



New Generic Top-Level  
**Domains**

# New Top-Level Domains (gTLDs)

The Application  
&  
Evaluation Process

# Agenda:



- **The Application Process**
- **The Evaluation Process**
- **More Information and Links**



# Who Can Apply?





**Any established corporation, organization or institution in good standing.**

**Evaluation fee US \$185,000**

**Rules in *The Applicant Guidebook***

Who is not eligible:

-  Individuals or sole proprietorships
-  Yet-to-be formed legal entities or applications presupposing the future formation of a legal entity

# Types of TLDs

- **Community-based**
- **Geographic Names**
- **Internationalized Domain Names (IDN)**
- **Standard (i.e., everything else)**

**Special Rules /  
Added Requirements**

# Community-Based Applications



**A gTLD that is operated for the benefit of a clearly defined community.**

- In cases of contention for same TLD name, Community TLDs receive preference.
- Application must be endorsed by one or more established institutions representing the community the applicant has named.
- Required to operate the gTLD within self-specified restrictions described in their contract.

# Geographic Names

**Applications for geographic names must give appropriate consideration to the interests of governments.**

- Geographic names primarily defined by ISO and U.N. lists.
- Country names cannot be registered as TLDs.
- Regional and sub-regional names and capital cities require approval of relevant government(s).
- City names require government approval in certain circumstances.

# Internationalized Domain Name (IDN)

- Domain names include characters used in the local representation of languages not written with the basic Latin Alphabet.
- IDN applicants must provide the applied-for gTLD string in native script and English characters.
- Must comply with IDNA protocol and IDN Guidelines.

.Serbia → .CPБ

.India → .ভারত

.한국 → .Korea

.évä → .Thailand

.PΦ → .Russia

# When Can I Apply?



# 2012

## January

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

## February

## March

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

## April

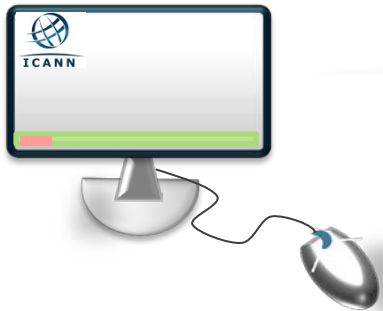


# Where to Apply?

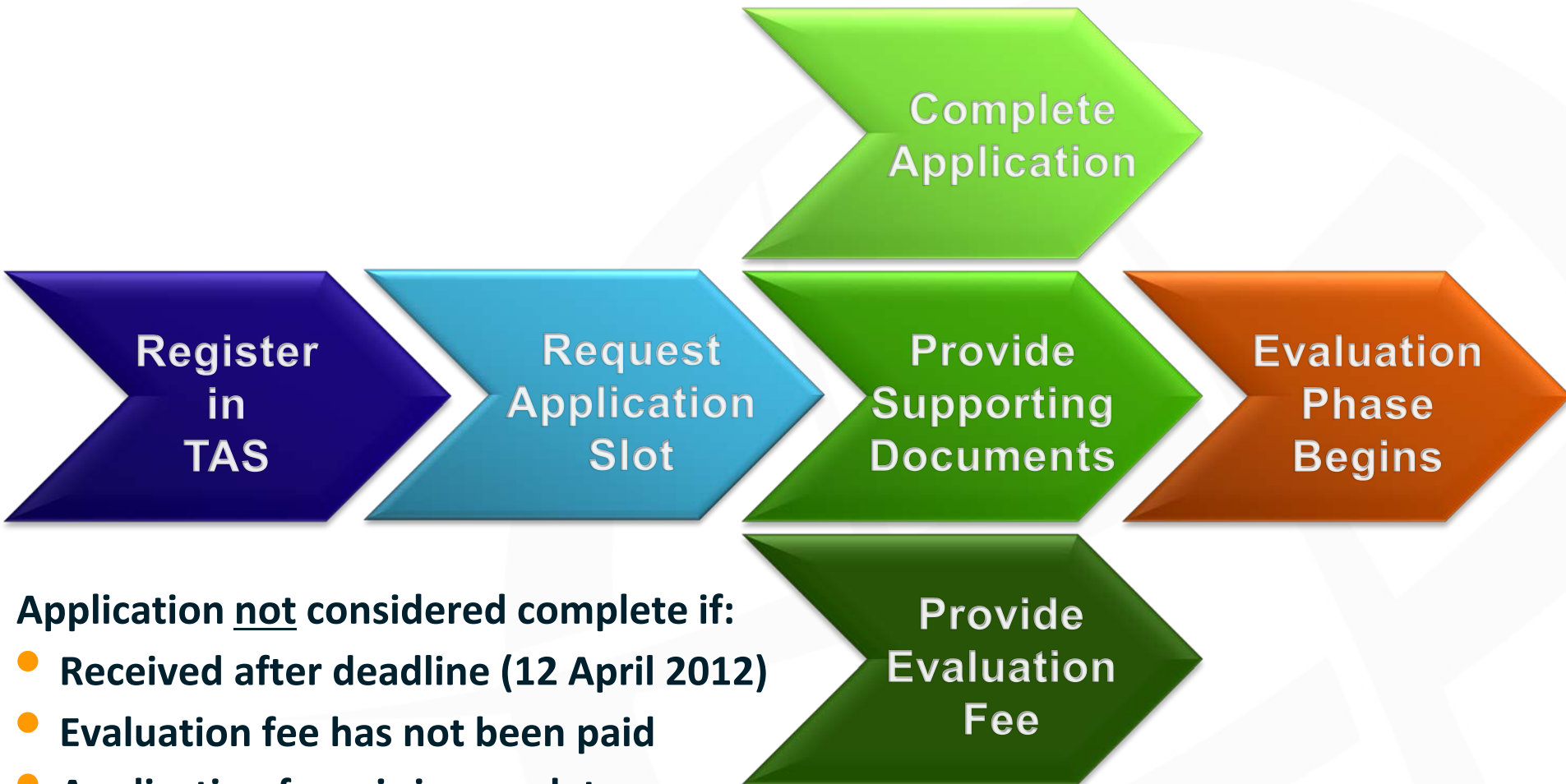
- **At the web-based TLD Application System –TAS**  
↳ **Located on the New gTLD Website**

