

ICANN's Role in the Domain Name System

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and Numbers

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INTERNATIONAL TRADEMARK ASSOCIATION

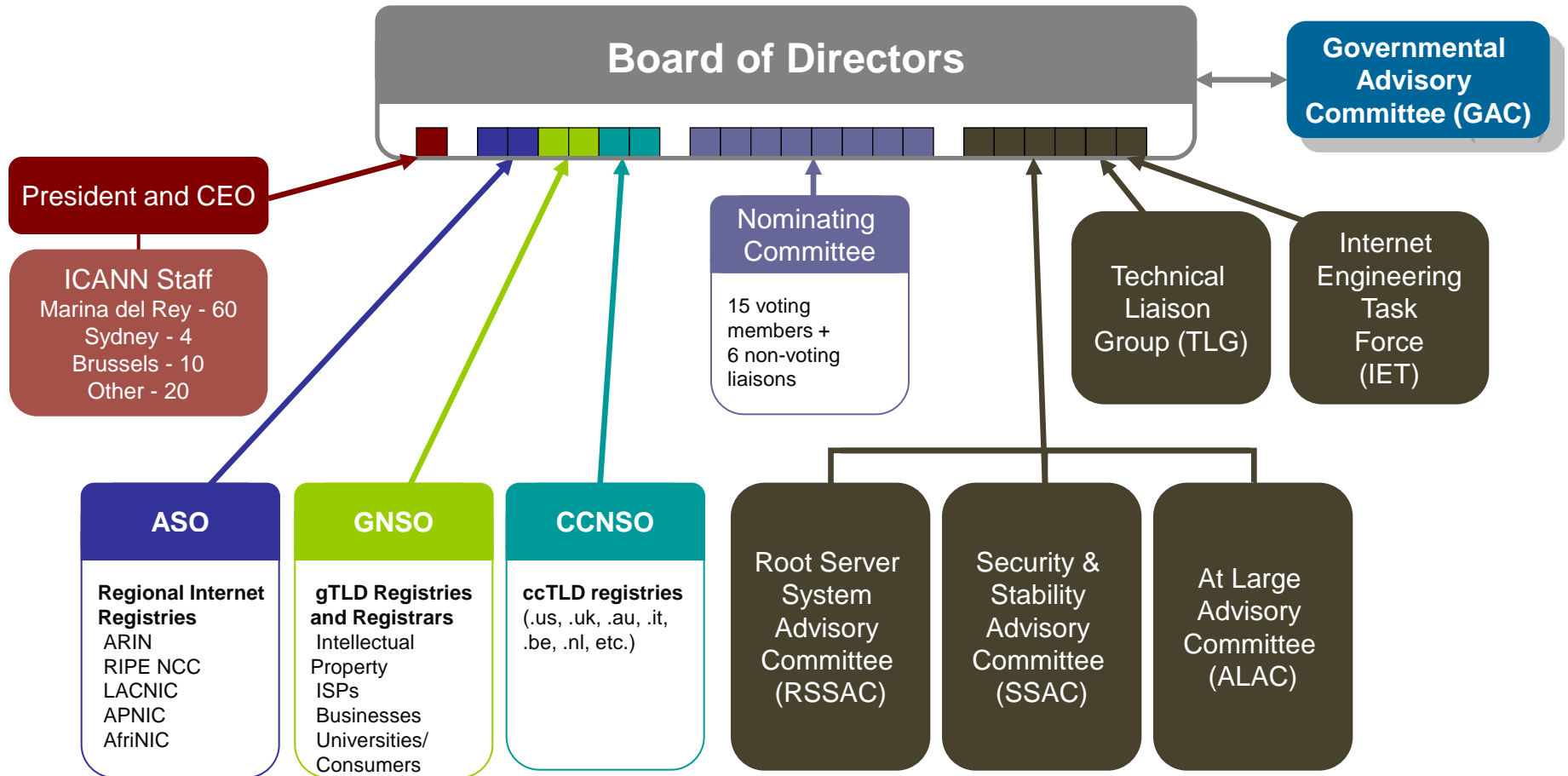
Agenda

- Brief history of ICANN
- ICANN's activities
- How we receive comments
- Process for dealing with controversial strings in new gTLDs
- Internationalized Domain Names
- Twin-track process for introducing IDN ccTLDs
- Whois enforcement and contractual compliance
- Domain tasting
- Uniform Domain Names Dispute Resolution Policy

