

Introduction

- ICANN's key responsibility- To introduce and promote competition in the registration of domain names while ensuring security and stability of domain name systems.
- Top Level Domain: Portion of the domain which appears on right side after period. TLDs are installed in the rootzone of the namespace.
- Prior to New gTLD Program, a few gTLDs existed such as '.com, .net, .info, .gov' along with 250+ CCTLDs.
- New gTLD Program- a program to add an unlimited number of new gTLDs in the name space.
- **Aim:** To foster diversity, encourage competition, and enhance the utility of the Domain Name System by providing consumers/ entities a wider pool of choice.

Functioning: Under the Program, the applicants/ entities identify themselves by defining the gTLD through certain words, geographic locations or brand names.

The Applications broadly fall in the following categories:

- i) Brand TLDs: .google, .amazon;
- ii) Communities TLDs: .catholics;
- iii) Geographic TLDs: .goa, .nyc
- iv) Generic Term TLDs: .rich, .school

Internationalized Domain Names: TLDs in characters others than traditional ASCII characters (a to z).

Brief Timeline and Application Procedure

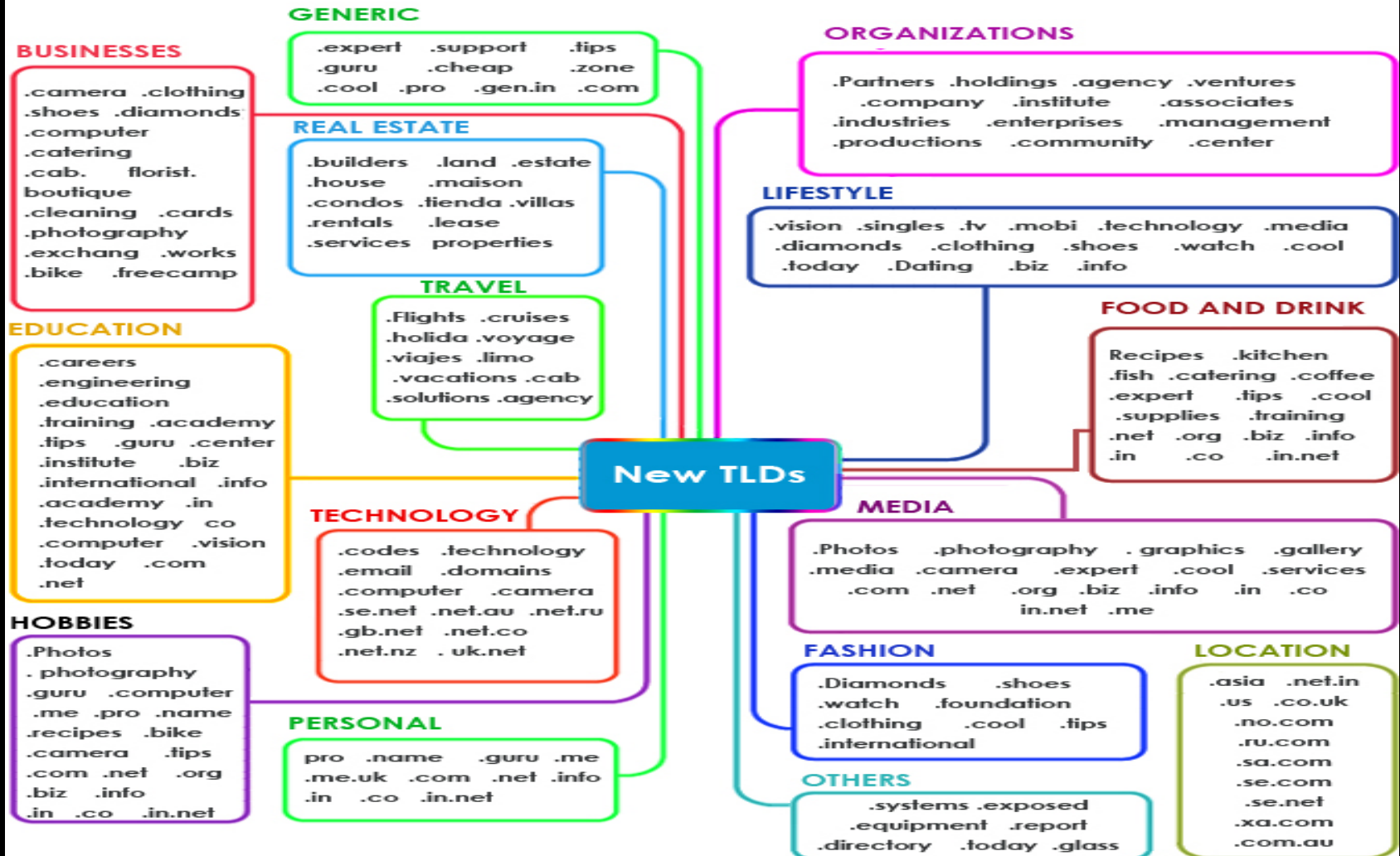
- 2005: Policy Development Process by GNSO after previous trial rounds;
- 2007: Finalization of list of policy recommendations by GNSO;
- June 2008: Approval by the ICANN Board and initiation of work on the applicant Guidebook;
- May 31, 2010: 4th iteration of the Draft Applicant Guidebook;
- November, 2010: Discussion on Proposed Final Draft;
- September 2011- January 2012: The Applicant Guidebook.

