This assigment is a continuation of the Research The Top Level Domain Names assignment.

We need to look at the new generic lop level domain names in more detail. These names and how they can be used have the ability to fundamentally change the way we use the Internet and search for information.

Discuss the **new** generic top level domains names.

* A good link for this assignment is <http://newgtlds.icann.org/en/>.

Please address the following issues for this topic?

1. What makes them different from the original gTLDs?
2. How many new domain names were proposed?
3. How much does/did it cost to propose one of the new domain names?
4. How many of the new domain names have been released for sale to the public?
5. How well have they been selling?  Are people using them?
6. What are some of the potential changes these names could have on how we use domain names?
7. What are some of the potential changes these names could impact when searching for content on the Internet?
8. What is the overall opinion of the Internet community on adopting and using these names?

See what you can find regarding these issues.  Please remember to cite your sources for future use.

Have fun!

When looking into the Creation and usage of the new generic top level domain names or( gTLDS); I started my search by looking at Wikipedia. Generally this website gives me a pretty good source of information. The history was quite interesting. ICANN(Internet Corporation for Assigned Names and numbers) is a non-profit organization that is in charge of maintaining and coordinating the intern Protocol(IP) and Domain Name Systems(DNS).

Around the mid-90s the proposal to have more than the core TLDs(Top Level Domain Names) was introduced. Jon Postel who heads the Internet Assigned Numbers Authority invited interested parties to submit applications. In 1995 Postel created “Draft Postel” which was a draft containing procedures and committees to approve the new TLDs as there was an increasing interest. It was taken over by the Internet Societies umbrella. Abd it involved setting up a second temporary organization called IHAC (International Ad Hoc Committee). They decided to ignore the Draft Postel recommendations and added 7 new TLDs (aero, biz, coop, info, museum, name and pro in November of 2000. Although they weren’t activated until 2001 and 2002.

ICANN started to add a new set of sponsored top-level domains that were community specific (asia, cat, jobs, mobi, tel, travel and xxx). Many more began to be introduced over the years and in 2008 a new initiative for open gTLDs to be used for specific uses. There were restrictions and guidelines and had to be evaluated and as of Nov 2005 there are more than 700 domains and 1900 more in the waiting.

I next began to analyze the costs for these new gTLDs. In an article by Geek.com in 2011 written by Matthew Humphries There are 352 pages to submit an application and it can cost more than $185,000 per gTLD and to submit multiple you pay for each one and add $5000 is required to request the forms. Guidelines say individuals are not allowed to register and not just any company. It must be an established organization or company with representatives that have a totally clean record as they go back 10 years. And it takes 9 to 20 months to process. There is the Application Submission Period, Administrative Completeness Check, Initial Evaluation and Transition to Delegation.

The process is quite extreme and thorough. If an applicant changes their mind they may receive a refund depending on where the process is at. Before an evaluation the applicant refund is 70% and goes down from there. And while the process is going there are potential extra costs. If your application gets pushed to an extended evaluation and requires the Registry Services Technical Evaluation Panel to get involved there is a $50,000 fee. A dispute proceeding will require $2,000 to $8,000 per objection. And if it requires a resoloution meeting it can cost between $32,000 to $122,000 that is based on an hourly rate.

This is just the process and it’s the process as it was in 2011. Remember also that there is the funding to running that domain for its lifetime. But in the end when they do start appearing on the internet, they are there for a reason and thoroughly belong there. ICANN makes sure of that.

An example of pricing through a corporation called Instra corporation based out of Melbourne, Australia which is considered a “Reseller portal” actively manage online intellectual property.

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| **Fees (USD)** | **.brand** | **.generic** | **.geographic** |
| **Application Fees** | | | |
| Instra gTLD Application Fee | $25 - $75,000 (1)(2) | $35 - $100,000 (2) | $35 - $100,000 (2) |
| Instra Registry Fee **OR** | FREE | $50,000 | $50,000 |
| ICANN Statutory Application Fee | $185,000 | $185,000 | $185,000 |
| **Annual Registry Fee** | | | |
| Instra Registry Global DNS Solution | $15 - $25,000 (3) | $35,000 | $35,000 |
| ICANN gTLD Annual Maintenance Fee | $24,000 | $24,000 | $24,000 |
| ICANN Second Level Domain names registered (3) | $0.25 per SLD | $0.25 per SLD | $0.25 per SLD |
| **ICANN Dispute Fees (5)** | | | |
| Dispute Filing | $5,000 | | |
| Dispute Panel | $2,000 | | |
| Rapid Dispute Panel (1 member per hour) | $32,000 | | |
| Rapid Dispute Panel (3 member per hour) | $77,000 | | |
| Legal Fees | $10,000 | | |

This company manages the process..a kind of middleman. They made a business of getting domain names for clients. And successfully so. They offer a list of current available names some in Chinese, Japanese etc symbols. While this kind of business can help work your way through the process it can be an additional expense.

As for what the internet community feels about this new adoption towards gTLDs, According to an article on Circle ID by Jeannie McPhearson,written January 2014, there are a mix of opinions. Some like that there is an alternative to .com like .black Friday, .guru and .tips. giving a new marketing option. However, there are those who feel that the registrants these new gTLDs are supposed to serve are going to suffer. They are putting large amounts of money and time into creating new gTLDs without all the facts. At the time of this article it was under a year since launch and they were already starting to see troubles ahead.

Apparently, the U]DRP/URS or Uniform Rapid Suspension System/ Uniform Domain Name Dispute Resolution Policy is 15x higher in new gTLDs than all other domains. This means that there are more costs to get a new gTLDs running. And while there is room for creating gTLDs there has been a rush to secure the best names. As the growth of these new domain names bring about a large amount of new and similar domain extensions this will most likely create confusion to consumers as to which are more secure or even create a better experience. An example in the aticle was shown that a photographer might need to decide if . photography, .photo, .photos, .pics, .camera, . exposure, or photography.guru would be best for an extension. This confusion could become overwhelming. Add in the fact of finding the right register that offers that name. And could it be a gamble to invest in a name only to realize that consumers aren’t going to be used much. Are consumers going to need to remember .photo or .photos? Confusing. Especially when .com isn’t going anywhere.

If a consumer were to choose a new gTLDs only to find it isn’t around in a year is quite a dilemma for many small business owners. There are many more positive and negative opinions however I wonder the true end game as the internet and technology continue to grow and new businesses are formed will the nedd for new gTLDs be a nessicity