New gTLD Program:

Results, Challenges, Perspectives

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ICANN

Agenda

New gTLD Program Status

- Program progress
- Contracting update
- Post-Contracting activities

New gTLD Program Reviews

- Review areas
- Input needed

Why New Generic Top-Level Domains?

Largest-ever expansion of the Domain Name System

Innovation

Introduction of **Internationalized Domain Names**

Global restructuring

Managed by ICANN = **multistakeholder input**
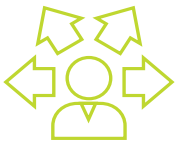
Security & stability

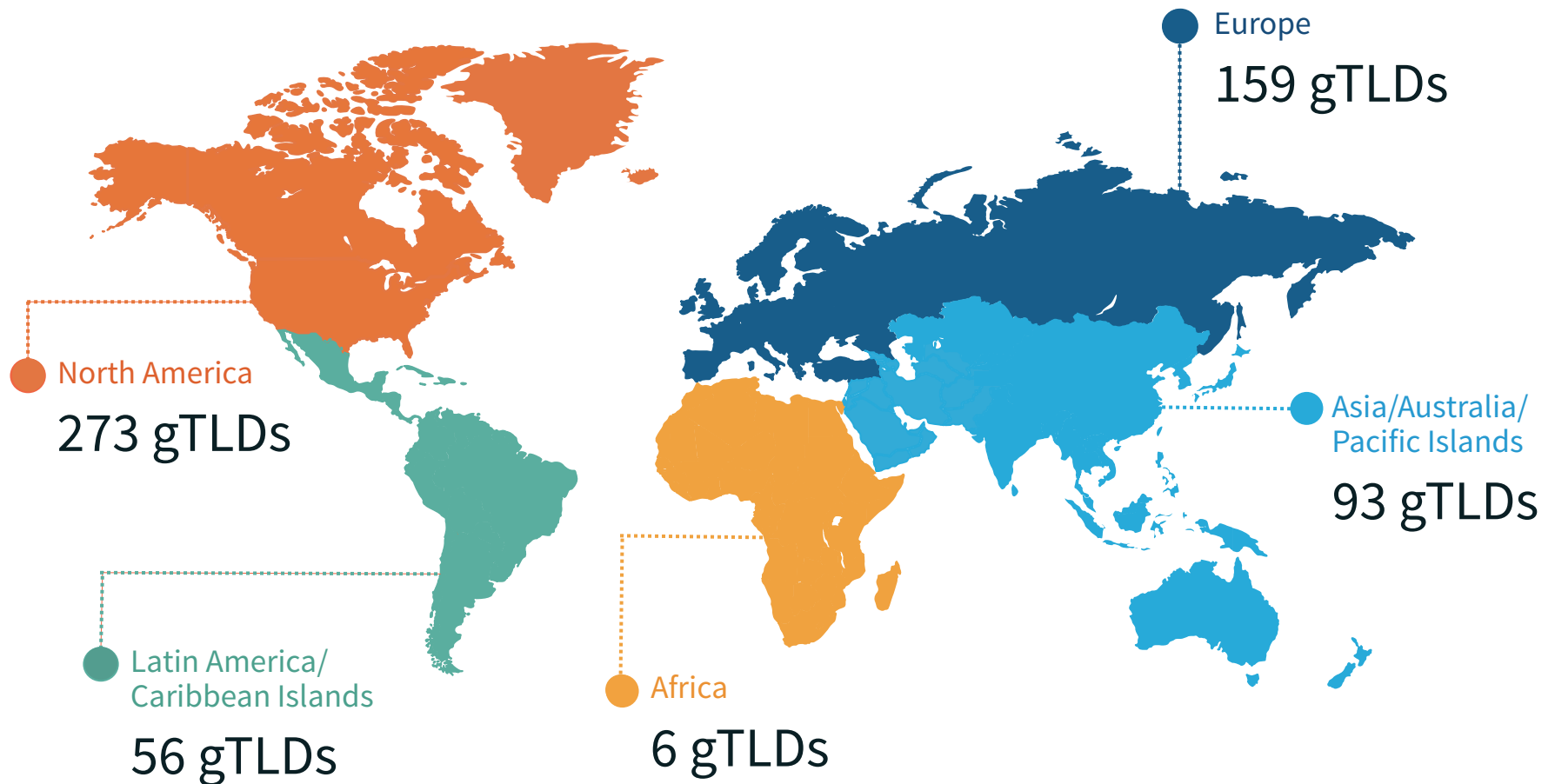# New gTLDs: Transforming the Internet Ecosystem