## Tips:

- ✓ **Consult your Applicant Guidebook**
- ✓ **Plan for all fees and processing time**
- ✓ **Be sure to attach all appropriate documentation**



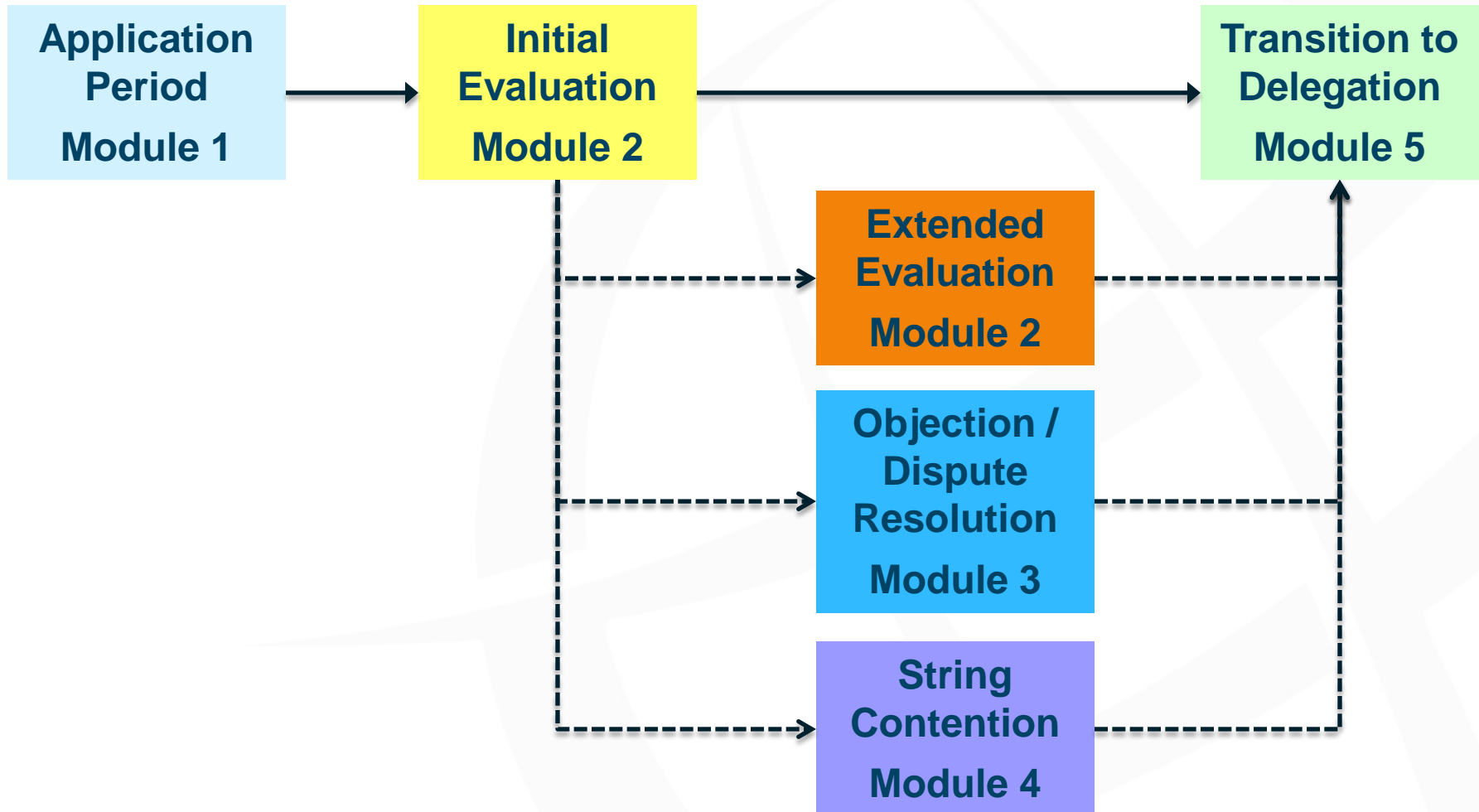
# Application Process



**Application not considered complete if:**

- Received after deadline (12 April 2012)
- Evaluation fee has not been paid
- Application form is incomplete

