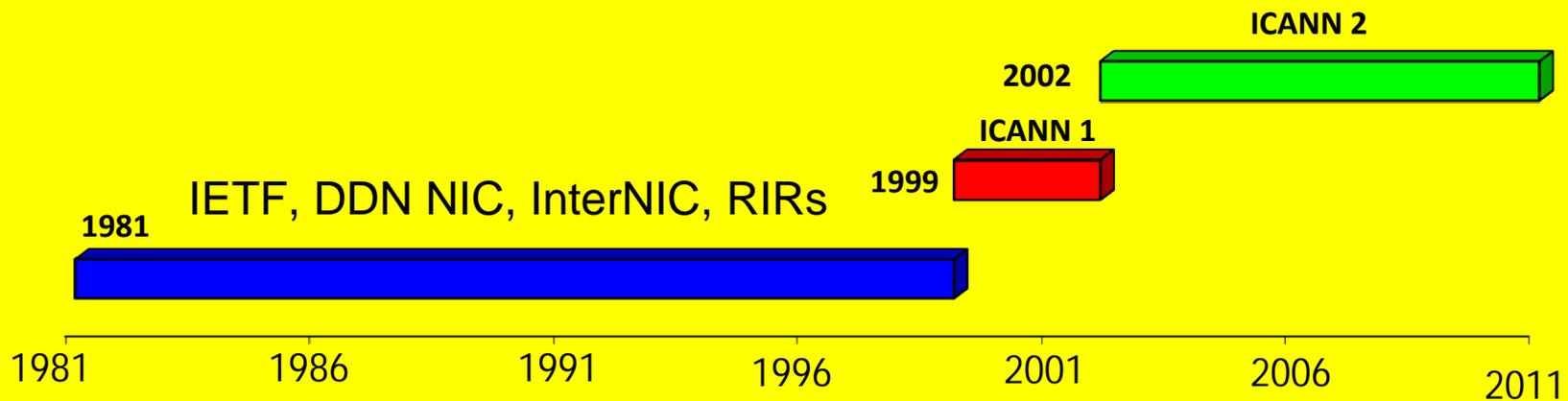
**Ray Plzak**  
**ICANN Board of Directors**

