



New gTLDs, IDNs and dotBRANDs



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Afilias

Scale/Knowledge/Experience

Provides a world class domain name registry services

Technical solution for 16 Top-Level-Domain registries and 20 mil domain names

Generic & Sponsored



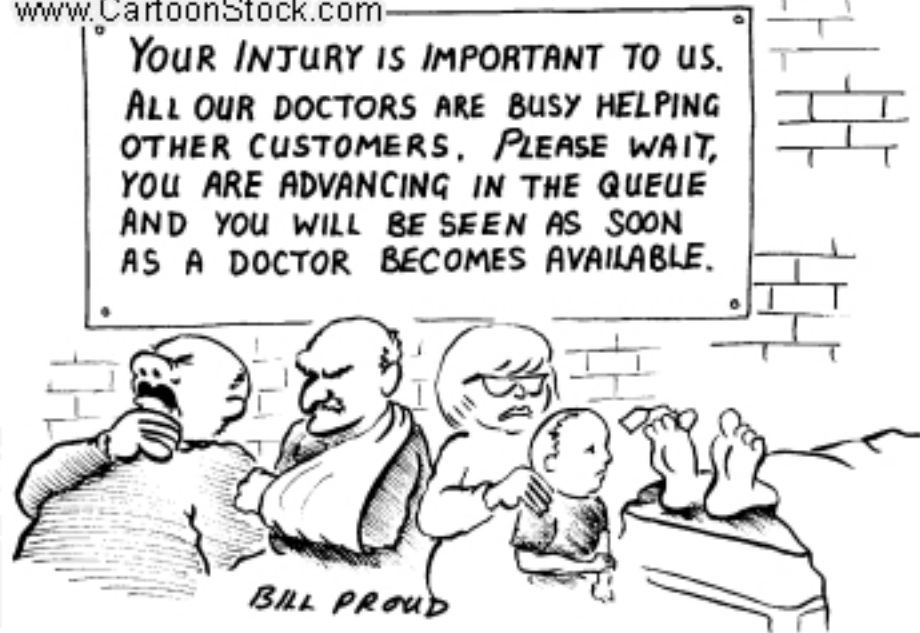
Afilias cont...

Country Code TLDs



New gTLD queue?

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search ID: wprn12

What types of gTLDs?

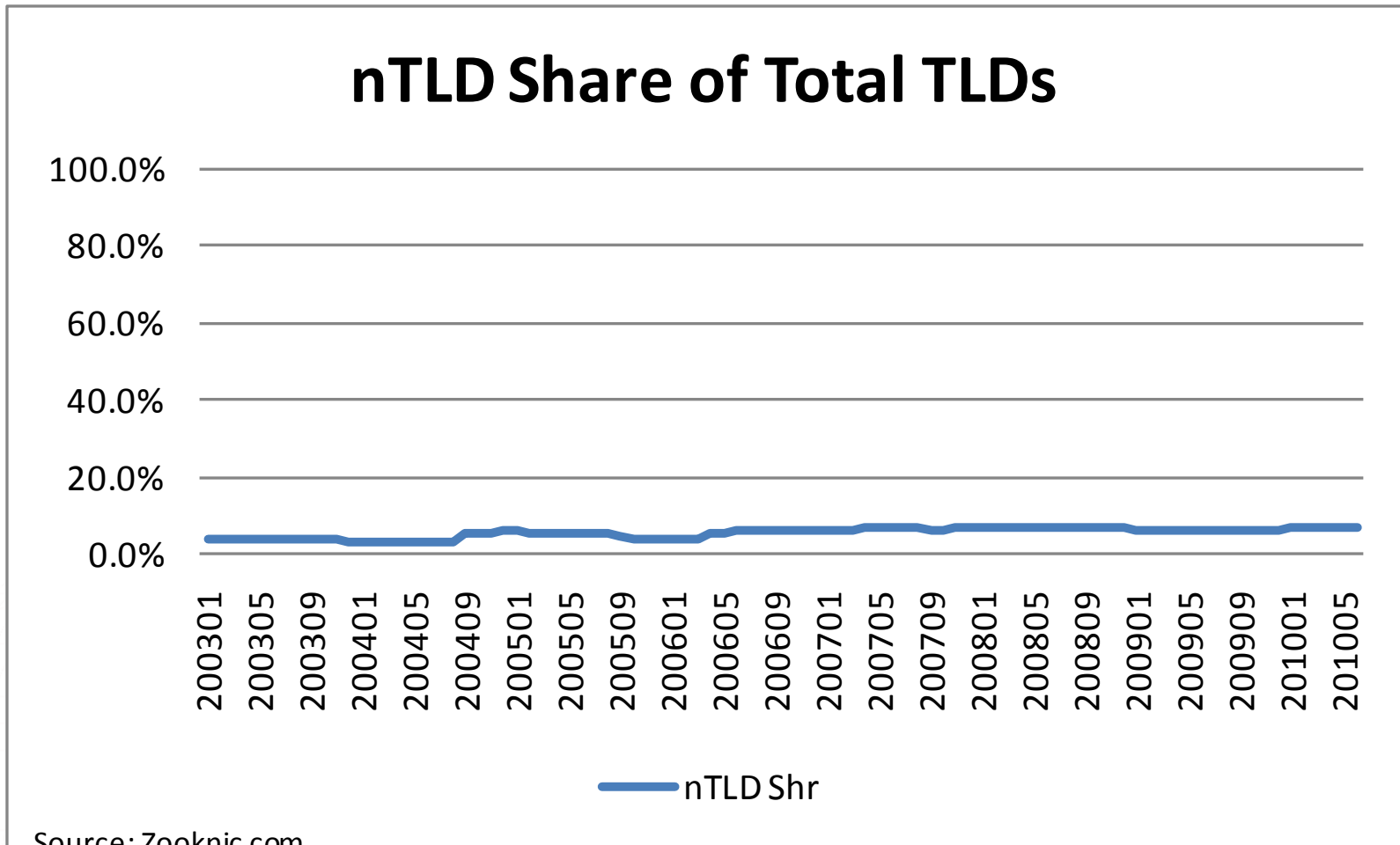
What are the openings/gaps in the market?