Competition

Innovation

Choice

- Mature Domain Name Industry
- Internet Economy and GDP
- Entry into emerging markets
- Using Top-Level Domains in new ways:
  - Brands, Cities, Common Interest Groups
    - Foster reputation online
    - Increase visibility & revenue potential
    - Correlation between cities and their businesses, businesses and their products, and communities and their interests
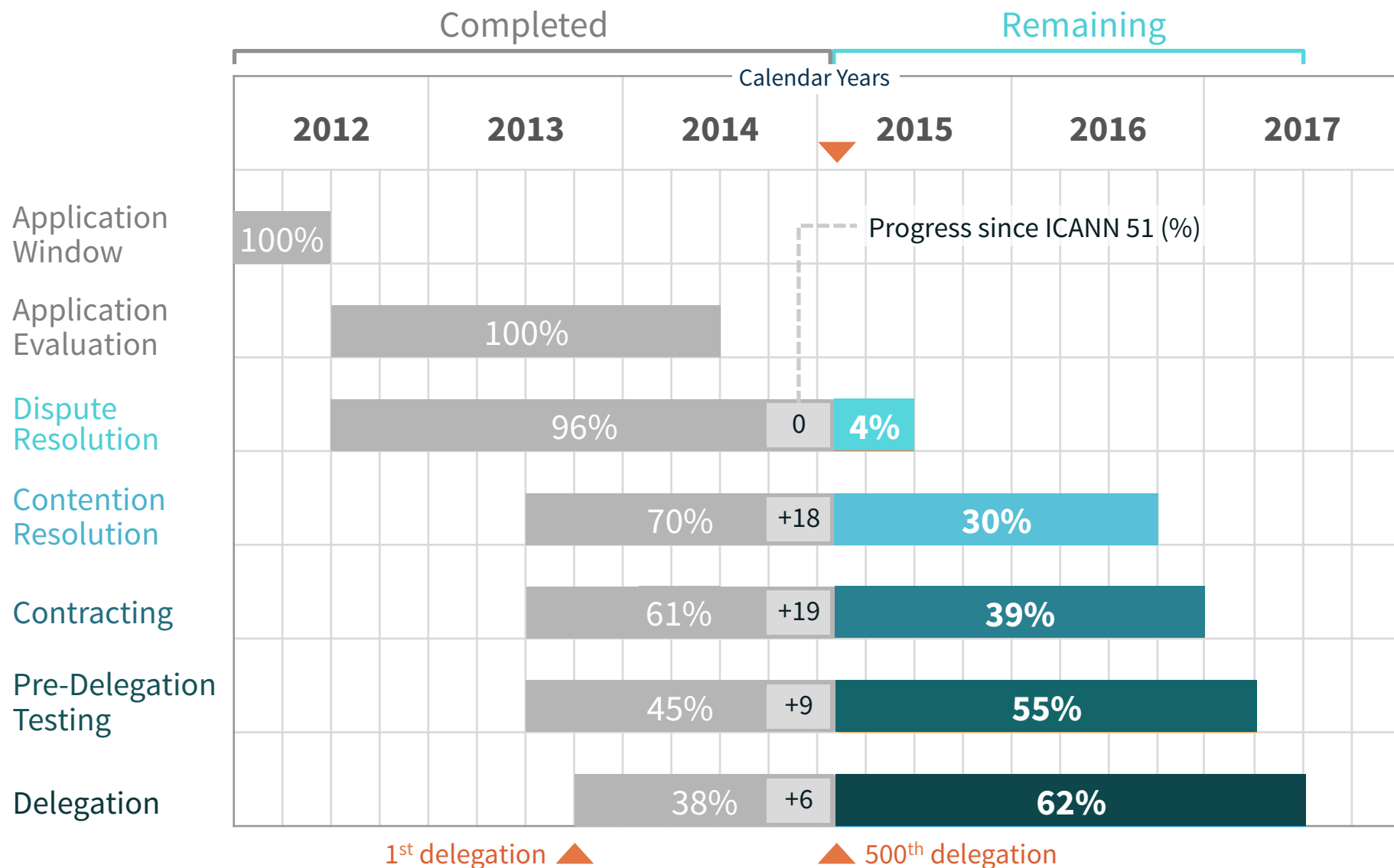
575+ New gTLDs Delegated