# ICANN

## History & Organization

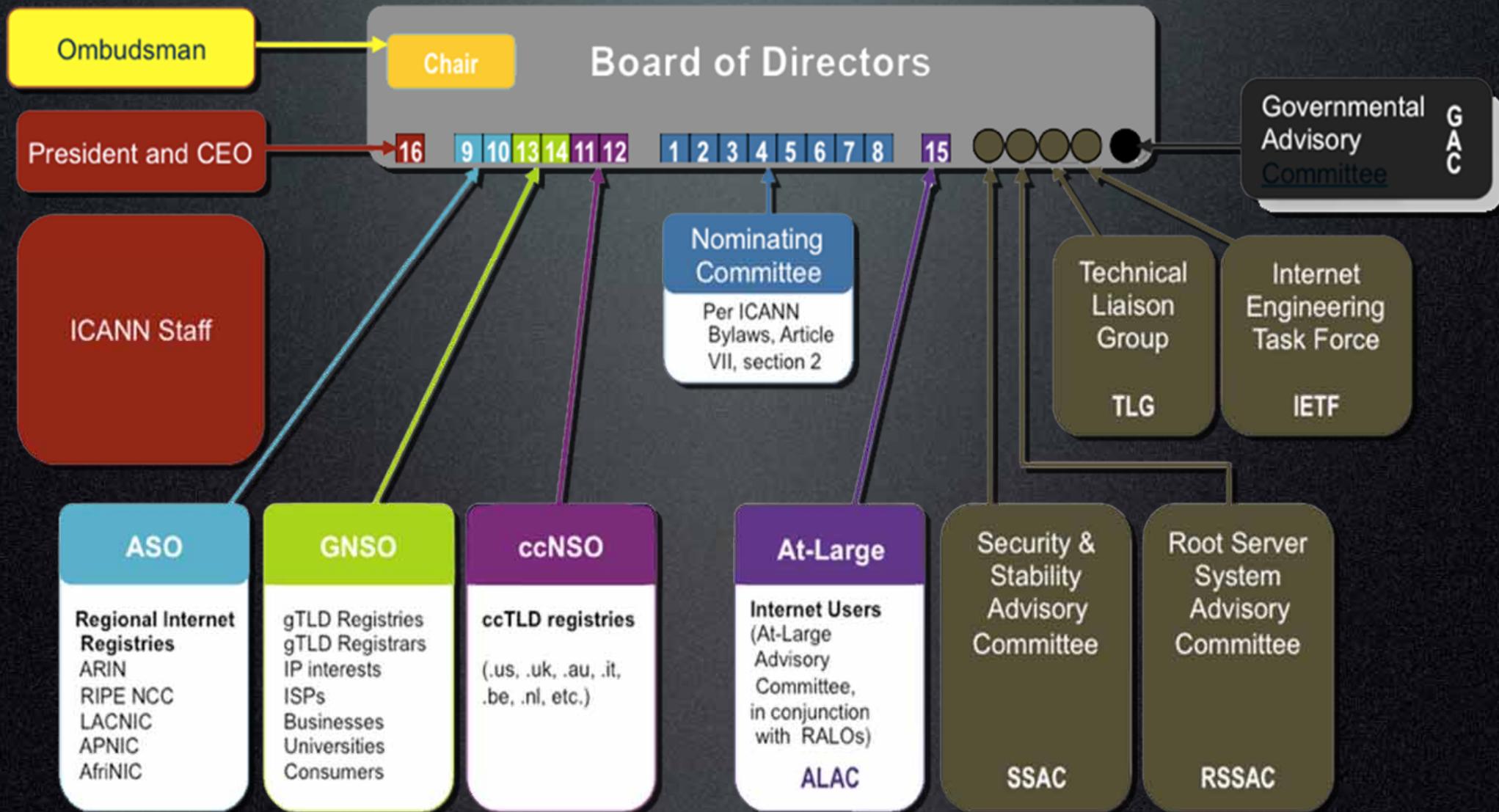
# The ICANN Mission

## Coordinate the Global Internet's Systems of Unique Identifiers



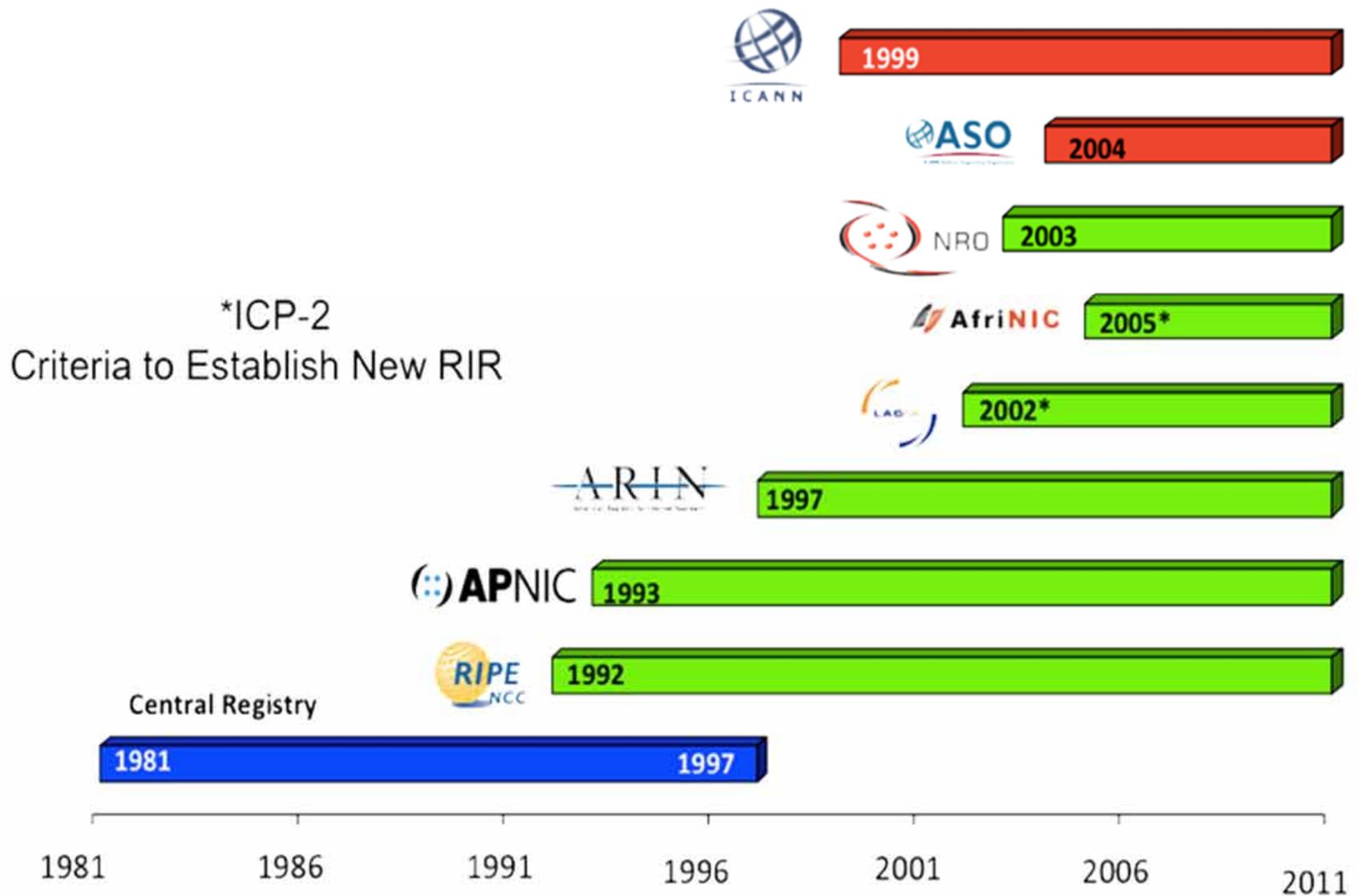
ICANN TIME LINE

# ICANN's Structure



ASO

# RIR System Evolution



# RIR Service Regions



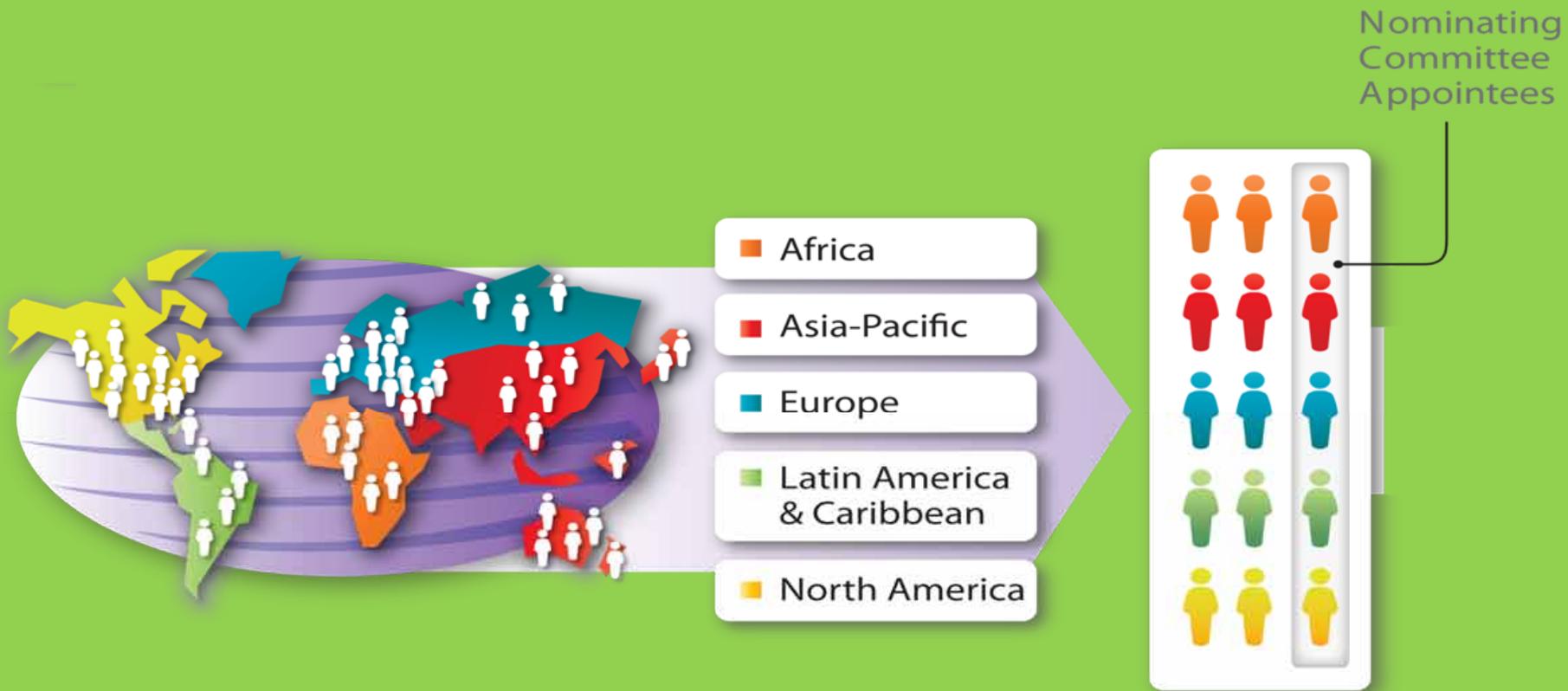
# ccNSO



# GNSO



# At Large Organization



A L S

R A L O

A L A C

At-Large Structures

Regional At-Large Organizations

At-Large Advisory Committee

# New gTLD Program

# Why New gTLDs?

## **1998 - founding documents**

“The new corporation ultimately should ... 3) oversee policy for determining the circumstances under which new TLDs are added to the root system”

