



The New gTLD (generic Top Level Domain) Program

Rodrigo Saucedo | Roadshow San Salvador | 19 November 2015

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Video animado: ¡El punto tiene nuevos amigos!

What is the New gTLD Program?

Largest-ever expansion
of the Domain Name
System

Innovation

Introduction of
Internationalized
Domain Names

Global Restructuring

Managed by ICANN =
multi-stakeholder input

Security & Stability

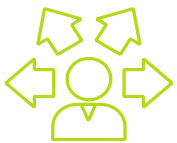
Why was the New gTLD Program created?



Competition



Innovation



Choice

Transforming the Internet Ecosystem

- Mature Domain Name Industry
- Internet Economy and GDP
- Entry into emerging markets
- Using Top-Level Domains in new ways:
 - Brands, Cities, Common Interest Groups
 - Foster reputation online
 - Increase visibility & revenue potential
 - Correlation between cities and their businesses, businesses and their products, and communities and their interests

New gTLD Program Update/Statistics

- ⦿ New gTLD Program launched in January 2012, received 1930 complete applications
- ⦿ In March of 2013, first sets of Initial Evaluation results released, with all results released by May of 2014
- ⦿ As of 30 Oct 2015, 780 TLDs have been delegated, with less than 600 still proceeding through the program

Totals
as of 30 Oct
2015

780
Delegations

63
IDNs

1,207
Registry
Agreements

208 of 233
Contention sets
resolved

New gTLD Stories

- **BUSINESS**

Increase visibility, deepen brand recognition and build trust amongst consumers



- **GROUP/COMMUNITY**

Engage and mobilize Internet users around common interests, causes and hobbies



- **REGION**

Allow citizens and businesses to construct online identities based on geographic location



- **INTERNATIONALIZED DOMAIN NAME**

Enable Internet users around the world to navigate online entirely in their native language



New gTLDs in LAC

- ⦿ There were 24 applications from Latin America and the Caribbean (LAC)
- ⦿ Below is the list of delegated gTLDs in the LAC region:

Brazil	Mexico	Uruguay
.BOM		
.BRADESCO		
.FINAL		
.GLOBO		
.IPIRANGA	.BAR	.HOTELES
.ITAU	.REST	.LAT
.LTDA		
.RIO		
.UOL		

{BUSINESS}

Increase visibility, deepen brand recognition and build trust amongst consumers



.REST (Mexico) was introduced
into the Internet on 9 April
2014

Objectives

- Provide a new online space for restaurants and the restaurant universe
- Offer the simplest and shortest means of delineating and locating restaurant websites online



{GROUP}

Groups and Communities

Engage and mobilize Internet users around common interests, causes and hobbies



.WIKI was introduced into the Internet on 3 March 2014

Objectives

- Drive public attention and participation to innovative open source initiatives
- Enable hobbyists and fans to build stronger community projects by starting with a memorable name



{REGION}

Allow citizens and businesses
to construct online identities
based on geographic location





.RIO (Brazil) was introduced into the Internet in May 2014

Objectives

- Be a Rio city's patrimony and its digital identity on the internet.
- Increase the sense of community and promote Rio across the globe.



{INTERNATIONAL}

Internationalized Domain Name (IDN)

Enable Internet users around the world to navigate online entirely in their native language



شبكة. “Web/Network” was
introduced into the Internet
on 31 January 2014

Objectives

- Create an Internet that facilitates end-to-end communication in Arabic and gives a home to this important language
- Allow Arabic speakers to directly navigate the Internet instead of relying on search engines



Engage with ICANN



Thank You and Questions

Reach us at

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