Europe
159 gTLDs

North America
273 gTLDs

Asia/Australia/Pacific Islands
93 gTLDs

Latin America/Caribbean Islands
56 gTLDs

Africa
6 gTLDs

Application Pipeline

Total Applications: 1930

Invited to Contracting: 1208

Will Not Proceed: 64

Withdrawn: 409

Not Yet Eligible: 249

Contracts Signed: 800+

In Process: 400

Passed PDT: 590+

In Process: 200+

Delegated: ~600

In Process:~80

NOTE: There may be multiple reasons for process delay

Program Timeline

Note: This graphic depicts forecast completion dates based on current program operations; forecast dates are subject to change

BUSINESS

Increase visibility, deepen brand recognition and build trust amongst consumers

GROUP/COMMUNITY

Engage and mobilize Internet users around common interests, causes and hobbies

REGION

Allow citizens and businesses to construct online identities based on geographic location

INTERNATIONALIZED DOMAIN NAME

Enable Internet users around the world to navigate online entirely in their native language

.XYZ was introduced into the Internet on 20 March 2014

Objectives

- Top-Level domains that is highly memorable. The letters X,Y and Z end the Latin alphabet. Therefore, .XYZ could be a suitable ending for a domain name.

.MENU was introduced into the Internet on 20 March 2014

Objectives

- Provide a central location for dining suggestions, restaurant information, reviews, offers, recipes, ingredients/dietary details

- Create an online hub for all activities and interests related to restaurants

.HIV was introduced into the Internet on 31 May 2014

Objectives

- Generate funds to support the dedicated work and research for HIV all over the world

- Raise awareness of HIV/AIDS

- Work against the stigmatization of people living with the virus

.GAL was introduced into the Internet on 11 April 2014

Objectives

- Contribute to the normalization of the Galician language (spoken by more than 3 million people)

- Enable businesses and associations to market their products and services to Galician customers

.LONDON was introduced into the Internet in 29 April 2014

Objectives

- Promote London-based businesses; allow individuals, small enterprises and major corporations to associate themselves directly with the London brand and reputation

- Drive tourism and knowledge of the city to people all over the world

شبكة. "Web/Network" was introduced into the Internet on 31 January 2014

Objectives

- Create an Internet that facilitates end-to-end communication in Arabic and gives a home to this important language

- Allow Arabic speakers to directly navigate the Internet instead of relying on search engines

.健康 "Healthy" is expected to be introduced into the Internet in 2014

Objectives

- Create an online space where Chinese-speaking individuals can communicate about and share health-related content & products/services

- Streamline online research about health so that users save time by avoiding bad search results