## **ICANN/U.S.A. government agreements**

“Define and implement a predictable strategy for selecting new TLDs”

## **2009 - Affirmation of Commitments (9.3)**

Promote competition, consumer trust and consumer choice

# gTLD Timeline

## Predating ICANN (before 1998)

.com .edu  
.gov .int .mil .net  
.org .arpa



.aero .biz .coop  
.info .museum  
.name .pro

## 2000 Round

.asia .cat .xxx  
.jobs .mobi .tel  
.travel .post

## 2004 Round



**New gTLD Program  
Policy development**  
Dec 2005 to Sep 2007

# Public Participation and the Draft Applicant Guidebook

- October 2008 (version 1)
- May 2009 (excerpts)
- March 2009 (version 2)
- October 2009 (version 3)
- February 10 (excerpts)
- May 2010 (version 4)
- November 2010 (proposed final version)
- April 2011 Discussion Draft
- May 2011 Applicant Guidebook

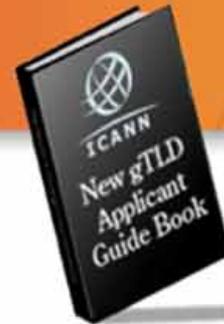
**Board Approval of Final Guidebook**

**Publication Final Applicant Guidebook**

**Program Launch**  
12 January -  
12 April 2012

**ICANN Board Policy approval**  
Jun 2008

**Communications Campaign**  
20 June 2011



**On-going status reporting on ICANN's website**

# Who Can Apply?

**Entities from anywhere in the world** that meet the pre-defined criteria and requirements as outlined in the Applicant Guidebook



## ATTENTION!

- Not for individuals
- This is a business commitment to become a **REGISTRY!**

# How to Apply?



- Online
  - **TLD Application System (TAS)**
  - will be accessible via [www.icann.org](http://www.icann.org)
- Process application in English
- Answer questions; upload documents
- Critical deadlines