Brief History of ICANN

- Created in 1998 as international multi-stakeholder organization responsible for the technical management and coordination of the Internet's domain name system and its unique identifiers
- ICANN coordinates –
 - Internet Protocol address space allocation
 - Protocol identifier assignment
 - Generic and country code top-level domain name system management
 - Root server system management functions

ICANN Multi-stakeholder Model

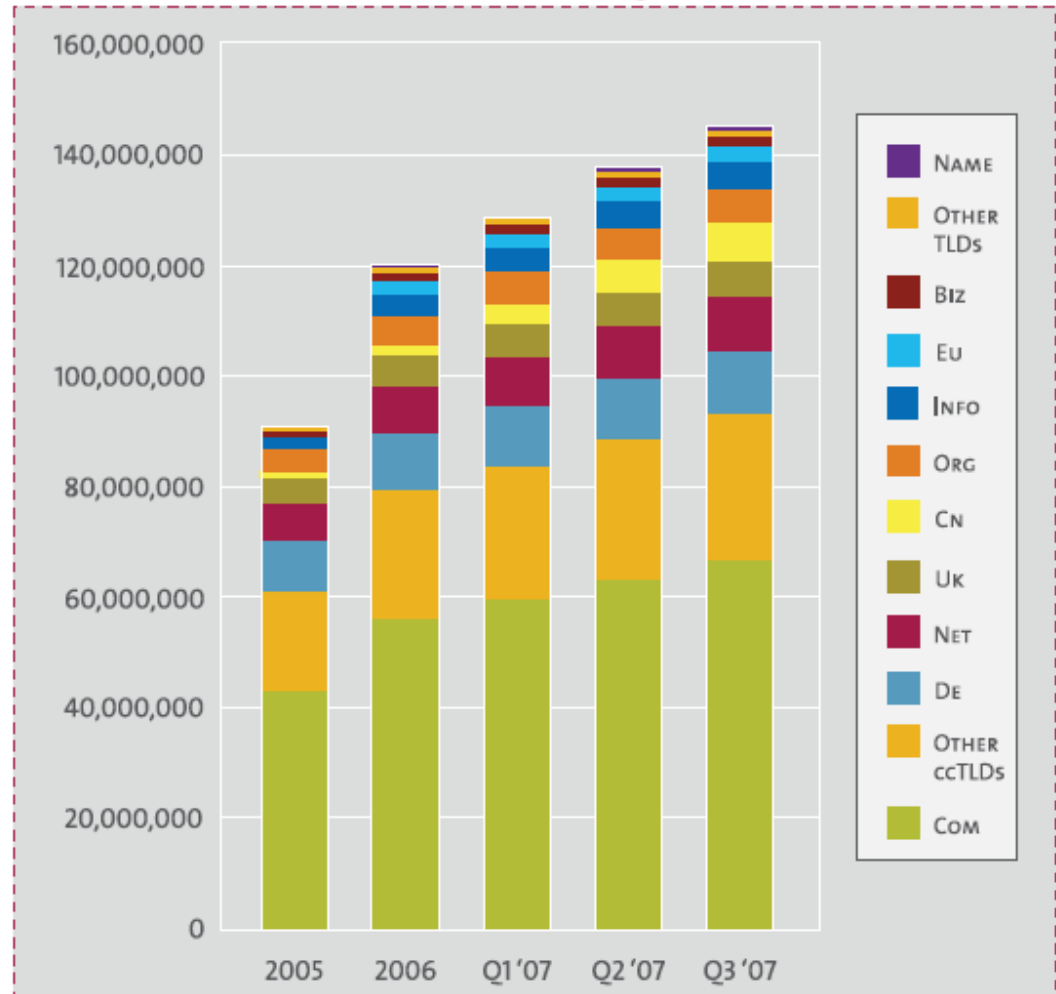


ICANN's Principles of Operation

1. Contribute to stability and security of the unique identifier system and root management
2. Promote competition and choice for registrants and other users
3. Provide a forum for multi-stakeholder bottom-up development of related policy
4. Ensure an opportunity for participation on a global basis by all interested parties

Snapshot of the Domain Name Marketplace

- More than **146 million** domain names registered worldwide
- About 20 gTLDs and 252 ccTLDs
- Users are demanding more



ICANN's Activities

- Focused on coordinating the changing nature of the Internet
- Three international public meetings each year — 31st meeting in New Delhi in February
 - Internet communities and ICANN constituencies come together to work on critical technical and policy issues facing the evolving Internet
 - Public consultation during open fora and workshops essential
- Public comment periods held year-round during which anyone can submit an opinion or suggestion on the ICANN website

