

NEW gTLD PROGRAM: NEXT ROUND

gTLD

# A More Inclusive Internet: New Generic Top-Level Domains

August 2024



# Agenda

- 01 Introduction to the Internet and the Domain Name System (DNS)
- 02 Internationalized Domain Names and Universal Acceptance
- 03 Building A More Inclusive Internet through New Generic Top-Level Domains

- 04 New gTLD Applicant Support Program
- 05 Registry Service Provider Evaluation Program
- 06 Timeline and Resources
- 07 Q & A

# The Internet is a Global Network of Networks



# How Do We Navigate the Internet?



IP addresses are hard for people to remember

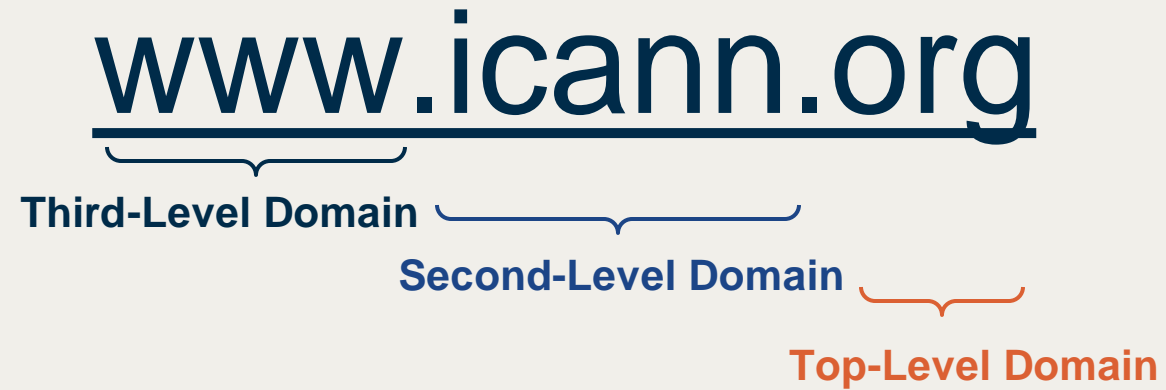
- IPv4: 192.0.43.7
- IPv6: 2001:0db8:ac10:fe01:0000



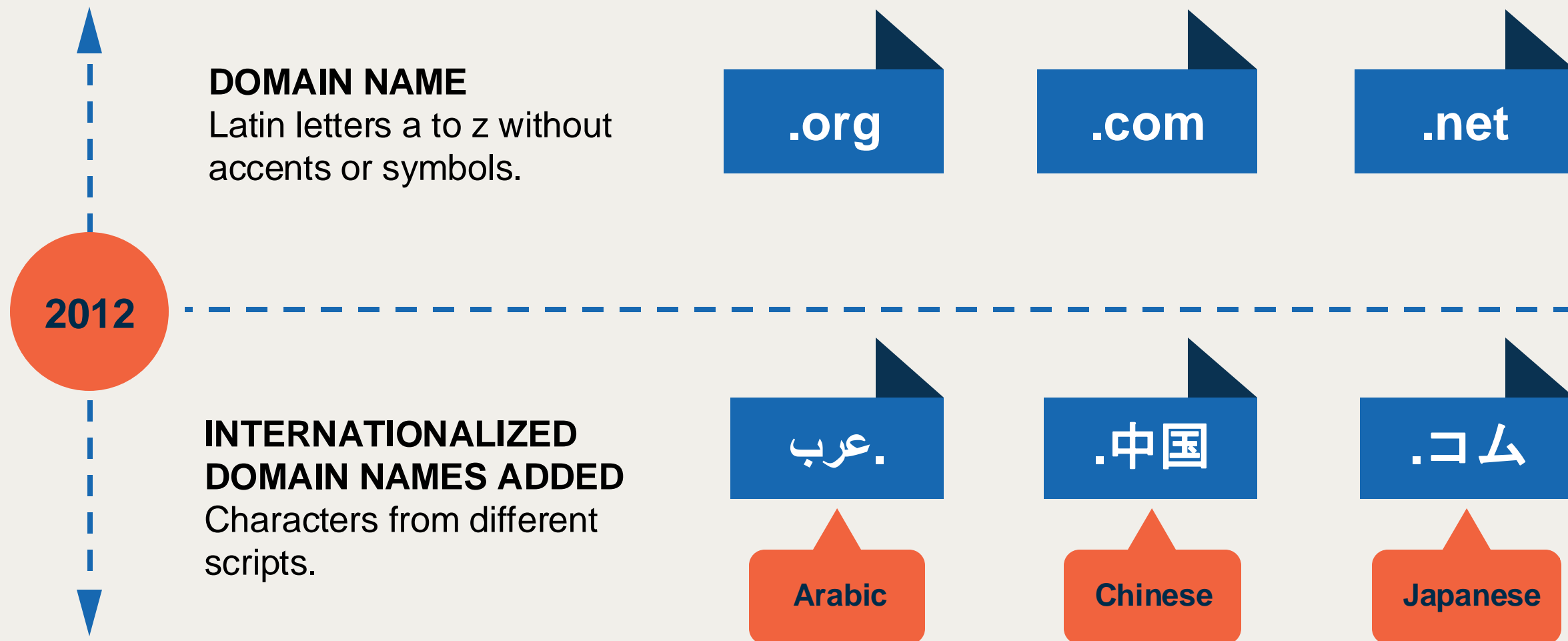
People easily remember words.