# WHEN CAN I APPLY?

# 2012

## January

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## February

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

## March

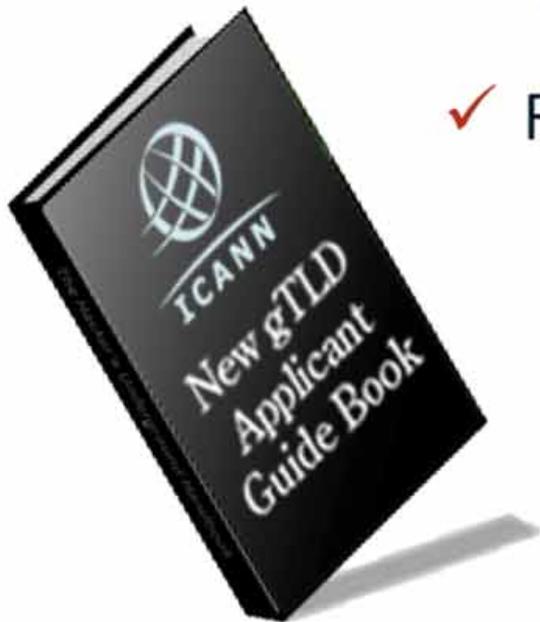
Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## April

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

# What do I Need to Apply?

- ✓ Review Applicant Guidebook for details
- ✓ Get strategic third parties involved early
- ✓ Attention to additional requirements for **geographic**, **community** and **IDN** applications
- ✓ Review deadlines



# How Much?

## Evaluation fee - US\$ 185,000

- Paid to ICANN
- US \$5,000 which is due upon TAS registration
- Refunds apply in certain cases
- Other fees may apply – might not be paid to ICANN