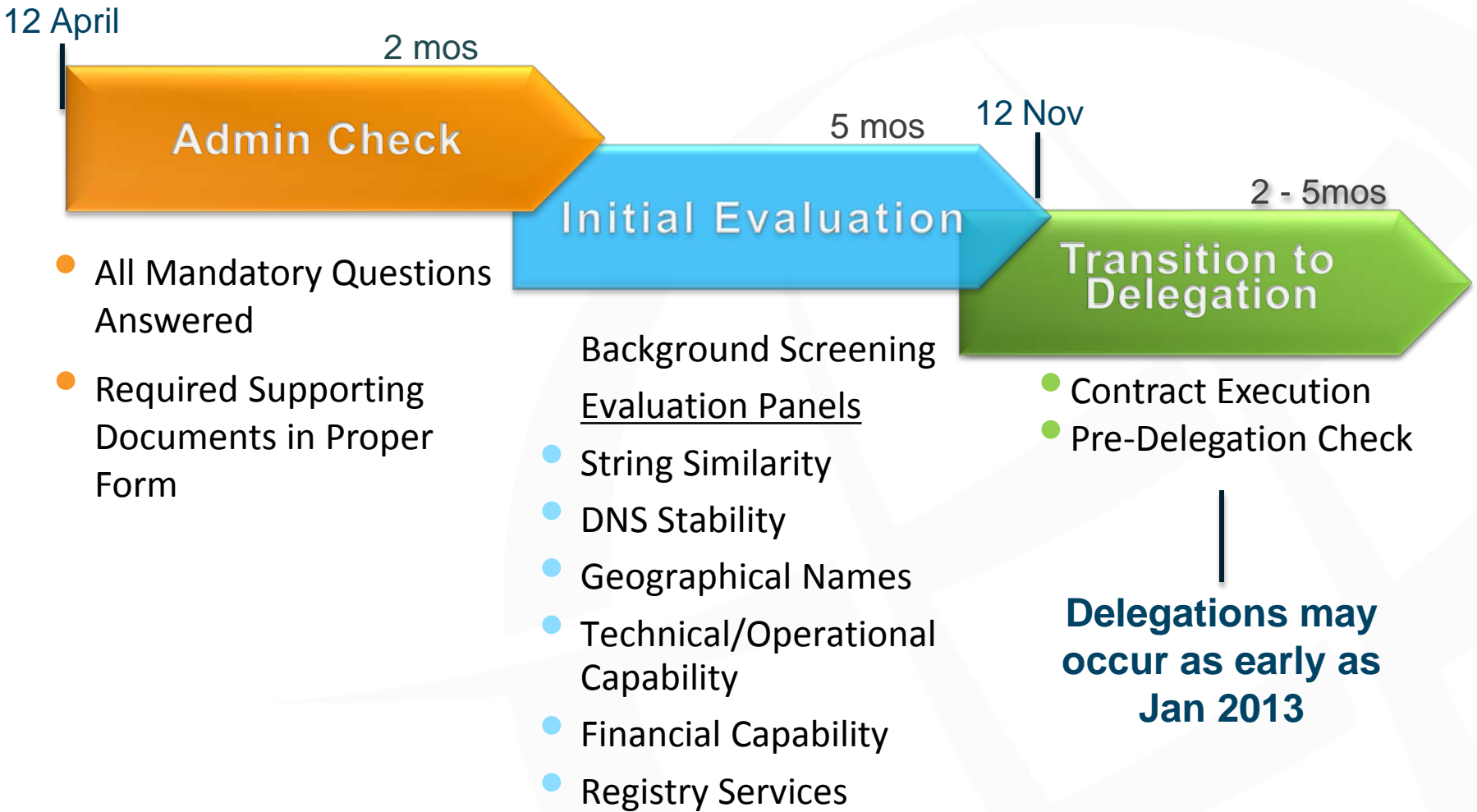
# Evaluation Process



# Program Timeline



# Basic Evaluation Path



# Extended Evaluation



## Extended Evaluation Criteria:

- Certain applicants who do not pass Initial Evaluation (e.g. financial, tech/ops panels)
- Applicant must request Extended Evaluation within 2 weeks of the end of the Initial Evaluation