**www.icann.org = 192.0.43.7**

# What is a Domain Name?



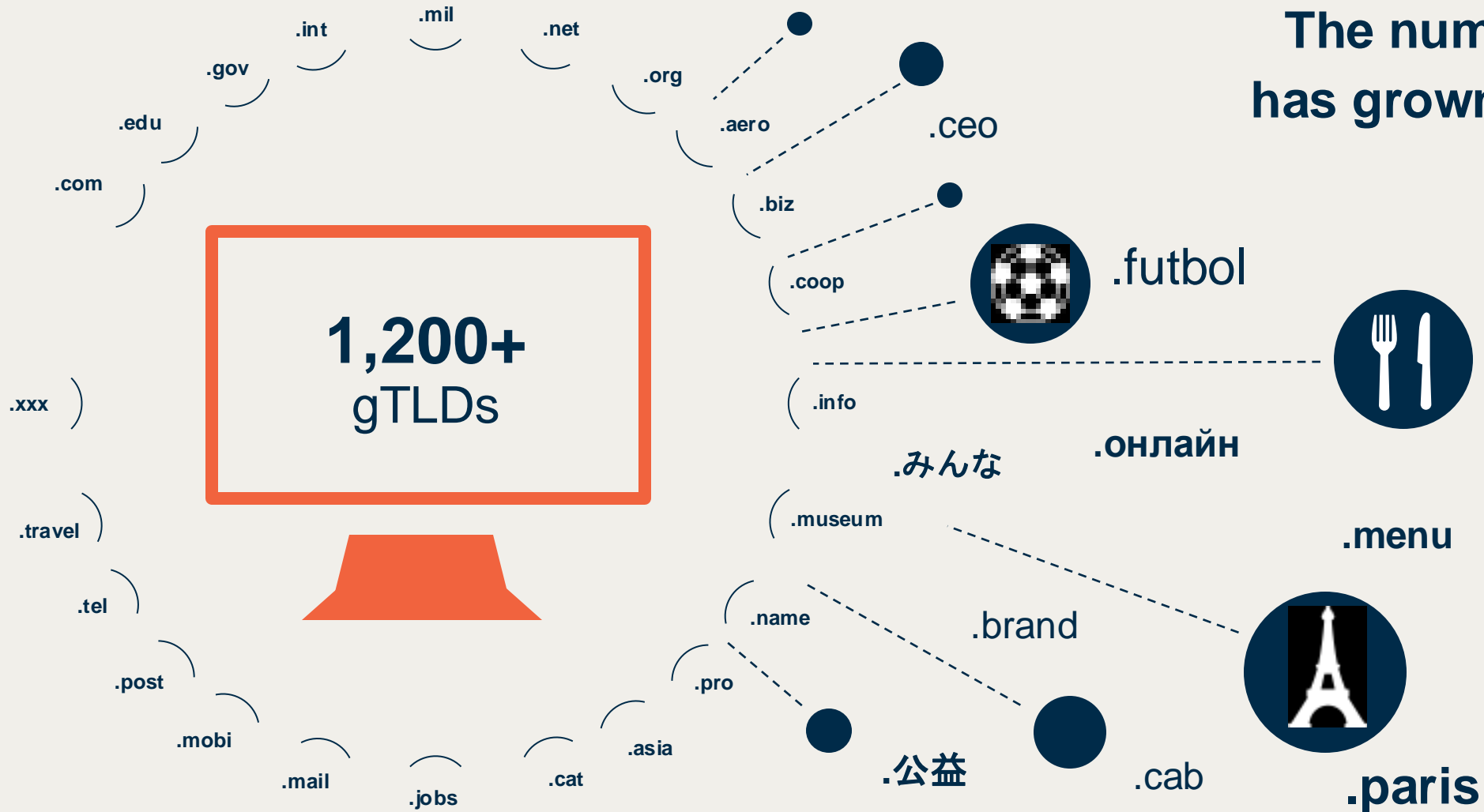
# What Are Top-Level Domains (TLDs)?