New gTLD Program

Contracting Update and Post-Contracting Activities

Enabling Predictability

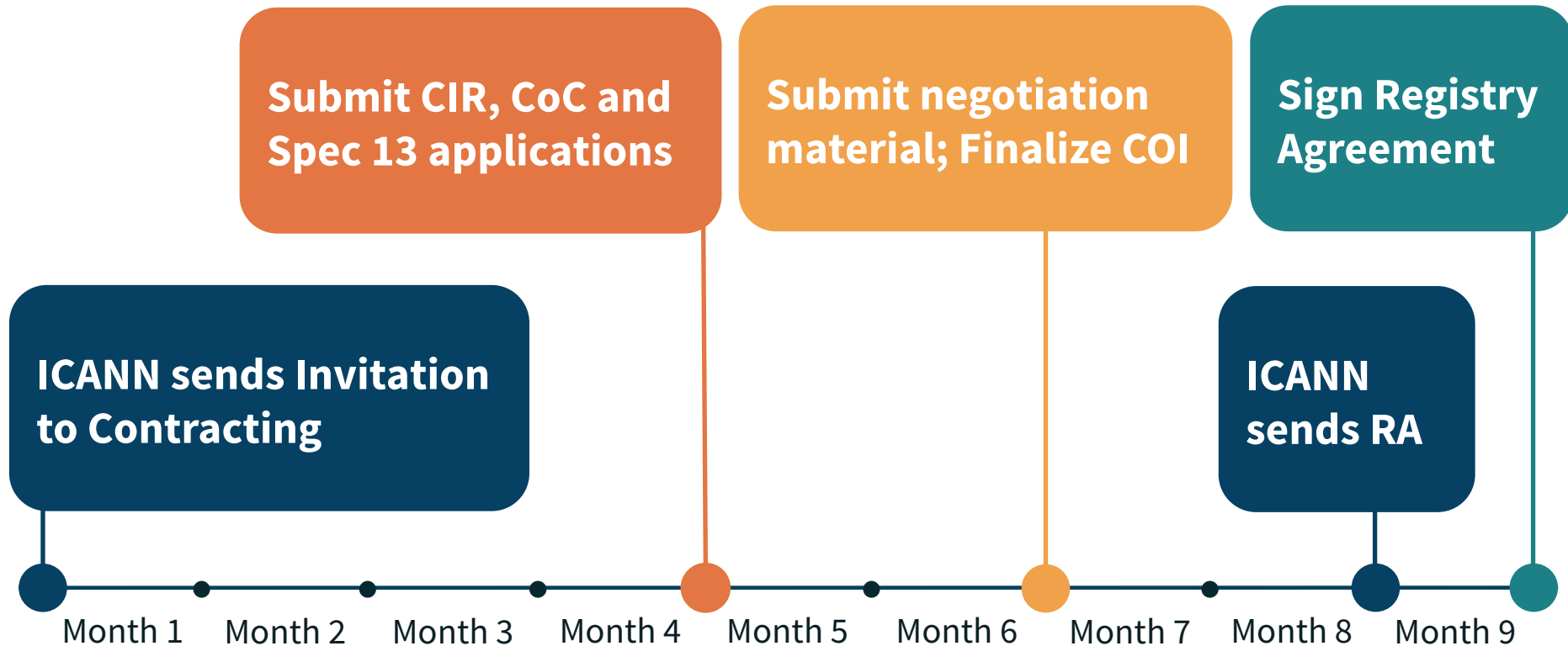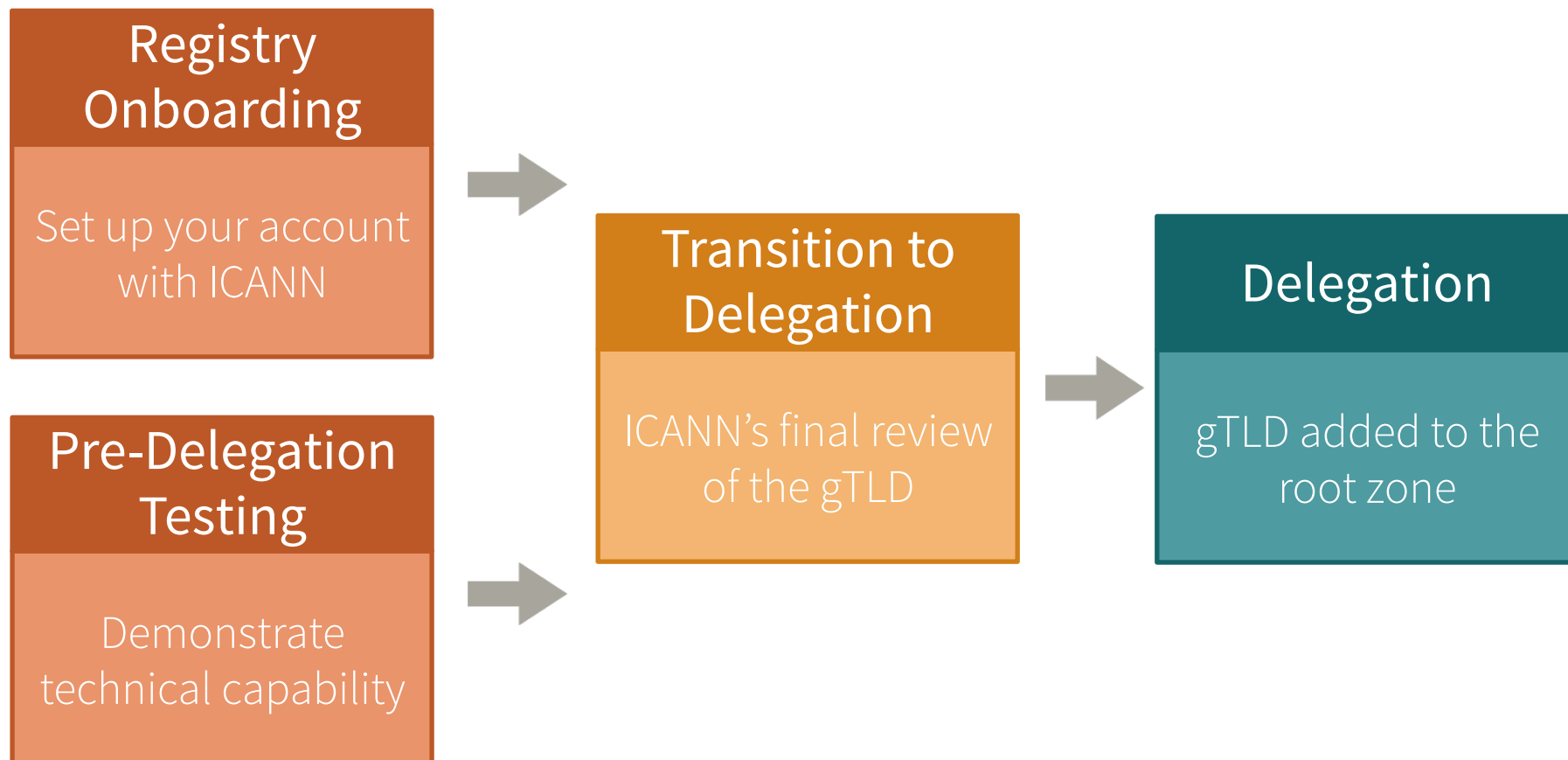|	
Extension Requests	Allows applicants to inform ICANN of inability to sign Registry Agreement by original 9-month deadline.
Interim Deadlines	Allows applicants to progress toward signing Registry Agreement.
RA Signing Deadlines	Allows applicants to commit to firm date to sign Registry Agreement.

