New gTLD Program:
Results, Challenges, Perspectives

Michael Yakushev | ENOG, Kazan (Russia) | 10 June 2015
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?

<table>
<thead>
<tr>
<th>Why</th>
<th>Security &amp; stability</th>
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<tbody>
<tr>
<td>Largest-ever expansion of the Domain Name System</td>
<td>Innovation</td>
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<tr>
<td>Introduction of Internationalized Domain Names</td>
<td>Global restructuring</td>
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<tr>
<td>Managed by ICANN = multistakeholder input</td>
<td>Security &amp; stability</td>
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New gTLDs: Transforming the Internet Ecosystem

- 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

- **North America**: 273 gTLDs
- **Latin America/Caribbean Islands**: 56 gTLDs
- **Africa**: 6 gTLDs
- **Europe**: 159 gTLDs
- **Asia/Australia/Pacific Islands**: 93 gTLDs

As of 16 April 2015
Application Pipeline

Total Applications: 1930

Invited to Contracting: 1208
- Withdrawn: 409
- Not Yet Eligible: 249
- Will Not Proceed: 64

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Application Window</th>
<th>Application Evaluation</th>
<th>Dispute Resolution</th>
<th>Contention Resolution</th>
<th>Contracting</th>
<th>Pre-Delegation Testing</th>
<th>Delegation</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>100%</td>
<td>100%</td>
<td>96%</td>
<td>70%</td>
<td>61%</td>
<td>45%</td>
<td>38%</td>
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<td>2013</td>
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<td>2014</td>
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<td>2015</td>
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<td>2016</td>
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<tr>
<td>2017</td>
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</table>

**Progress since ICANN 51 (%)**

- **Application Window**: 100%
- **Application Evaluation**: 100%
- **Dispute Resolution**: 96%
- **Contention Resolution**: 70%
- **Contracting**: 61%
- **Pre-Delegation Testing**: 45%
- **Delegation**: 38%

**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
“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
“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

<table>
<thead>
<tr>
<th>Extension Requests</th>
<th>Allows applicants to inform ICANN of inability to sign Registry Agreement by original 9-month deadline.</th>
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<tbody>
<tr>
<td>Interim Deadlines</td>
<td>Allows applicants to progress toward signing Registry Agreement.</td>
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<tr>
<td>RA Signing Deadlines</td>
<td>Allows applicants to commit to firm date to sign Registry Agreement.</td>
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</tbody>
</table>
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

<table>
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<tr>
<th>Process Step</th>
<th>ICANN Suggested Cycle Times</th>
<th>FY15 Average Duration</th>
<th>Average Age of Incomplete / Not Started</th>
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</thead>
<tbody>
<tr>
<td>Onboarding</td>
<td>30 Days</td>
<td>115 Days</td>
<td>98 Days</td>
</tr>
<tr>
<td>Pre-Delegation Testing</td>
<td>56 Days</td>
<td>64 Days</td>
<td>44 Days</td>
</tr>
<tr>
<td>Delegation after Token Issued</td>
<td>14 days</td>
<td>30 Days</td>
<td>67 Days</td>
</tr>
<tr>
<td><strong>Total Cycle: RA to Delegation</strong></td>
<td><strong>70 Days</strong></td>
<td><strong>139 Days</strong></td>
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Interim Milestones: A Roadmap for Success

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](http://newgtlds.icann.org/reviews)

- **Get involved!**
  - Community feedback on the program is desired
Review: Program Implementation

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?


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
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**
  - Q1: Program Implementation Reviews
  - Q3: Competition, Consumer Choice and Consumer Trust (CCT) Review

- **2015**
  - Q2: Rights Protection Mechanisms Reviews
  - Q3: Economic Study 1
  - Q4: Consumer Survey 1

- **2016**
  - Q4: Consumer Survey 2

- **2017**
  - Q1: Security and Stability Reviews
  - Q2: Economic Study 2
Engage with ICANN

Thank You and Questions
Reach us at:
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