# Expansion of the DNS

The number of gTLDs has grown to over 1,200.



# Building a More Inclusive Internet

The ICANN community is working to make the Internet more globally usable via...



Universal Acceptance – The technical necessity that ensures that all valid domain names and email addresses can be used by all Internet-enabled applications, devices, and systems.

- *Legacy applications and systems should be updated.*



Internationalized Domain Names – Domain names represented by characters other than Latin-based or ASCII characters (a through z).



**Everyone should be able to use the Internet using a domain name and email address that fits their language or culture.**



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# **The New gTLD Program: Next Round**

# New Domain Names, New Uses

▶ Serve diverse cultural, geographic, language, and professional communities.

▶ Provide communities and organizations opportunity to create their own space online.

▶ Build trust in and awareness of a brand.

▶ Manage and secure your online presence.

## EXAMPLES:

Industry-specific:

**.photography**

**.rugby**

**.bank**

Creative tools:

**playlist.new**

**doc.new**

Location-based:

**.durban**

**.nyc**

Script-based:

**.网址**

**.شبكة**

Brands:

**.google**

**.apple**

Online identity:

**.blog**

# gTLD Opportunities

gTLDs can be tailored for audiences based on:



Businesses and brands



Communities and cultures



Geographies  
(e.g., cities and regions)



Governments – local and national  
- and IGOs



Targeted customers or memberships



Users of diverse scripts

# Benefits of Operating a gTLD



# Becoming a Registry Operator



Applying for a gTLD means you are applying to operate a piece of the Internet (a registry).



A registry supports all the domains registered under a particular gTLD.

## **A Registry Operator:**

- ▶ Sets the requirements for the gTLD.
- ▶ Determines which second-level domains (the characters to the left of the dot) can be registered, and by whom.

# Financial and Technical Considerations

New gTLD Program: Next Round evaluation fees: **US \$208,000–\$293,000**

- + Standard operational fees included in the Registry Agreement signed with ICANN
- + Ongoing financial and technical obligations

\*Fees subject to change



Applying for a new gTLD requires significant financial and technical resources.



All new gTLD applicants must be able to demonstrate the operational, technical, and financial capacities necessary to operate a registry and comply with contractual requirements.

# Responsibilities of Registry Operators



## Registry operators:

- Maintain master database of all domain names registered in the TLD.
- Generate the "zone file" that allows computers to route Internet traffic to and from TLDs anywhere in the world.



## Responsibilities include:

- Manage requirements detailed in the Registry Agreement and ICANN policies.
- Convert domain names into IP addresses to enable routing of Internet traffic.
- Operate the technical aspects of the TLD.



**NEW gTLD PROGRAM: NEXT ROUND**

# **Next Round: Applicant Support Program (ASP)**

# Criteria for Applicant Support

To be eligible for assistance through the Applicant Support Program, applicants must demonstrate:

- ✓ General business due diligence
- ✓ Public responsibility due diligence
- ✓ Financial need
- ✓ Financial viability
- ✓ Eligible entity status

# Applicant Support Program

Applying for a gTLD is expensive and may be out of reach for many. The Applicant Support Program makes applying for a new gTLD more accessible to entities that are unable to because of financial and other resource constraints.

**Candidates must be one of these types of entities:**



Nonprofit,  
nongovernmental, and  
charitable organizations



Intergovernmental  
organizations



Indigenous/tribal  
peoples' organizations



Micro and small  
businesses that are  
social enterprises or  
that operate in a less-  
developed economy

# Applicant Support Portfolio

The Applicant Support Program provides a range of financial and nonfinancial assistance to qualified, eligible entities.