Timeline: Recommended Contracting Deadlines

Submit CIR, CoC and Spec 13 applications

Submit negotiation material; Finalize COI

Sign Registry Agreement

ICANN sends Invitation to Contracting

ICANN sends RA

Month 1 | Month 2 | Month 3 | Month 4 | Month 5 | Month 6 | Month 7 | Month 8 | Month 9

Complete contracting activities by the recommended timelines above to ensure that you can sign the Registry Agreement within the 9-month window.

Post-Contracting Steps

Registry Onboarding

Set up your account with ICANN

Pre-Delegation Testing

Demonstrate technical capability

Transition to Delegation

ICANN's final review of the gTLD

Delegation

gTLD added to the root zone

FY15 Trend: Slowed Progress Toward Delegation

Process Step	ICANN Suggested Cycle Times	FY15 Average Duration	Average Age of Incomplete / Not Started
Onboarding	30 Days	115 Days	98 Days
Pre-Delegation Testing	56 Days	64 Days	44 Days
Delegation after Token Issued	14 days	30 Days	67 Days

Total Cycle: RA to Delegation	70 Days	139 Days

Interim Milestones: A Roadmap for Success

Day 0	Day 60	Day 120	Day 180	⋯ Day 270	⋯ Day 365

● Registry Agreement

● Pre-Delegation Testing

● Transition to Delegation

● Pre-Delegation Testing Deadline

● Delegation Deadline

● Registry Onboarding

● Delegation Process
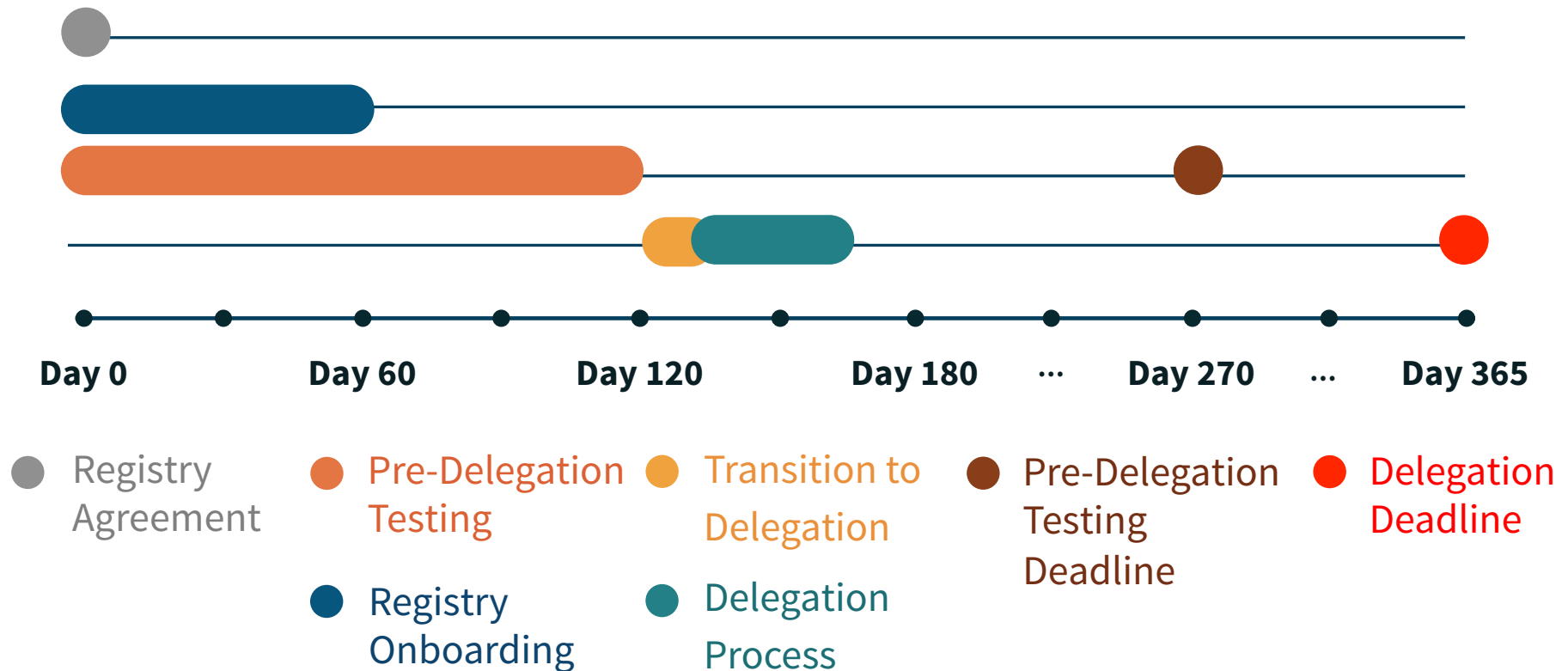
To Summarize

Timeline for Post-Contracting interim milestones provides a roadmap for successful completion of the pre-requisites for delegation

New gTLD Program

Reviews and Next Round Preparations

What's Next for the New gTLD Program?

