lcTLDs: why they are a good idea

Lessons from .cat
and thoughts for the new gTLD process

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A success that wants to be repeated

- We have a test case for lcTLDs, .cat. It's been a success:

  - it serves its purpose, is a quality TLD, it's financially stable, it innovates. Based on very concrete governance sructure and policy choices

  - Excellent track record on IP infringements and malicious conducts

- A group of gTLDs wishing to follow this model.

- ECLID wants GAC to better understand the key elements (governance structures and registration polcies

User demand? √

- lcTLDs are not *copycat* TLDs, but bring meaningful diversification to the DNS

    - .cat: 40.000 names

    - BUT: >30% new to domain names!

- We want viable quantities, but above all, high quality

    - .cat: really huge on content

site:.TLD @ Google

.mobi	29.000.000
.cat	22.000.000
.travel	4.700.000
.name	4.300.000
.asia	1.500.000
.pro	505.000
.coop	500.000
.tel	480.000
.aero	318.000
.museum	225,000
.jobs	78,000

Trademark protection? √

- .cat experience: very, very low conflict level

    - 4 UDRP cases; but only one was *cybersquatting*

- Registration policies & enforcement

    - DRPs (including Rapid Suspension) *ex-officio* compliance procedures

    - Not just for IP, but also Charter compliance

    - .cat: sanctions for non-compliant registrars

- .cat: moved from *pre-validation* to *post-validation* without any impact on compliance

Malicious conduct? √
(McAfee rankings 2009)

1 .CM	104 .GOV
2 .COM	103 .JP
3 .CN	102 .EDU
4 .WS	101 .IE
5 .INFO	100 .HR
....	99 .CAT
7 .NET	.....
11 .ORG	92 .TRAVEL
13 .BIZ	
16 .NAME	
25 .MOBI	

Key elements of lcTLDs
1. Governance

- Strongly rooted in, and supported and managed by, the relevant community

  - .cat: Language Academy; Science Academy; All Universities teching in Catalan; Publishers' Association; Writers' Association; Newspapers, radio, Tv Associations; schools' fedeations; Association of sports federations; Catalan Centers around the world.....

  - puntCAT Board has *reserved slots* for the following sectors: Academia; Language and Culture promotion; Conent Industries and IT, plus some seats reserved for

The Model

.CAT Charter

The .cat TLD will be established to serve the needs of the Catalan Linguistic and Cultural Community on the Internet (the "Community") The Community consists of those who use the Catalan language for their online communications, and/or promote the different aspects of Catalan culture online, and/or want to specifically address their online communications to that Community.

Description of the Sponsored Community

"Catalan Linguistic and Cultural Community" refers to those individuals, groups, businesses, organizations, entities or initiatives, however constituted, eligible to register in the .cat TLD according to this Agreement and the .cat Charter (Part 1 to this Appendix S). The Community includes those who use the Catalan language for their online communications, and/or promote the different aspects of Catalan culture online, and/or want to specifically address their online communications to this Community.

Key elements of IcTLDs 2. Policies

- Registration policy: promote quality
  - Designed to promote language, not domainers
- Compliance & enforcement
- Strong signals build reputation
- Designed with public interest in mind
  - .cat: IDNs are treated as *same registry object* than their equivalent ACII. Same registry life. Same contacts, same name servers. Not charged for separately

Lessons for ICANN

- TLDs for already existing, cohesive, online-interconnected, real communities are a Very Good Idea ®

- lcTLDs: public trust; no owner *or even no administrator*: ICANN must impose HIGH standards of *representativity & inclusiveness*

  - Not for profit

- ICANN must also request HIGH standrads reagarding registration policies & enforcement

We need your help

- DAG tailored for big, open gTLDs. Costs are too high for things often not needed

- Community TLDs @ DAG: the model seems to be the membership association, not anything like an IcTLD.

- Brussels: we want to coorganize with GAC a workshop on IcTDs, with focus on governances models, policy options and experiences.

Escursus: Why IcTLDs?

- Promote the long-term survival of certain languages in the digital era (all but 60 out of 6000 languages are endangered: UNESCO)

  - Identity

  - Encourage language use online

  - Visibility

- It's a tool, not the solution, but a very useful tool

A language without social prestige will inevitably die

Excursus: IDN.cat

- Domain Name: fundacio.cat

Domain Name ACE: fundacio.cat
Variant Name: fundació.cat
Variant Name ACE: xn--fundaci-r0a.cat
Domain Language: ca

Registrar ID: R-906 (puntCAT Administrative Account)
Created On: 2006-05-05 15:19:40 GMT
Last Updated On: 2009-06-19 16:36:42 GMT
Expiration Date: 2010-05-05 15:19:40 GMT
Maintainer: Fundacio puntCAT