## Financial Support

- ▶ A 75-85% reduction in applicable gTLD evaluation fees
- ▶ Bid credit
- ▶ Reduced/waived base registry operator fees



## Nonfinancial Support

- ▶ Training materials: applying for a gTLD, becoming a Registry Operator
- ▶ Capacity Development/ Mentorship Program
- ▶ Access to an Applicant Counselor
- ▶ List of volunteer professional service providers

# Evaluating Support Applicants

## PHASE 1

### General business due diligence, including:

- ▶ Legal compliance check.
- ▶ Confirming that all required documentation has been submitted.
- ▶ Confirming the applicant meets eligibility criteria for New gTLD Program: Next Round.
- ▶ Background screening and cybersquatting history check.



**Applicants that do not pass the general business due-diligence pre-screening will not be considered for Phase 2 evaluation.**

# Evaluating Support Applicants

## PHASE 2

Evaluations conducted by third-party vendor managing a Support Applicant Review Panel:

▶ **Public responsibility due diligence:**

- Applicant does not trade in, produce, or promote an industry/string contrary to generally accepted legal norms of morality and public order.
- Applicant is not affiliated with an existing ICANN gTLD registry.

▶ **Financial need:**

- Applicant could not afford to apply to the New gTLD Program without financial hardship.

▶ **Financial viability:**

- Applicant demonstrates plan to cover remaining discounted portion of the base gTLD application fee and submits required deposit.



**Applicant is an eligible entity.**

## What Happens Next?

1

**All new gTLD applicants** – supported or not – are required to submit a completed application for a new gTLD.

2

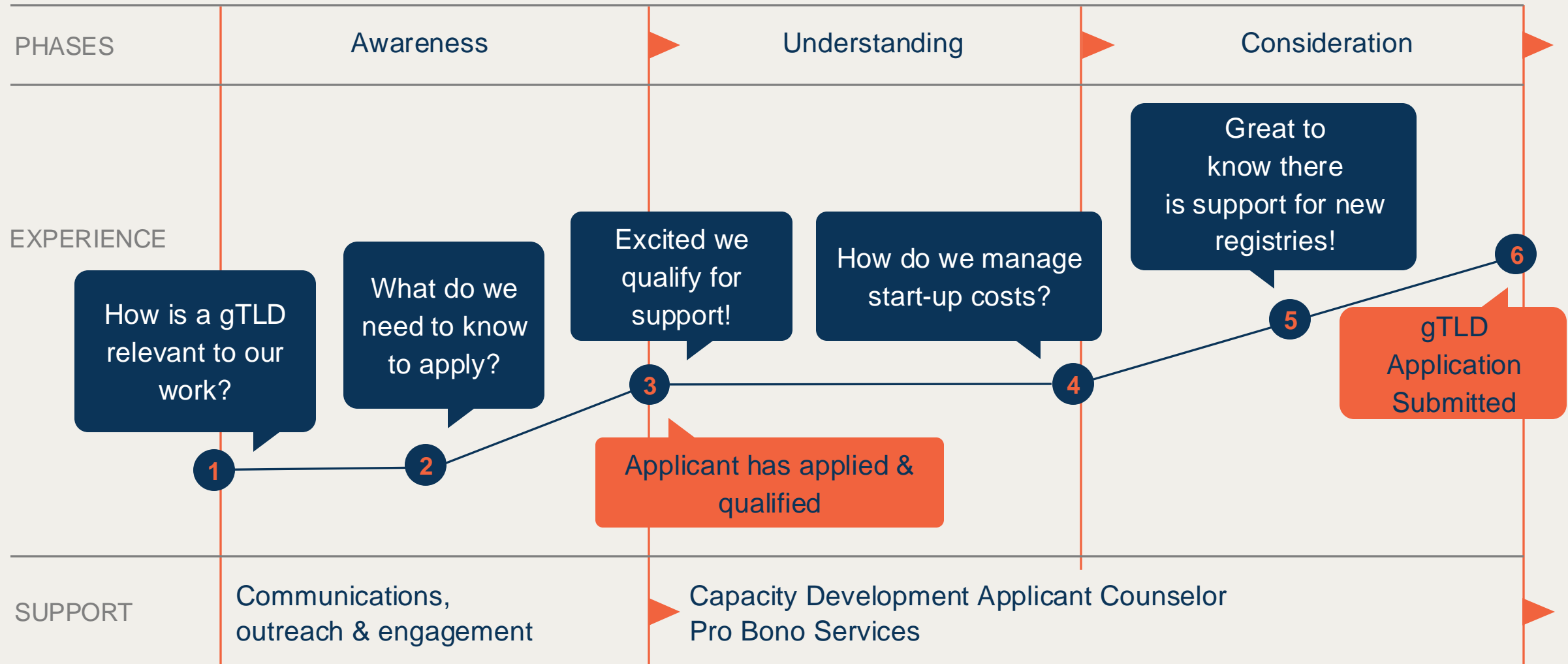
**Requires demonstration** of technical, operational, and financial capabilities needed to operate a gTLD.

