



ICANN new gTLD process

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What's it all about?

- History
- Goals
- Types of TLD
- ICANN process
- Impacts for end-users and registrants
- The future

What types of TLD will there be?

- .IDN
- Regional / language / community
- Vertical business sector
- Generic
- .brand

ICANN Process

- Draft “Applicant guidebook”
- Applicant guidebook
- Outreach
- Applications
- Publication of strings
- Objections lodged
- Approvals

- Implementation
- Sunrise
- Landrush

- Start over again?

How may this impact the end-user?

- May offer the chance to get the domain they've always wanted
- May need to monitor to ensure their brands aren't infringed
- Will need to apply their domain name strategies
 - May need to monitor and respond to sunrises and landrushes
 - May need to monitor more domain name registrations

How may this impact registrars?

- Decisions:
 - What domains to offer?
 - What integration work to do?
 - What to put on the front page?
 - What to promote?

So what's coming?

- 10, 100, 500, 1,000?
- Applications for the same or similar:
 - Same: several x .web
 - Plural / variants: .shop, .shops, .shoppe
 - Synonyms: .shop, .store, .mart
 - String distance: .law, .lax, .lac
- Pricing?