APPLICANT GUIDEBOOK

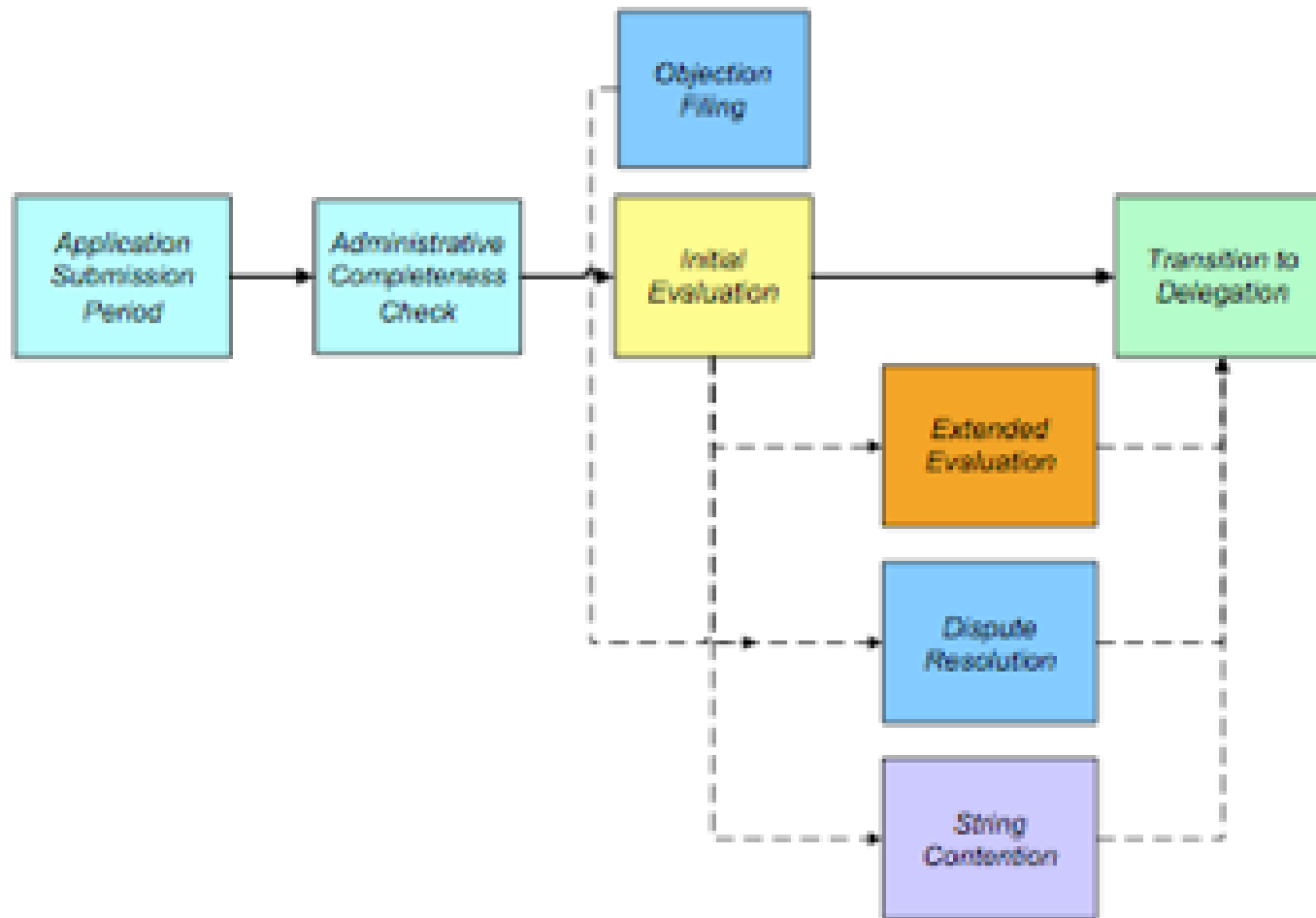
- Lays down the guidelines for applicants, eligibility criteria, costs involved and clarification on delegation process.
- Also provides for system of dispute resolution (Ex ante and ex post the delegation, system to protect the parties/ limit the risks.

