



# Norwegian Strategy

- Wanted to be at pro-active and be prepared.
- Norwegian Government established the working group. Participants from Internet community.
  - Assess the desire and need for new gTLDs of national importance.
  - Regarded this resource as a public resource
  - Review alternate assignment procedures
  - Requirements for applicants and standardized support or non-objection procedure
  - Propose management model
  - Propose changes in legislation



# Impact on existing ccTLDs and national domain marked

- Impact for local Internet community and therefore local Internet users.
- Consumer confusion.
- Limitations in deciding local policy – certain policy aspects must be in accordance with ICANN Registry Agreement?
- Different dispute resolution regime?
- If only ICANN accredited registrars? – different competition environment.
  - Could impact on competition conditions for existing domain marked in relation to the ccTLD.



# Main conclusions in Norway

- Regarding:
  - Desire and need
  - Conditions for letter of support
  - Defined management model
  - Assignment procedure and selection method



# Main conclusions in Norway – desire and need

- Currently no signs in the market of a need for gTLDs of national importance.
- National market can utilise existing gTLD resources as a supplement to or instead of .no.
- Accurate projection of future needs would be difficult.
- Players in the domain market best suited to assessing the potential for new gTLDs - not governments.
- National authorities should require a new gTLD of national importance to add value to the Norwegian domain market other than purely being competition to existing TLDs.
- Require clear idea of innovation and/or new business concepts in connection with the introduction of a resource of this nature.
- Norwegian authorities should devise a policy and strategy for processing any future applications to register new gTLDs of national importance.



## Recommendation - defined conditions

- Optional 2 - detailed terms in a **separate agreement, that among others regulates:**
  - agreement shall be interpreted and disputes shall be resolved in Norway according to Norwegian law.
  - registry should have a legal entity in Norway, whereby the registry is accountable under Norwegian law.
  - how the management of the relevant gTLD will be handled if the registry is sold or merges with another company.
  - relevant registry to have a degree of financial strength and stability.
  - Minimum phasing out period and notice of termination.
- Breach of terms and conditions can be exercised because of Post Delegations Dispute



### **3. Management model for new Norwegian top level domains**

- The framework conditions for new gTLDs must be regulated in the agreement with the individual registry.
- Norwegian regulations in the area are overarching regulations that determine fundamental principles for administration of this type of public resource
- the Domain Regulation should be amended so that it can be transferred to new gTLD resources of national importance.
- Whether it will eventually be possible to effect all framework conditions that are set in national regulations, have to be considered in relation to ICANN's requirements for the registry.



## Recommendation - Beauty contest

- Authorities make an open announcement to the market or to a more restricted group of relevant interested parties/registries.
- Players are invited to submit an application for negotiations with Norwegian authorities for documentation of support or non-objection for the administration of a new gTLD.
- Interested parties may be invited to report on their own business, ideas and concepts in relation to the future operation of a new gTLD etc.
- The opportunity to set more or less detailed requirements in the announcement (tender documentation).
- The beauty contest is a qualifying round for further negotiations.