- **Program Reviews = first step toward future rounds**

- Goals:
    - Assess performance of program in several areas
    - Apply lessons learned to next round
    - Support community discussion on future rounds

- Learn more about New gTLD Program Reviews
    - http://newgtlds.icann.org/reviews

- Get involved!
    - Community feedback on the program is desired

What is it?

Self-assessment of the effectiveness of the implementation of the New gTLD Program by ICANN staff

Dimensions:

Efficiency	Effectiveness	Fairness
Predictability	Security and stability	Alignment with guidance

Review: Program Implementation

Areas of review:

Program operations	Applicant Support Program	Application processing	Application evaluation
String contention	Contention resolution	Objection / dispute resolution	Contracting and transition to delegation

Upcoming Milestone

Publication of reports for comment: Q2 2015

Review: Root Stability

What is it?

Examination of the impact of the New gTLD Program on the DNS root system

- ⊙ Identify any prerequisites to adding more gTLDs to root zone
- ⊙ 20 November 2014 *RSSAC Advisory on Measurements of the Root Server System*
    - ⊙ Recommends parameters for monitoring activity and trends in the root server system
    - ⊙ One component of evaluating program impact

Upcoming Milestone

Project kick-off: Q2 2015

Review: Rights Protection

What is it?

Analysis of protection mechanisms built into program

- ⊙ Draft report open for comment:
  https://www.icann.org/public-comments/rpm-review-2015-02-02-en

Areas of review:

Trademark Clearinghouse	Uniform Rapid Suspension	Post-Delegation Dispute Resolution Procedure

Upcoming Milestones

- ⊙ Commence independent TMCH review: Q1 2015
- ⊙ GNSO Issue Report: Q4 2015

Review: Competition, Consumer Trust and Consumer Choice (CCT)

What is it?

Evaluation based on Affirmation of Commitments (https://www.icann.org/resources/pages/affirmation-of-commitments-2009-09-30-en).

Dimensions:

- Extent to which new gTLDs have promoted competition, consumer trust and consumer choice
- Effectiveness of application and evaluation processes
- Safeguards put in place to mitigate issues

Upcoming Milestones

- Review process kick-off: Q3 2015
- Further reviews: 2 years after first review, every 4 years thereafter

Preparation for CCT Review

⊙ Implementation Advisory Group (IAG-CCT) was formed to discuss 70 metrics recommended by GNSO and ALAC

  ⊙ Interim recommendation approved March 2013 for consumer survey and economic study

