

New gTLD industry overview

4th International Conference for ccTLD registries
and registrars of CIS, Central and Eastern Europe

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Introduction: nic.at GmbH

- Operates „.at“ ccTLD since 1997
 - 1M Domains in January 2011
- Services & Consulting for TLDs/ENUM
 - .bh .no .sa .my .berlin .hamburg .reise .versicherung .koeln – „Registry-in-a-Box“
 - „RcodeZero Anycast DNS“ – (.at, .bh, .hu, +15k end customer zones)
- Austrian CERT & GovCERT
- VoIP-Consulting & ENUM-Registry



History of „new gTLDs“

- ICANN/IANA manages list of TLDs
- „Classical“ TLDs: ccTLDs + gTLDs
- Two rounds of „new TLDs“
 - 2000 und 2003 – „.info“, „.asia“, usw.
- 1998: Work on „new gTLD Program“
- 2008: „Draft Application Guidebook“ v1
- 2012 (Q1): Application window



Timeline

- *June 2011: ICANN Board approval*
 - „Communication Campaign“ – 4 months
- *Jan-Apr 2012: Application window*
 - Application evaluation
- *Nov 2012: publish initial evaluation results*
 - Transition to Delegation
- *Q1 2013 (?): First new gTLDs go live*



Some public initiatives



Dot-P2P

Logo suggestions
are welcome!



<http://dot-nxt.com/applicants/all>

<http://valideus.com/resources/gtlds-list/>



„Geographic“ gTLDs

- TLD for a city/region
- Takes the ccTLD concept „one level further down“
- Requires cooperation of local administrative entity
- Usage: Strong branding for city/region
 - Tourism
 - Administration, associations
 - Neighborhoods, shopping promenades
 - Enterprises, private persons
- Business plan stands and falls with population



.berlin

dot HAMBURG

dotKöln

dotSaarland e.V.

„Community“ gTLDs

- Address a certain community
- Already in the root: „.cat“
- Reflects identity of
 - Language (.gal)
 - Cultural area (.arab)
 - Lifestyle (.eco, .gay, .fam)
 - Organisational form (.gmbh)



„Generic Term“ gTLDs

- Generic words as TLDs
- Imagination (and \$\$) is the only frontier
- Popular terms going to be disputed?
 - Multiple initiatives for „.shop“, „.web“
- Strong competition from „old“ gTLDs
 - Similar usage scenarios
 - Potential of empty namespace



„Brand“ TLDs

- Company brand as TLD
 - Applicants: Owners of strong global brands with the pocket money to spend (1M€)
- Usage
 - Migrate services to a single global TLD – no more defensive registrations?
 - Map company/product hierarchy to a structure under the TLD (www.germany.bmw)
 - Community-Building – allocation of subdomains to customers / distribution chain

.canon

Deloitte.