Get the best name for your website.

A right domain name can do wonders for your website. Which category below describes your website best?



Application Procedure in Brief



Applications till Date

Particulars	Quantity
Applications Received	1,930
Applications Completed	729
Applications Withdrawn	542

Particulars	Quantity
North America	911
Europe	675
South America	24
Africa	17
Asia Pacific	303

Ergo, Asia Pacific's participation remains at a mere 15.69%

Benefits of the New gTLDs

- **Innovation:** Provides Personality to the website: name.traveldiaries v/s nametraveldiaries.com;
- **Unique Differentiation to the Brand:** With short and relevant addresses.
- **Credibility and Trust**
- **Focus:** Easy recognition to the website
- **Consumer Convenience:** 1
- More Choices
- **Organizations and Localization:**
- **Owning an entire TLD space and having an unlimited selection of website domain names to market a brand.**
- **Effective branding:** For e.g. q7.bmw
- Generation of income by auctioning premium
- **Less reliance on Search Engines**
- Promotes Entrepreneur Opportunities: **No ambiguity; Laser targeting for your product**

Opportunities for India



- A large E-commerce Industry worth 11 bn dollars.
- 11th highest number of internet users after China.
- Highest yearly growth rate of Internet users, yet a low penetration level.
- Overall Literacy rate: 78% whereas English Literacy Rate: 18.6%
- More than 26 local languages spoken in India.
- 21 out of 1000 ICANN Accredited Registrars are in India.
- An effective strategy to counter counterfeit product industry in India.



Participation of India with the New gTLD Program

- Awareness Rate- 46% (However, inadequate information)
- Participation Rate: 1.03% with 20 of 303 Asia Pacific Applications.
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- 32% of the Business Houses consider New gTLDs irrelevant to their business organizations.
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- Only 1 in 5 organizations seem to have considered investing in New gTLD program.
- 34% people believe that they'll more likely write the address directly into the browser.
- 38% Business Houses believe that New gTLDs will provide a more personalized experience.
- IDNs: .Sangathan in Devnagri

Challenges for the New gTLD Program in India

- Cumbersome Application Procedure: Application Guidebook- 353 Pages, several requirements of different document submissions.
- Pricing: Initial Payment of USD 5000, followed by USD 1,80,000 before Review, annual payment to ICANN, extra expenditure to be incurred incase dispute arises.
- Dethroning .com: More than 100 million second level strings.
- Requirement to perform registry functions: Administrative, Financial, legal and managerial responsibilities.
- Risks and costs in branding on a new extension
- Universal acceptance of the Domain string.
- Transition from 3-4 character TLD.
- Lesser Community involvement: Different stakeholders like email providers, software programmers and Internet companies need to work together.

Strategies to Overcome these Challenges

- Creating Awareness: People are RECEPTIVE but OBLIVIOUS of the New gTLDs;
- Strategies to promote : Learn from others- .berlin; .nyc which is promoted on the New York Cabs;
- Highlighting the scope and diversity of the New gTLDs;
- Network Effects to the Industry: Not to act ex post but ex ante;
- Promotion of Community Involvement in promotion & Evolution of New gTLDs.
- Rightside (with 31 New gTLDs): Gift a Domain Strategy
- Multifaceted approach including workshops, white papers to create awareness of the utility of New gTLDs.
- Any other suggestions.

THANK YOU