New gTLDs (ASCII), IDN gTLDs, IDN geoTLDs:

- .hotel
- .web
- .sports
- .movie
- .bank
- .blog
- .gay
- .eco
- .belgrade
- .cpб

gTLDs that pre-date ICANN .com .edu .gov .int .mil .net .org .arpa
ICANN 2000 round:
.aero .biz .coop .info .museum .name .pro
ICANN 2003 round:
.asia .cat .jobs .mobi .tel .travel (*.post - soon to be added*)
ICANN 2008 and 2011:
.xxx
Today: 23 gTLDs, 251 ccTLDs and Fast Track IDNs

New TLD share has been steady at ~7%



nTLDs =

- aero
- asia
- biz
- cat
- coop
- eu
- info
- jobs
- me
- mobi
- museum
- name
- pro
- tel
- travel

Source: Zooknic.com



.What is new?

For the first time in the ICANN history there would be Brand TLD applications

Will we see .Facebook?

How it will affect incumbent registries and registrations?

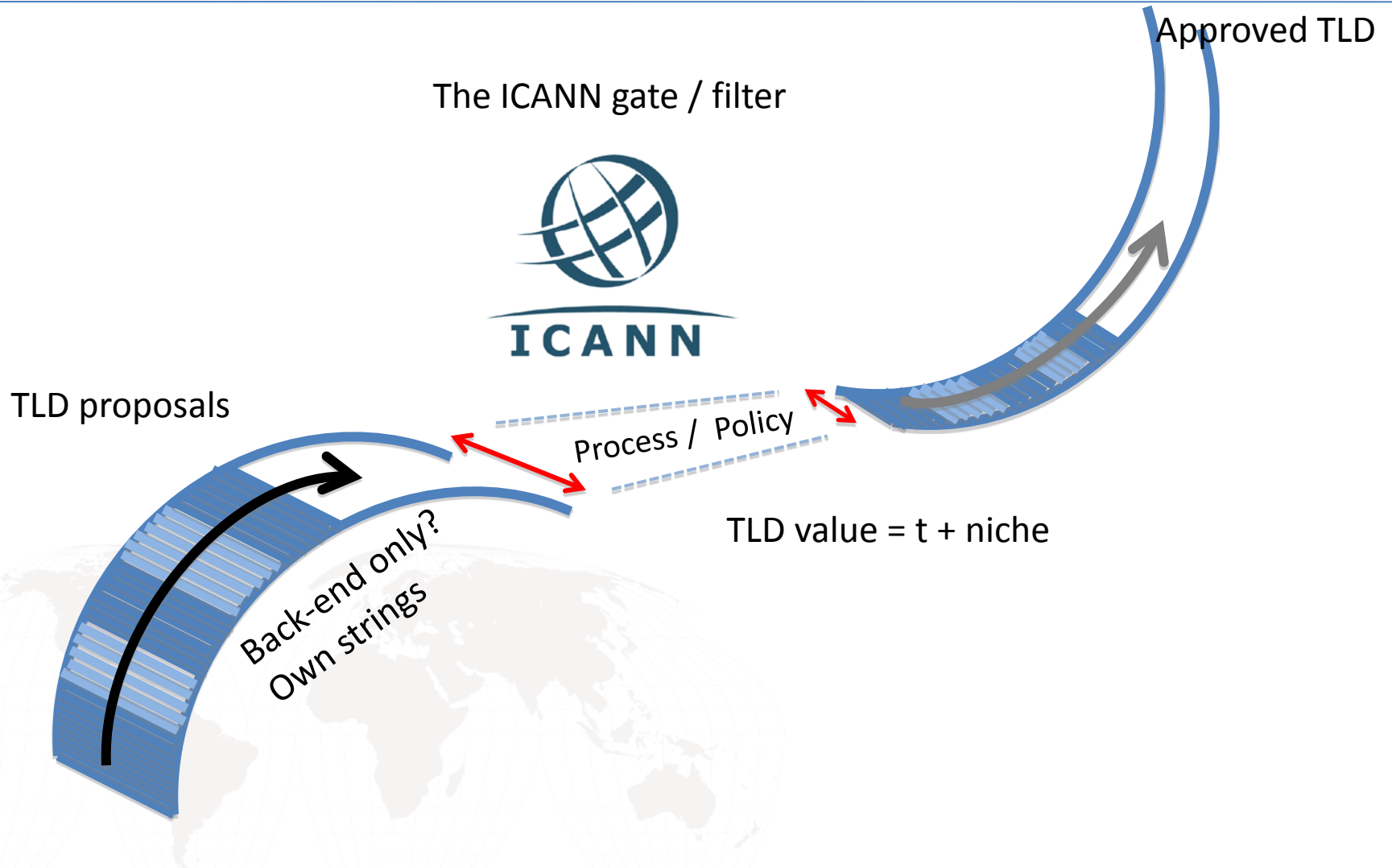
Big unknown



Brands in Serbia?



TLD Business Process



Protection/promotion



IP as a driver of Internet governance

Globalized trademark protection in DNS

1998 – UDRP developed as litigation through national courts was considered too slow and expensive

2008 – Implementation Review Proposal – create a trademark clearing house (read: database) →

TM owners to get all of their marks in any linguistic script

+

Uniform Rapid Suspension System – faster than UDRP + some activities



Brand and IP issues

Many issues were discussed and resolved including:

Rights protection mechanism

The ‘standard of proof’ of use of TM

The ‘bad faith’ requirement

Including TMs beyond exact match

TM use requirement during Sunrise URS



Brands perspective on gTLDs

Different market approaches, e.g. .BRAND, different business models

Essential to recognise that brand stakeholders viewed the issue from different perspectives

Ultimately, application for a .brand gTLD is Decision of a Brand owner

.Brand application may be multiple for multiple language scripts

.Brand application budget : Marketing Budget/ Application Cost/ Registry Cost

Escrow Cost/



... Conclusions

- Some global Brand owners find the gTLD application process attractive as they wish to use it in an innovative way to serve global market
- Budget certainty and sustainability of the Brand TLDs
- Jan 2012– April 2012 application window would be the proof of the Corporate and Brand owner’s concept
- Overall introduction of nTLDs may not be sufficient process to address existing market competition issues in the DNS industry
- Overall introduction of nTLDs may result in:
 - more internationalized management of DNS
 - higher standards of technical services and overall better DNS policies
 - big changes in the registrar market and market consolidation
- Registrar-registry models could lead to responsible expansion of domain names to minimize the potential adverse economic impact on consumers and marketplace however, they would put small registrars out of business



...thank you for listening

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: Des



2008 – “25 years of the DNS”

YouTube movie:

<http://bit.ly/8MBOsk>