# Initial Evaluation

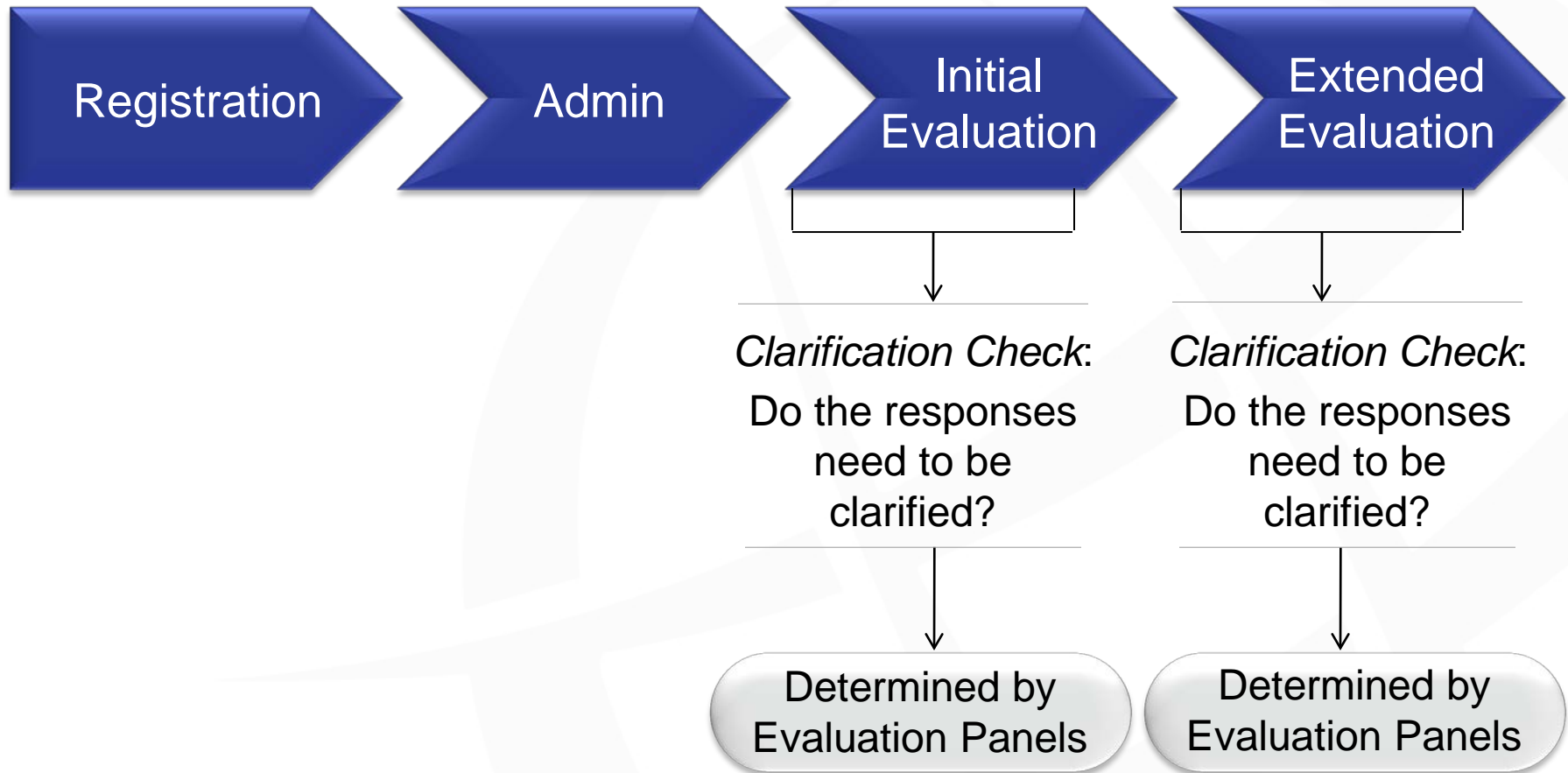
## String reviews

- String confusion
- Reserved names
- DNS stability
- Geographic names

## Applicant reviews

- Technical & Operational capability
- Financial capability
- Registry services

# Opportunities for Clarification





# Protecting Important Interests and Rights (Module 3)

## Grounds for Formal Objection

- String Confusion – *string causes confusion*
- Legal Rights – *infringement of the objector's rights*
- Limited Public Interest – *violates principles of int'l law*
- Community – *misappropriation of a community label*

## GAC Advice on New gTLDs

- concerns based on national laws or other sensitivities

# Evaluation Path with Objection



# Objections and Dispute Resolution

## Objection Filing Period

- Formal objections can be filed with dispute resolution service providers
- May be on any of 4 objection grounds

## Response

- Applicant may file response to objection

## Adjudication

- Dispute resolution service provider convenes expert panel
- Panel provides Expert Determination

# Evaluation path: Advice of Gov'ts



# String Contention

12 April



Two or more qualified applicants have applied for the same or confusingly similar string.

**String Contention Resolution**

# Resolution of String Contention

## I. Community Priority Evaluation

- Only available for community-based applications
- Evaluation based on a set of four criteria
  1. Community Establishment
  2. Nexus Between Proposed String & Community
  3. Registration Policies
  4. Community Endorsement

## II. Agreement of the Parties

## III. Auction Procedures – Mechanism of last resort

# Transition to Delegation

2 - 5 mos