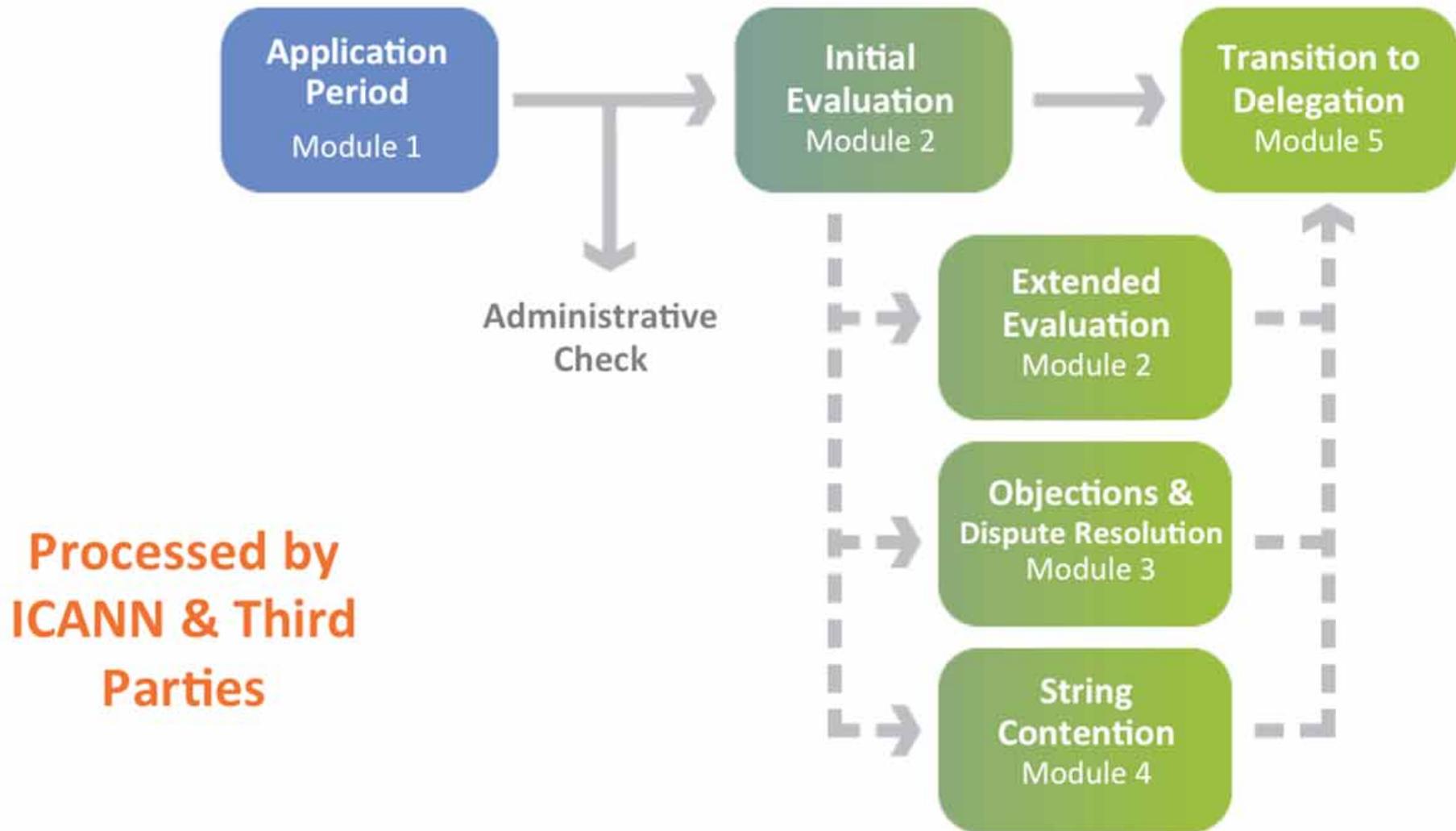


## On-going Registry Fees

