

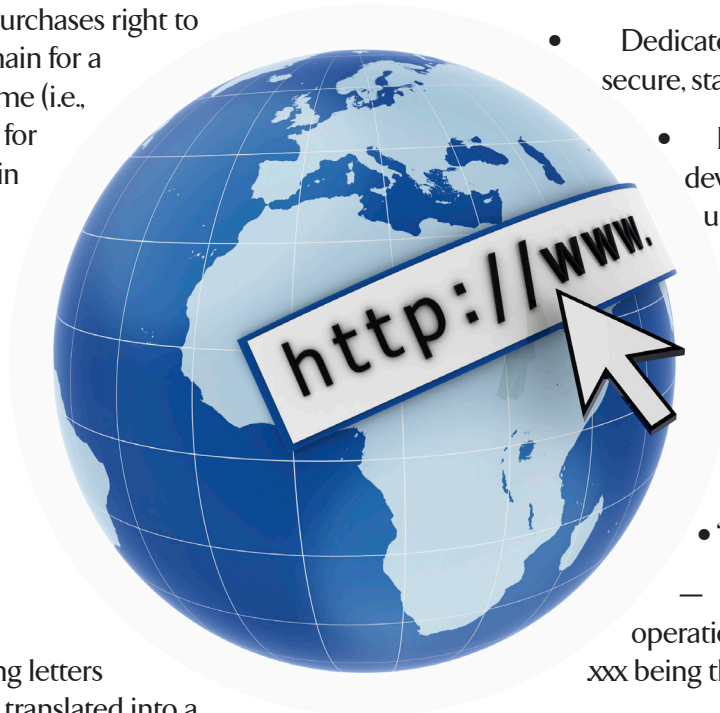
ICANN New gTLD Program Reference Guide

Domain Name Registration Hierarchy

- Registry - in charge of database domains ending with a particular top-level domain (including gTLDs such as .com or .net and ccTLDs such as .us or .jp)
- Registrar - sells rights to use particular second-level domains (such as steptoe.com or yahoo.com)
- Registrant - user who purchases right to use a second-level domain for a designated period of time (i.e., Steptoe & Johnson LLP for the steptoe.com domain name)

ICANN Basics

- Internet Corporation for Assigned Names and Numbers
- Formed in 1998
- Not-for-profit public benefit corporation incorporated in California; international in nature
- Dedicated to keeping the Internet secure, stable, and interoperable
- Promotes competition and develops policy on the Internet's unique identifiers



Function of ICANN

- Sets policy for global administration of the Internet
- Responsible for ensuring letters (domain name) can be translated into a series of numbers (the IP address)
- Result is a “universal resolvability” - ensures same result when using the network, regardless of location
- Maintains contracts with each registry
- Runs accreditation system for registrars

What are the New gTLDs?

- “Old” gTLDs vs. “New” gTLDs
 - Currently 22 gTLDs in operation - .com, .net, .org, and others - xxx being the newest addition
 - ICANN proposal to allow applicants to create their own - for example, .steptoe, .canon, or .cloud
 - Successful applicants will become Internet registries
 - Will include internationalized domain names (IDNs) allowing for non-ASCII characters

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