Transition to  
Delegation

- Registry agreement with ICANN required
- Executed within 9 months of the notification date

## Pre-Delegation Testing

- Technical testing required

## Delegation Process

- Begins with successful completion of pre-delegation testing
- May include additional technical steps.

# Key Dates



2012

<b>12 January</b>	Application Window Opens
<b>29 March</b> <b>12 April</b>	Initial Registration Due Applications Complete / Window Closes
<b>1 May</b>	Strings Posted Opens: <ul style="list-style-type: none"><li>✓ Application Comment Process</li><li>✓ GAC Early Warning</li><li>✓ GAC Advice Period</li><li>✓ Objection Period</li></ul>
<b>12 June</b>	Initial Evaluation Begins
<b>30 June</b>	Application Comment Process Closes GAC Early Warning Closes
<b>12 November</b>	Initial Evaluation Closes → Results are Posted



# Key Dates

2012

**29 November**

Last day to elect Extended Evaluation

**1 December**

Begins:

- ✓ Extended Evaluation
- ✓ Transition to Delegation (for Clean Applications)
- ✓ String Contention (for Applications not in Dispute Resolution or Extended Evaluation)

GAC Advice Period Closes

Last Day to file an Objection

2013

**30 April**

Extended Evaluation Closes

Dispute Resolution Closes

Results & Summaries Posted

**15 May**

String Contention Opens (for Applications with Variables)

**30 May**

String Contention Closes (for Clean Applications)

→ Results Posted

# More Information

## New gTLD Program

<http://icann.org/newgtlds>

## Applicant Guidebook

<http://www.icann.org/en/topics/new-gtlds/dag-en.htm>

## Questions

[newgtld@icann.org](mailto:newgtld@icann.org)



New Generic Top-Level  
**Domains**

Thank You!