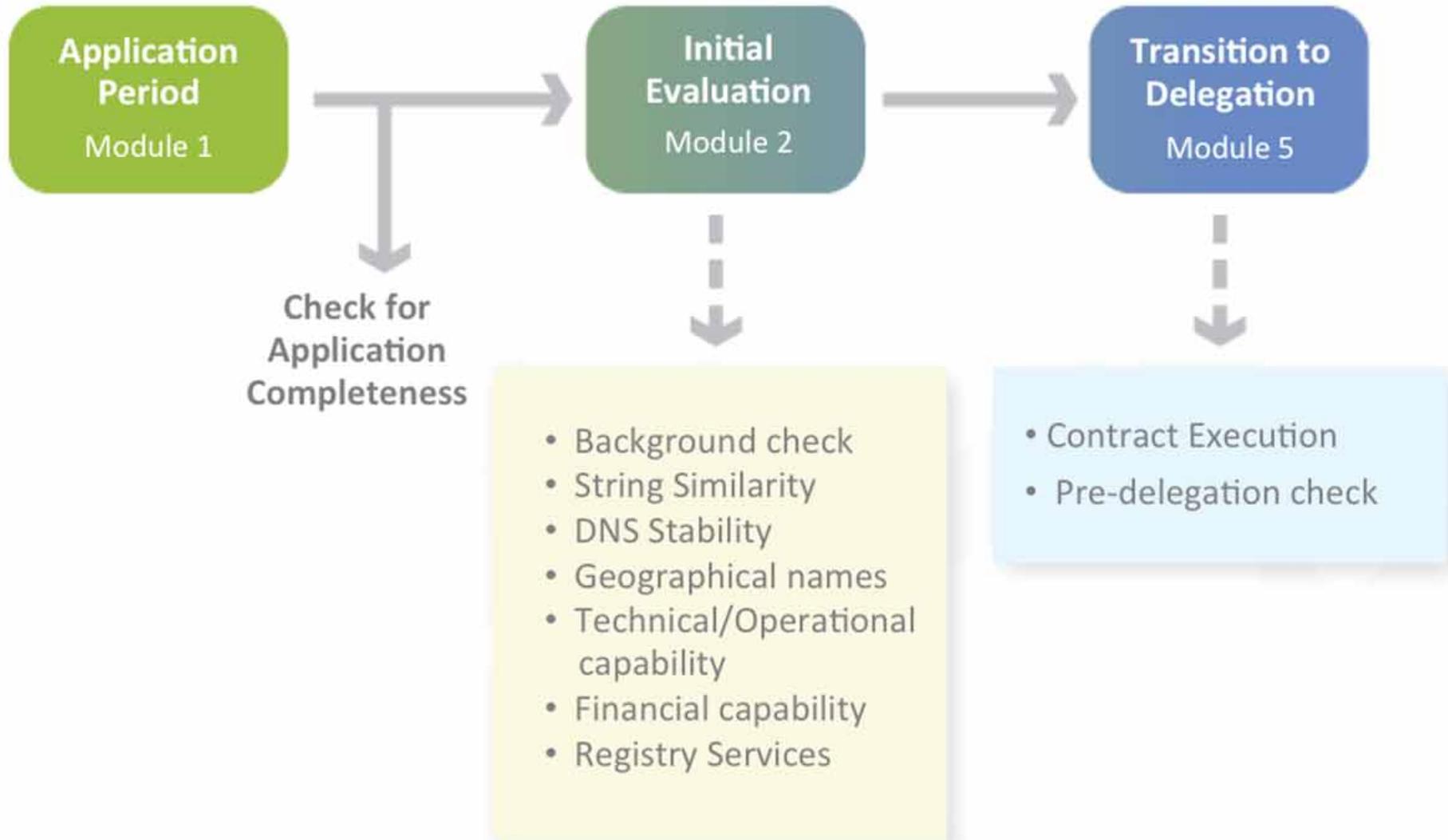
- US\$ 25,000 annual Registry fee
- Transaction fee US\$ 0.25