unicef 

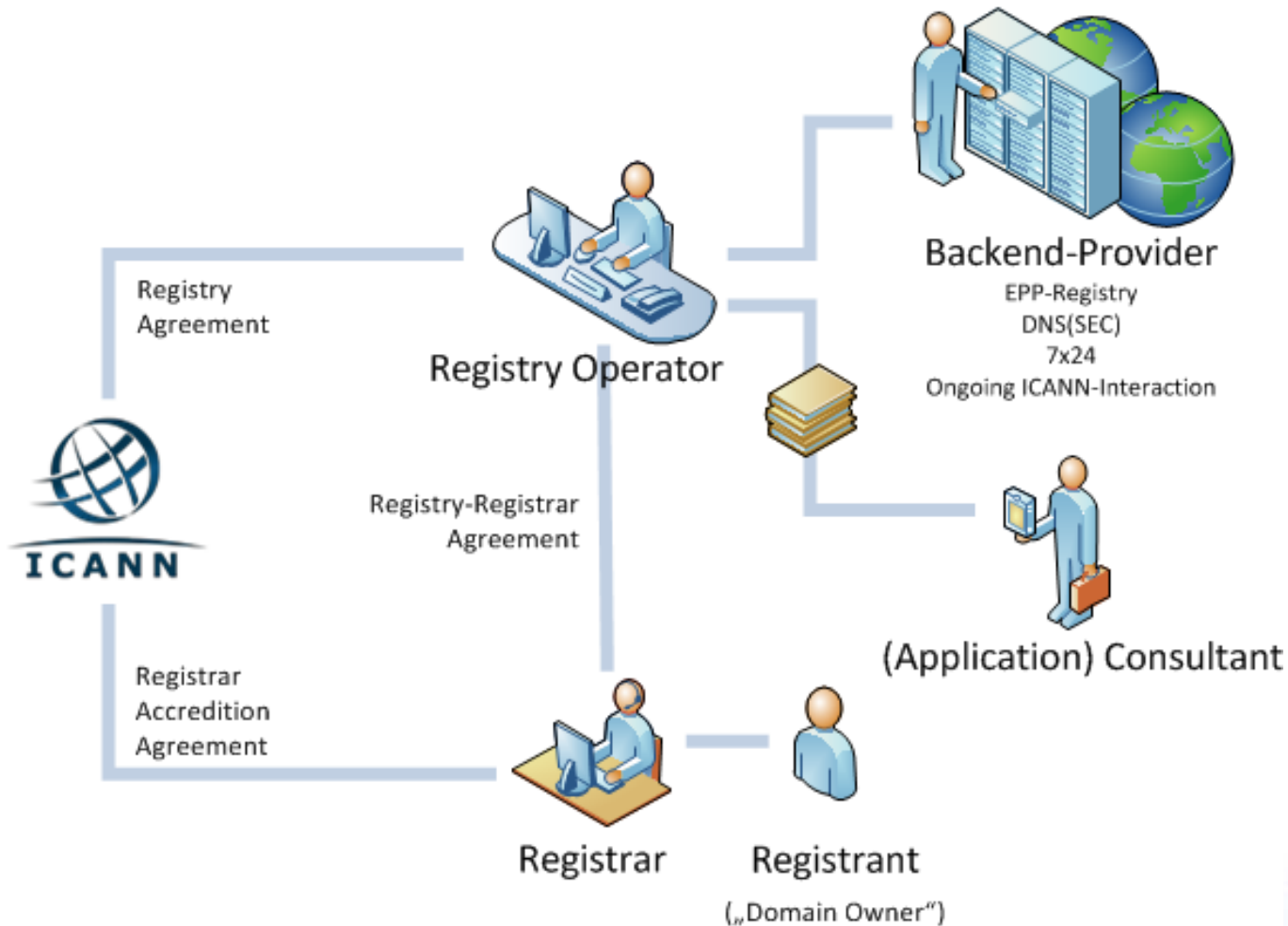
How many are there going to be?

- ICANN „Delegation Rate“ Document:
 - „Expected Activity“ = 400-500 applications (of which 100-200 brands) p.a., 215 TLDs
 - Max. possible rate: 965 TLDs per year

<http://www.icann.org/en/topics/new-gtlds/delegation-rate-scenarios-new-gtlds-06oct10-en.pdf>



Industry Players



Registry-in-a-Box



- **Modular architecture** provides exactly what is needed
- Designed and built specifically for **gTLDs**
- Provides **flexibility** to adopt to special requirements
- Fully **complies** to ICANN's new gTLD requirements
- Reflects **~100 person-years** of Registry development plus ~100 p-ys. of operational experience



DNS Infrastructure

- DNSSEC-Infrastructure
- “Hidden Master” Nameserver
- Global Nameserver network

RcodeZero Anycast

- State-of-the-art, massively overprovisioned Technology
- Hot/Hot or failover infrastructure in any component of the network in any location
- Fast, secure, reliable
- 24x7 monitoring and emergency hotline
- Comprehensive statistics



- 2010: Seattle, New York, Brussels, Frankfurt, Warszawa, Dublin
- 2011: Los Angeles, Singapore, Vienna
- 2012: Plan: +3 locations (tbd.)

Thank you!

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http://www.nic.at/en/registry_in_a_box/

http://www.ipcom.at/en/dns/rcodezero_anycast/