

# New gTLDs: Status, DAG v3 Overview & What Happens Next

## Overview

- In June 2008, ICANN (Internet Corporation for Assigned Names & Numbers) approved the implementation of a fast-track process for the introduction of potentially hundreds of new generic top-level domains (gTLDs)
- There are only 21 operational gTLDs available today
- Examples of existing gTLDs: .com, .net, .org
- Examples of potential new gTLDs: .sports, .berlin, .eco, .ourcompanyname, .ourproductname
- The letters “after the dot” could also be in other languages– like Traditional Chinese or Hindi. This does not exist today, but will be allowed under this initiative.
- Examples of Internationalized New gTLDs: .體育

## New gTLDs – Implementation Process & Policies

- The document that defines the process and policies for the implementation of New gTLDs is called the Draft Applicant Guidebook (DAG)
- To date, there have been 3 versions of the DAG released by ICANN
  - DAG v1 – issued in October 2008
  - DAG v2 – issued in February 2009
  - DAG v3 – issued on October 2009
- Each version has also been accompanied by numerous Explanatory Memos, Studies & Other Analysis
- To view all versions of the DAG and accompanying documents, go to:  
<http://www.icann.org/en/topics/new-gtld-program.htm>
- All Documents released by ICANN related to New gTLDs are subject to Public Comment

## New gTLDs – Implementation Status

- There will be at least a DAG v4, and likely a DAG v5 before New gTLDs will be implemented. Outstanding issues and analysis that still remain:
  - Trademark Protection
  - Further Economic Study
  - Registry/Registrar Separation
  - 3 character strings & variant management
  - Mitigating Malicious Conduct
  - Root Zone Scaling
- ICANN will not be ready to take applications for New gTLDs in February 2010 as previously stated. DAG v3 does not propose any new implementation timelines. Due to remaining work that must be done on issues above, many do not foresee ICANN accepting applications for New gTLDs prior to late Q4 2010/first half of 2011.
- ICANN fees for application, evaluation, dispute resolution and on-going operation of a New gTLD have remained the same from the last version of the DAG, but ICANN has created opportunities throughout the application & evaluation process to receive pro-rated refunds if application is withdrawn

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## DAG v3 – What’s New in This Version

New content contained in DAG v3 can be categorized in 3 ways:

1. Additional Guidance for Applicants
2. New Programs/initiatives that help address outstanding community concerns
3. Completion of procedures and standards that were proposed in prior versions of the DAG

### 1. DAG v3 – Additional Guidance for Applicants

In the area of “Additional Guidance for Applicants”, DAG v3 includes:

- Time estimates expected for evaluation, dispute resolution and delegation
- gTLD registry operator obligations
- Community Priority Evaluation annotations (formerly known as Comparative Evaluation)
- String Similarity Algorithm – 8 scripts now available
- Registry Services review description
- Evaluation panel selection process, conflict of interest policy and code of conduct for panelists defined

### 2. DAG v3 – New Programs/Initiatives

In the area of “New Programs/Initiatives”, DAG v3 includes:

- Malicious Conduct mitigations
- Verification Program for high security zones
  - Elective process
- Thick Whois
- Post-delegation dispute processes
  - Rights protection mechanism
  - Community TLD restrictions compliance
  - NOTE: This post-delegation dispute process has been reworked by ICANN staff and differs substantially from the post-delegation process that was proposed by the Implementation Recommendation Team (IRT) in May 2009

### 3. DAG v3 – Completed Standards & Procedures

In the area of “Completed Standards & Procedures”, DAG v3 includes:

- Pre-delegation testing procedures
- Morality and Public Order – Frivolous Objection Test
- Community Objection – defenses
- Geographic names clarity and 2nd level reservations
- Financial Instrument for continued operations defined
- IDNA 2008 protocol adopted

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## What Didn't Make the Cut

From the IRT Report in May 2009:

- ONLY Thick Whois made it into DAG v3 as proposed
- Post-delegation dispute process in DAG v3 is substantially different than what drafted by the IRT
- Globally Protected Marks List (GPML) has been abandoned
- ICANN Staff have taken IRT recommendations regarding Uniform Rapid Suspension System (URS) and IP Clearinghouse (now referred to as Trademark Clearinghouse) and have incorporated some of the public comments received over the Summer to create 2 "Proposed Procedures" for further consideration (See Trademark Protection section at: <http://www.icann.org/en/topics/new-gtlds/related-en.htm> )
  - These "Proposed Procedures" are not part of DAG v3 and have been forwarded by the ICANN Board to the Generic Names Supporting Organization (GNSO) Council within ICANN for an expedited review to determine if proposed procedures are consistent with their Implementation Guidelines that were issued in October 2007.

## How CSC can help

- CSC can help you stay up to date with the new gTLD initiative through our Domain Name News Alerts, Policy Document Summaries & Whitepapers and through participation in our online web seminars.
- CSC can help you have your voice heard in the new gTLD debate through participation in our New gTLD surveys, regional roundtables and by working with CSC to develop public comment statements endorsed by multiple brand owners.
- While New gTLDs are not for everyone, CSC recognizes that some of our customers may want to pursue a new gTLD for business and/or defensive reasons and will offer a complete outsourced turn-key solution. Specifically, CSC can help you:
  - Educate and assist your business leaders to help them understand policy issues and potential opportunities/risks for your business
  - Complete and submit your New gTLD application(s) and navigate through the TLD delegation process
  - Provide an enterprise-class, web-based interface and supporting infrastructure to register and manage your new TLD (includes maintaining zones and WHOIS)
  - Develop TLD policies and meet ICANN compliance requirements and reporting for the on-going operation of your TLD

## Contact CSC

For additional information on New gTLDs call 800.927.9800 (within the North America), +44 (0)20 7565 4090 (Europe), or visit [www.cscglobal.com](http://www.cscglobal.com).