  ⊙ Final report under Board consideration

  ⊙ Recommends data collection for several additional metrics

- Global survey to assess perceptions of consumer trust and consumer choice

- Design phase of survey *completed*; fielding underway

- Follow-on survey to take place one year later

Upcoming Milestones

- Completion of survey phase: Q1 2015

- Baseline data available: Q2 2015

Preparation for CCT Review – Economic Study

- Economic study of pricing, competition and innovation in new gTLDs

- Contracting with a qualified provider in process

- Study targeted to begin in Q1 2015

- Follow-on study to take place one year later

Upcoming Milestones

- Baseline draft: by Q2 2015

Related Activities

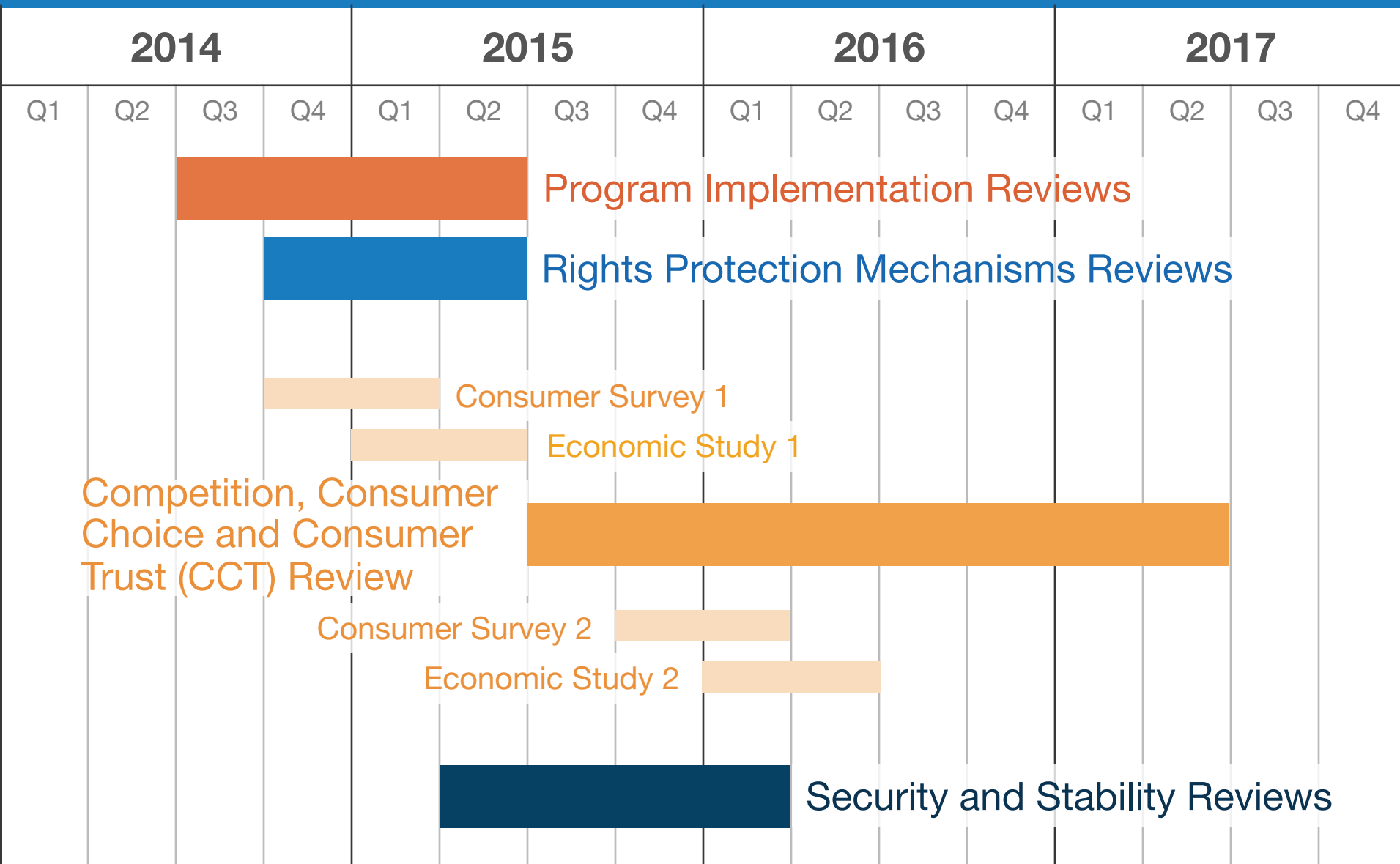- Generic Names Supporting Organization (GNSO) Discussion Group

  - Get involved: http://gnso.icann.org/en/group-activities/active/non-pdp-new-gtld

- Governmental Advisory Committee (GAC) Working Group

  - Protection of geographic names
  - Support for applicants from developing countries
  - Community Priority Evaluation (CPE) for contention resolution

- Security & Stability Advisory Committee (SSAC)

  - Work party convened to review SSAC advice issued and consider technical issues

Estimated Timeline

	2014				2015				2016				2017			
Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4

Program Implementation Reviews

Rights Protection Mechanisms Reviews

Consumer Survey 1

Economic Study 1

Competition, Consumer Choice and Consumer Trust (CCT) Review

Consumer Survey 2

Economic Study 2

Security and Stability Reviews

Thank You and Questions

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