These are evaluation and Registry fees only. Consider carefully the costs for running a Registry.

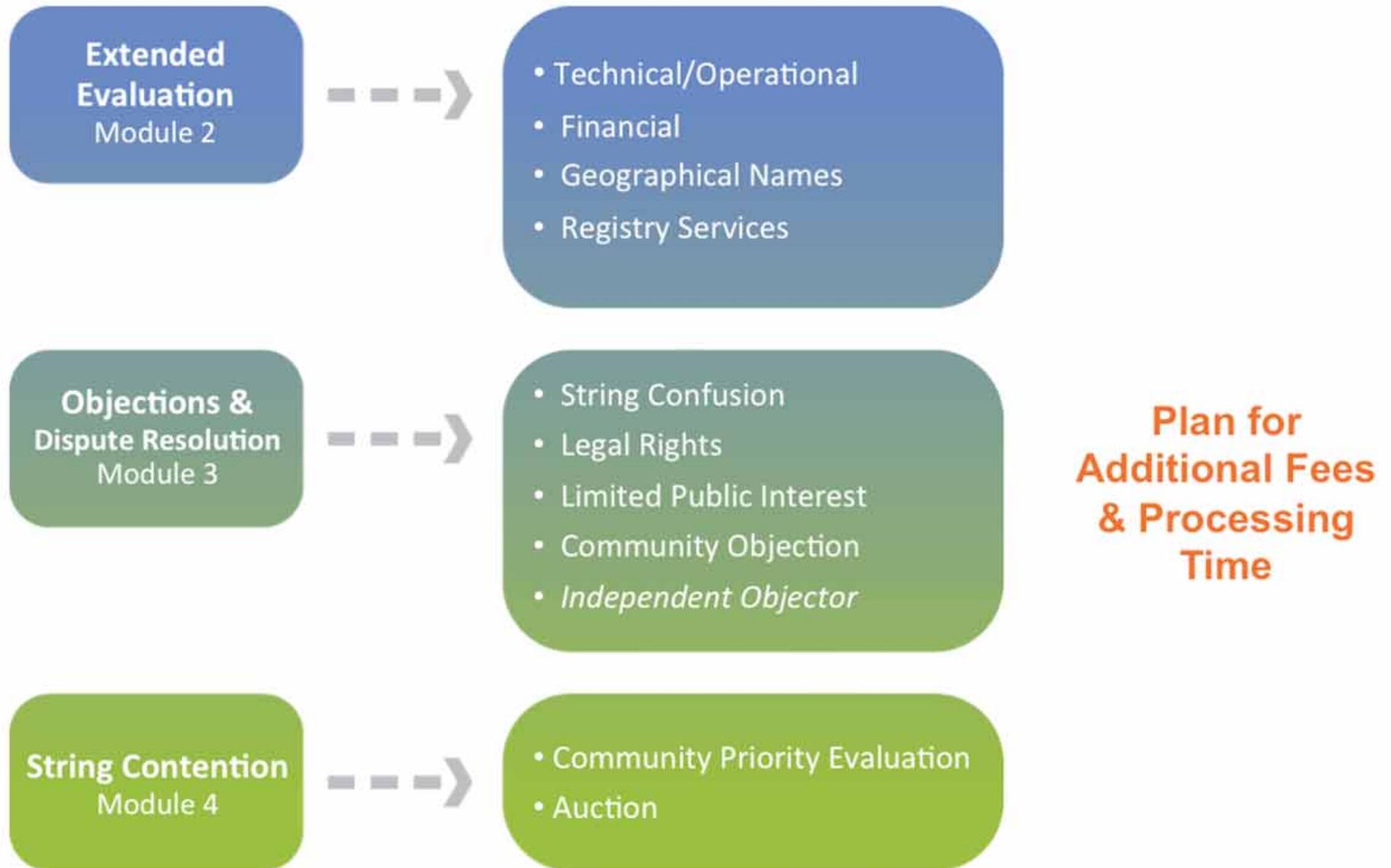
# Evaluation Process



# Straightforward Evaluation Path



# Variables in Evaluation Path



# Grounds for Objection



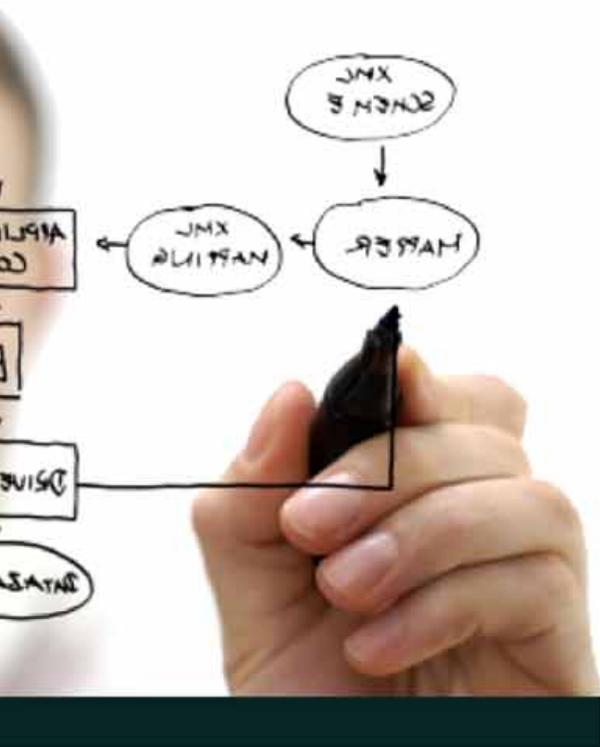
**String Confusion**

**Legal Rights**

**Limited  
Public interest**

**Community  
Objection**

# What Should I do Now?



- ✓ Evaluate if the New gTLD Program is for you
- ✓ Review Applicant Guidebook
- ✓ Get educated about the Registry business and the DNS industry
- ✓ Understand what is needed to get ready

# If I Choose NOT to Apply...



## Monitor the program to understand:

- ✓ Impact to brand/trademark
- ✓ Impact to community and geographic names
- ✓ Potential Industry trends
- ✓ Competitors actions
- ✓ Changes to Internet
- ✓ User behavior

# More Information...

- [www.icann.org/newgtlds](http://www.icann.org/newgtlds)
- New gTLD Program web-pages ⇨
- Write to: [newgtld@icann.org](mailto:newgtld@icann.org)

- Applicant Guidebook
- Factsheets
- Global Events
- Public Comments
- Status Reports
- more...*



NewgTLDsICANN

**Thank You**

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