3

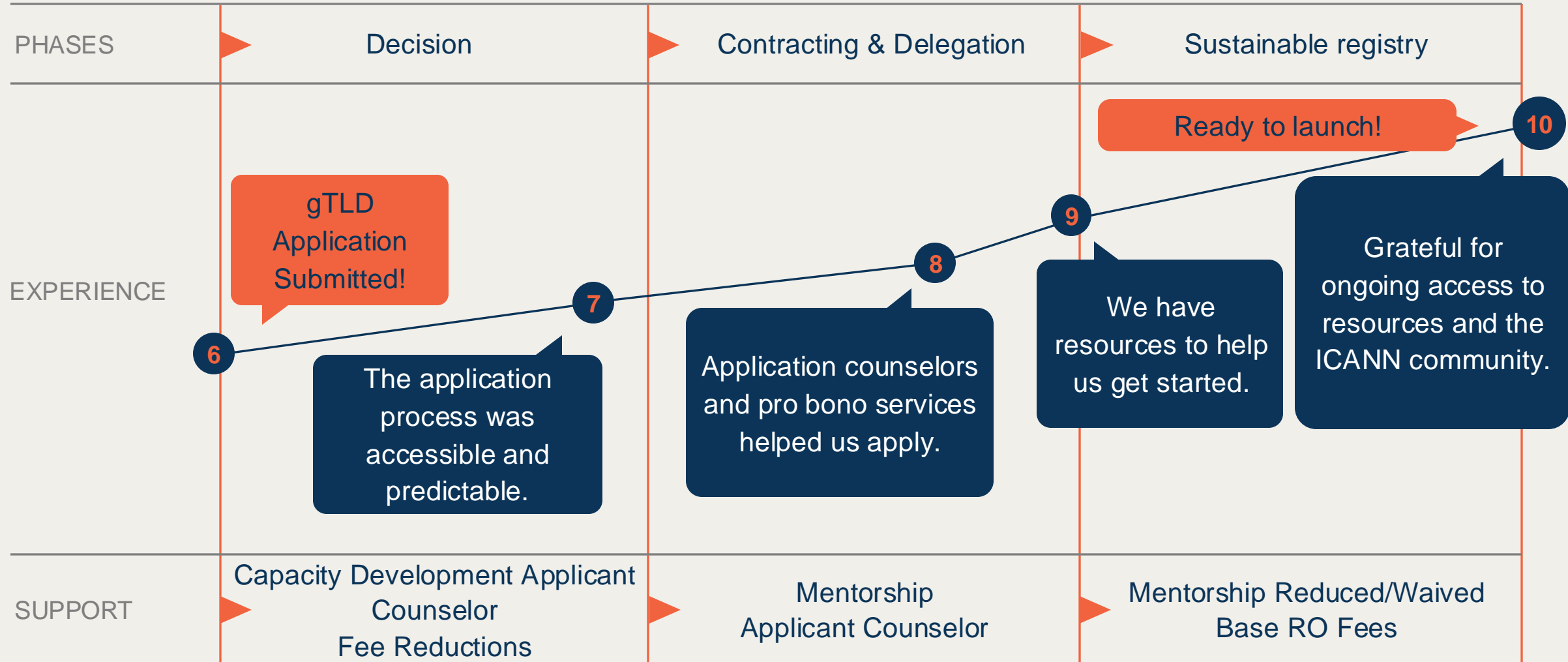
**There are also measures** in place to deter abuse of the program, outlined in the Applicant Support Program Handbook.