How We Take Comments

- All stakeholders have the opportunity for public comment on each substantial piece of work before it goes for final approval by ICANN's Board
- One-stop public comment page shows
 - Public comment periods that are open, have recently closed, or are upcoming
 - Links to an archive of closed forums and to relevant reports and official announcements
 - Link to where all existing comments can be found
 - Summary and analysis of the comments for each issue
 - Email link for anyone who wishes to send in a comment
 - http://www.icann.org/public_comment/
- All comments must be incorporated in final reports on issues – final reports are also posted on ICANN's site

Controversial New gTLD Strings

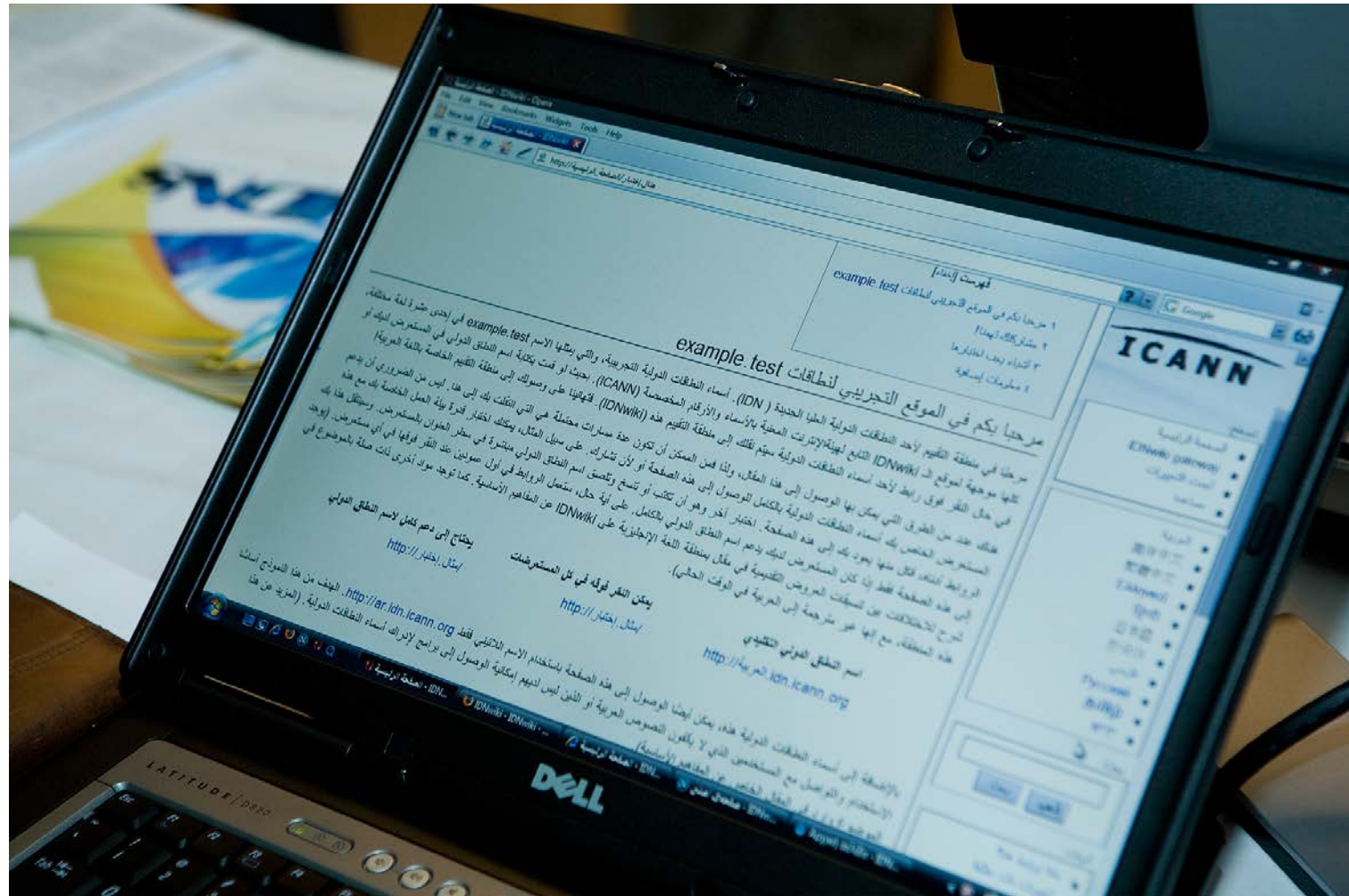
- Areas for possible objection
 - Strings must not infringe the existing legal rights of others
 - Strings must not be contrary to generally accepted legal norms relating to morality and public order
 - An application will be rejected if substantial opposition to it comes from a significant portion of the targeted community
 - Strings must not be **visually** confusingly similar to an existing top-level domain, another application, or a reserved name
 - Example: English lower-case “a” and Cyrillic letter “a”
 - Example: .c-o-m and .c-0-m or c-Ø-m
 - Algorithmic approach being investigated – would enable applicants to test strings before the application process begins
 - ICANN is also creating a dispute resolution procedure and standards for providing decisions on objections to TLD strings based on concerns about public morality and order

