



MELBOURNE IT

New gTLDs

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New gTLD background



- Introduction of new generic top level domains (gTLD)s has been underway since 2000, and ICANN has learnt from two previous rounds – 2000, 2004
- “generic” refers to openness for registration on a global basis
- In 2000, .biz, .info, .name, .coop, .aero, .museum, .pro
- In 2004, .travel, .mobi, .jobs, .asia on behalf of communities

New proposed policy



- New ICANN policy proposed for a new process that can accommodate gTLDs for a range of purposes and also support gTLDs using Internationalized Domain Name (IDN) labels at the top level
- An IDN label begins with “xn - -” and is used by software to translate the label into a foreign language script for display on the users device (PC. Mobile etc)
- Currently IDN labels available at the second level e.g <http://www.xn--126a.net/>
- IDN labels are being tested by ICANN at the top

Why new gTLDs?



- Potential to promote competition in the provision of registry services, to add to consumer choice, market differentiation, and geographical and service-provider diversity.
- Expect both new gTLD operators as well as a wide range of new registrars that service new types of Internet users

Applicant criteria for new gTLDs



- Applicants must meet technical and organisational criteria
 - similar in concept to the ICANN and auDA registrar accreditation process
- Applicants could be individuals, businesses, government entities, non-profit entities, etc

String criteria



- Must not be confusingly similar to an existing top level domain
- Must not infringe the existing legal rights of others
- Must not cause technical instability (e.g can't be purely numbers)
- Must not be a reserved word (e.g .example)
- Must not be contrary to legal norms around morality and public order

Disputes and objections



- UDRP like dispute resolution processes envisaged to manage complaints around confusingly similar or legal rights
- A string will be rejected if there is substantial opposition from a significant portion of the community to which the string may be explicitly or implicitly targeted (e.g .maori, .aussie, .kiwi)