# A Supported Applicant's Journey



# A Supported Applicant's Journey



# Key Dates

NOV 2024

DEC 2025

APRIL 2026

Q3 2026



**Applicant  
Support Program  
Application  
Submission**

Application submission period for ASP (**19 Nov 2024 - 19 Nov 2025**)



**Applicant  
Guidebook**

The Applicant Guidebook is a critical resource for the program and is estimated to be available in **December 2025**



**gTLD Application  
Submission**

Application submission period for new gTLDs expected to open in **April 2026**

# Next Round: Registry Service Provider (RSP) Evaluation Program

# Registry Service Provider Evaluation Program

- RSPs deliver critical functions on behalf of the registry operator
- RSP Evaluation is intended to reduce cost and time required for evaluating new gTLDs by separating the evaluation of the technical aspects of operating a gTLD from the application for the gTLD label.
- Evaluation ensures that RSPs have the proper technical qualifications for running a gTLD back-end.
- Organizations may apply to be one of each type of RSP:
  - Main
  - DNS
  - DNSSEC
  - Proxy) under one application fee. Main RSPs may apply for one or more Exhibit A Registry Services and IDN Services

# Registry Service Provider Evaluation Program

- All gTLD applications undergo an initial technical screening and technical testing
  - New Registry System Testing 2.0 service.
- A list of evaluated RSPs will be available before the gTLD application submission period opens and frequently updated as RSPs are evaluated.
- All new gTLD applicants are required to use evaluated RSPs.
- Applications from organizations exhibiting no Specification 10 service disruptions in the previous six months are exempt from a secondary technical screening.

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# Next Round: Timeline and Resources

# New gTLD Program: Next Round Implementation Timeline

## New gTLD Program: Next Round Application

### Submission Period:

- Expected to open April 2026 for 12-15 weeks.

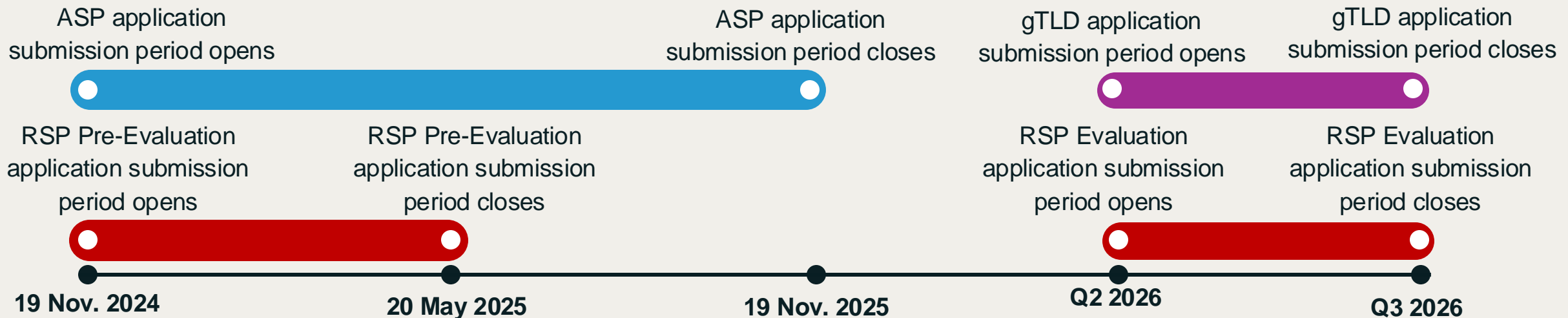
### Applicant Support Program (ASP) Application Submission Period:

- Opens 19 Nov. 2024; Closes 19 Nov. 2025

## Registry Service Provider (RSP) Evaluation Program

### Application Submission Period:

- Pre-Evaluation period opens 19 Nov. 2024; Closes 20 May 2025
- Another Evaluation period opens and closes during the gTLD application submission periods



Dates are subject to change.

# New gTLD Program: Next Round Resources

- New gTLD Program: Next Round website: <https://newgtldprogram.icann.org/>
- [Frequently Asked Questions \(FAQs\)](#)
- [Program News and Announcements](#)
- ICANN [Engagement Calendar](#)
- ICANN News Subscription [link](#)



To view the hyperlinks in normal view, right click on the link and click “Link > Open Link”





One World, One Internet

gTLD

# Thank You.

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