IDN TLDs

- Gateway for global participation at local level in local languages with local content
- “Example.test” TLDs are live in the root in 11 scripts
- Next step is moving to day-to-day use – we hope to implement this year

Script	Language	SLD.TLD	U-labels
Arabic	Arabic	مثال	إختبار
Arabic	Persian	مثال	آزمایشی
Chinese, simplified	Chinese	例子	测试
Chinese, traditional	Chinese	例子	測試
Cyrillic	Russian	пример	испытание
Devanagari	Hindi	उदाहरण	परीक्षा
Greek	Greek	παράδειγμα	δοκιμή
Hangul	Korean	실례	테스트
Hebrew	Yiddish	וויבן	לשפּראַך
Kanji Hirigana, and Katakana	Japanese	例え	テスト
Tamil	Tamil	உதாரணம்	பரிட்சை

Example.test Wiki Page in Arabic



IDN Wikis

- 500,000 page requests since October 2007

Script	Language	% Share
IDN main gateway		16.29
Chinese	Chinese	38.22
Arabic	Arabic	13.54
Cyrillic	Russian	13.19
Hebrew	Yiddish	4.08
Hangul	Korean	3.28
Arabic	Persian	3.10
Kanji, Hiragana, Katakana	Japanese	2.25
Greek	Greek	2.03
Tamil	Tamil	2.01
Devanagari	Hindi	2.00

- More info: <http://idn.icann.org>

Twin-track Plan for IDN ccTLDs

- ccNSO and GAC are working on twin-track plan to introduce IDN ccTLDs
 - Streamlined process for representing ccTLDs in local languages in areas of highest need as quickly as possible
 - Overarching, long-term policy that will evolve as a result of experience with streamlined process and other input
- First draft report of the fast-track work posted for public comment for ICANN meeting in New Delhi in early February
- Both the fast-track and long-term processes for introducing new gTLDs are aimed at being available later this year

Whois Enforcement

- In 2007, the GNSO concluded a policy development process that addressed a number of important questions related to Whois service —
 - What information should be available to the public
 - Several registrars proposed Operational Point of Contact, or OPoC
 - After consideration, GNSO Council rejected OPoC
 - Initiated studies on crucial aspects of current Whois service
 - How to deal with conflicts between Whois requirements and relevant privacy law
 - Board approved privacy procedure recommended by GNSO
 - How to improve Whois accuracy
- ICANN will continue to enforce existing Whois policies

Contractual Compliance

- IP community made clear its urgency about the accuracy of Whois data about domain name registrants through
 - A properly resourced compliance program
 - Making sure all registries and registrars obey the rules, especially those regarding Whois and the UDRP
 - A way to escalate ICANN's remedies for noncompliance
- In 2007, ICANN created a new, more comprehensive contractual compliance program
 - We now have significant dedicated resources to ensure registry and registrar compliance with contractual obligations – strong emphasis on Whois
 - Semi-annual audit of registrars and registries covering data accuracy, data retention, data accessibility, among other contractual conditions

Domain Tasting

- Tasting has grown exponentially since 2004
 - In January 2007 the top 10 domain tasters accounted for 95% of all deleted .com and .net domain names — or 45,450,897 domain names out of 47,824,131 total deletes
- Several registries have introduced or proposed registry-level measures to curb domain tasting
 - IP community has been heavily involved in finding solutions
 - Hasty action is to be avoided – unintended consequences
- ICANN Board is encouraging ICANN budget changes –
 - Budget undergoing public comment – will go into effect 1 July
 - One possible solution: annual fee would be charged registrars as soon as domains are registered

UDRP

- Implemented in 1999 – successfully resolved thousands of disputes around the world
- Asian Domain Name Dispute Resolution Centre became ICANN-approved service provider in 2002
 - Mr. Christopher To, secretary general, is on ICANN’s Nominating Committee and is very active in ICANN
 - Distributed offices in Hong Kong, Beijing, Seoul, Kuala Lumpur a unique model – well suited to meeting the region’s unique needs

Thank You