



Navigating the Domain Namespace Explosion

IGLTA Global Convention – Chicago 2013

today's topics



- Intro
 - ICANN
 - New gTLD Program
- What to be thinking about?
 - String Evaluation
 - Rights Protections
 - Strategy Development
- Case Study
 - .gay
- Next Steps

what is ICANN?

Internet Corporation for Assigned Names and Numbers

ICANN coordinates the unique identifiers for computers across the world. Without this coordination we wouldn't have one global Internet as we know it today.



ICANN was formed in 1998. It is a not-for-profit partnership of people from all over the world dedicated to keeping the Internet secure, stable and interoperable. It promotes competition and develops policy on the Internet's unique identifiers.

ICANN doesn't control content on the Internet. It cannot stop spam and it doesn't deal with access to the Internet. But through its coordination role of the Internet's naming system, it does have an important impact on the expansion and evolution of the Internet.

what is a TLD?

TLD = Top Level Domain

- The last segment of every website address
- Top level in the domain name system (DNS) of the Internet
- All names before the last dot are part of the same TLD
- ICANN holds the contracts for who runs each TLD

www.iglta.org

what kind of TLDs are there?

Generic Top Level Domain (gTLD)

- Generic words that represent a variety of things



Country Code Top Level Domain (ccTLD)

- Two-letter codes representing countries



Internationalized Domain Name (IDN)

- Characters representing scripts and languages



the future of the internet

- Currently over 220 million domain names in use
- ICANN received over 1,900 applications for new gTLDs
- The applications represent over 1,400 different strings
- Many new gTLDs will perform differently
 - New features
 - New opportunities
 - New benefits
- Domain portfolios are the future



gTLDs applied for

.amsterdam .paris
.bcn .barcelona .quebec
.boston .rio .roma
.capetown .helsinki .stockholm .sydney
.london .madrid .tokyo .vegas
.miami .nyc .osaka

Complete list: <http://newgtlds.icann.org/en/program-status/application-results>

gTLDs applied for

.flights .cruise
.hotel .eco .casino
.holiday .hotels .golf .ski .spa
.tickets .rsvp .hoteles .wedding .yachts
.voyage .restaurant .africa .irish
.vacations .inc .gay .kiwi .latino
.llc .gmbh .ltd

Complete list: <http://newgtlds.icann.org/en/program-status/application-results>

gTLDs applied for

.blog

.guide

.map

.media

.news

.press

Complete list: <http://newgtlds.icann.org/en/program-status/application-results>

what to be thinking about?



- String evaluation
 - What strings are relevant to you?
 - Industry related
 - City, product or community specific
 - What do they stand for?
 - What are the rules & policies?
- Rights protections
 - Trademark Clearinghouse (TMCH)
- Strategy development
 - Engagement: Why? When? How?

rights protections



- Trademark Clearinghouse (TMCH)
 - Established by ICANN
 - One-stop depository for rights owners
- Provides trademark protection during the launch of each new TLD
 - Access to register your trademark during the Sunrise Period (rules may vary by TLD)
 - Notification when someone has registered your trademark
 - Now open to accept registrations

<http://newgtlds.icann.org/about/trademark-clearinghouse>

case study



Is the new .gay a TLD you should be considering?

overview of .gay



- Mission
 - To create an environment on the Internet that addresses important and primary needs of the gay community including safety, visibility and support
- Intended registrants
 - Those who identify as members of the gay community (LGBTQIA+)
- Intended users
 - Members of the global gay community and those interested in understanding, supporting or engaging with the gay community

key elements of .gay



- Unites a global community online (LGBTQIA+)
- Establishes a global community resource
 - Accessible
 - Trusted
- Uniquely designed for/by the gay community
 - Rules and policy
 - Index system
 - Give back
 - 67% from domain sale profits
- Community managed

string evaluation: .gay



- Is it relevant?
 - Builds business within the community
 - Creates change
 - Equality through visibility
 - Establishes metrics
 - Community give back

What does it stand for?

- A trusted resource
- A community supportive initiative
- What are the rules & policies?
 - Created by the community
 - Address unique needs of the community

rights protections: .gay



- Sunrise Period
 - Exclusively for rights owners registered in the Trademark Clearinghouse
 - Multiple rights owners for the same name will be resolved by auction
- Sunshine Period
 - Unique to dotgay LLC's model for .gay
 - Exact matches of names on existing TLDs
 - Sunrise registrations trump Sunshine
 - Only names registered prior to 5/1/12
 - Multiple matches of same name will be resolved by auction
 - Pre-registration signup opens soon

strategy development: .gay



- Why to engage?
 - Makes a powerful statement
 - Confirms authenticity
 - Added visible via the Index
 - Helps support & fund our community
- When to engage?
 - Prior to Sunrise for trademark protection
 - During Sunshine for exact domain match
- How to engage?
 - Join our newsletter to stay informed about launch details
 - Founders opportunities available now

is .gay a TLD to consider?



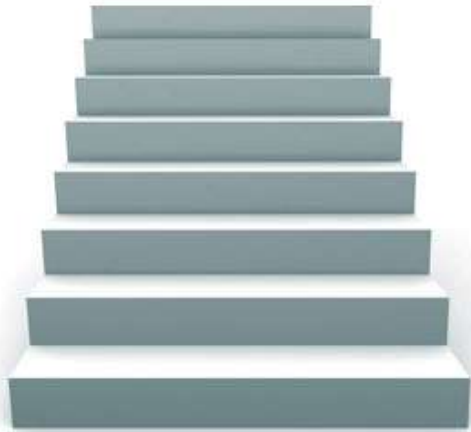
ongoing application process



- Applications submitted
- Public comment period
- Initial Evaluation
- Objection processes
 - Government
 - Community
 - Others
- Community Priority Evaluation
- Delegation



next steps



- Recruit Authentication Partners
 - www.dotgay.com/partners
- Build Registry Advisory Board (RAB)
 - Global representation
- Develop Registry policy with RAB
 - Decision making practices
 - Reserved names
 - Index Directory
 - Sensitive words & phrases
- Establish dotgay Foundation

questions?

Now's your chance!

Let us know if you have any questions that we could assist you with

dotgay.com

[facebook.dotgay.com](https://facebook.com/dotgay.com)

twitter.com/dotgay

youtube.com/dotgayLLC

the end



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