ビジネスチャンスとしての新 gTLD

2008年12月11日
ICANN報告会
JPNIC　丸山直昌

社団法人 日本ネットワークインフォメーションセンター

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ICANN会場で配られているパンフレット(1)

- .tel の16ページの小冊子
- 第二レベルの販売促進用
- この種のパンフレットはあまり多くない(ICANN会議の場では商売敵ばかりでお客さんがいない？)

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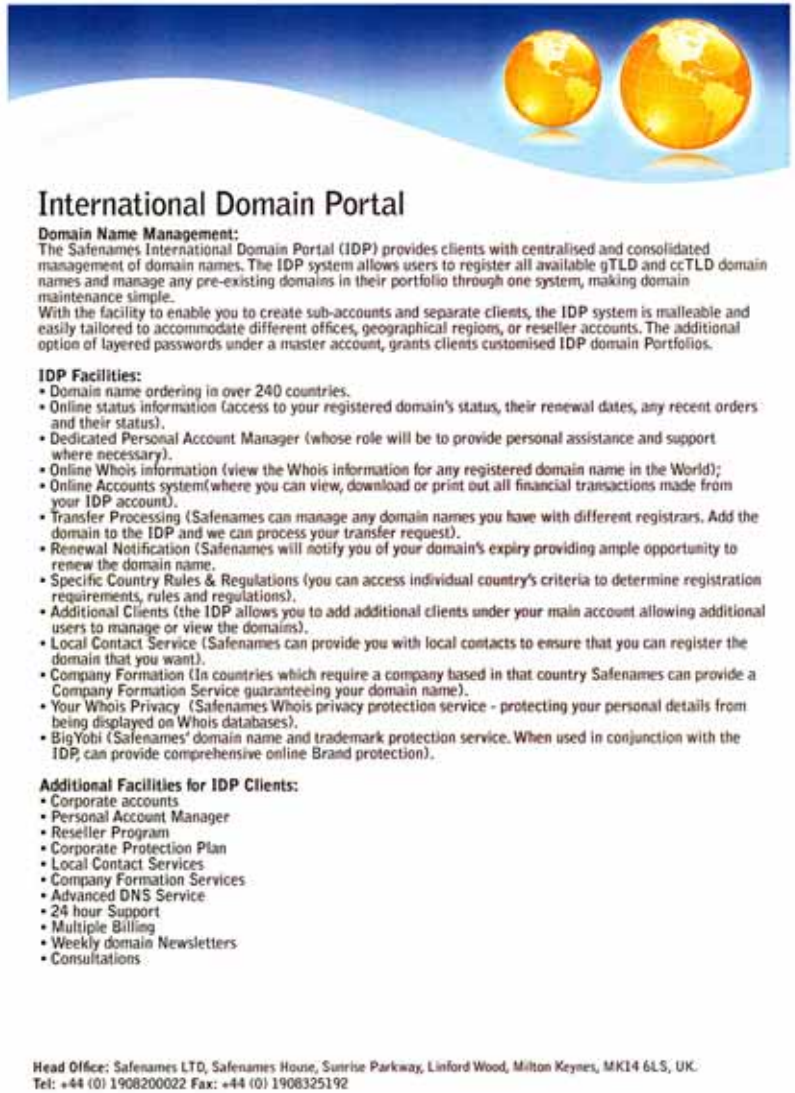
ICANN会場で配られているパンフレット(2)

- Safenames LTDというイギリスの会社のパンフレット
- A4片面(紙も地味)
- “Domain name ordering in over 240 counntries”とある
- ドメイン名登録の取次ぎ業
- この種のパンフレットはあまり多くない



International Domain Portal

Domain Name Management:
The Safenames International Domain Portal (IDP) provides clients with centralised and consolidated management of domain names. The IDP system allows users to register all available gTLD and ccTLD domain names and manage any pre-existing domains in their portfolio through one system, making domain maintenance simple.
With the facility to enable you to create sub-accounts and separate clients, the IDP system is malleable and easily tailored to accommodate different offices, geographical regions, or reseller accounts. The additional option of layered passwords under a master account, grants clients customised IDP domain Portfolios.

IDP Facilities:
- Domain name ordering in over 240 countries.
- Online status information (access to your registered domain's status, their renewal dates, any recent orders and their status).
- Dedicated Personal Account Manager (whose role will be to provide personal assistance and support where necessary).
- Online Whois information (view the Whois information for any registered domain name in the World);
- Online Accounts system(where you can view, download or print out all financial transactions made from your IDP account).
- Transfer Processing (Safenames can manage any domain names you have with different registrars. Add the domain to the IDP and we can process your transfer request).
- Renewal Notification (Safenames will notify you of your domain's expiry providing ample opportunity to renew the domain name.
- Specific Country Rules & Regulations (you can access individual country's criteria to determine registration requirements, rules and regulations).
- Additional Clients (the IDP allows you to add additional clients under your main account allowing additional users to manage or view the domains).
- Local Contact Service (Safenames can provide you with local contacts to ensure that you can register the domain that you want).
- Company Formation (In countries which require a company based in that country Safenames can provide a Company Formation Service guaranteeing your domain name).
- Your Whois Privacy (Safenames Whois privacy protection service - protecting your personal details from being displayed on Whois databases).
- BigYobi (Safenames' domain name and trademark protection service. When used in conjunction with the IDP, can provide comprehensive online Brand protection).

Additional Facilities for IDP Clients:
- Corporate accounts
- Personal Account Manager
- Reseller Program
- Corporate Protection Plan
- Local Contact Services
- Company Formation Services
- Advanced DNS Service
- 24 hour Support
- Multiple Billing
- Weekly domain Newsletters
- Consultations

Head Office: Safenames LTD, Safenames House, Sunrise Parkway, Linford Wood, Milton Keynes, MK14 6LS, UK.
Tel: +44 (0) 1908200022 **Fax:** +44 (0) 1908325192

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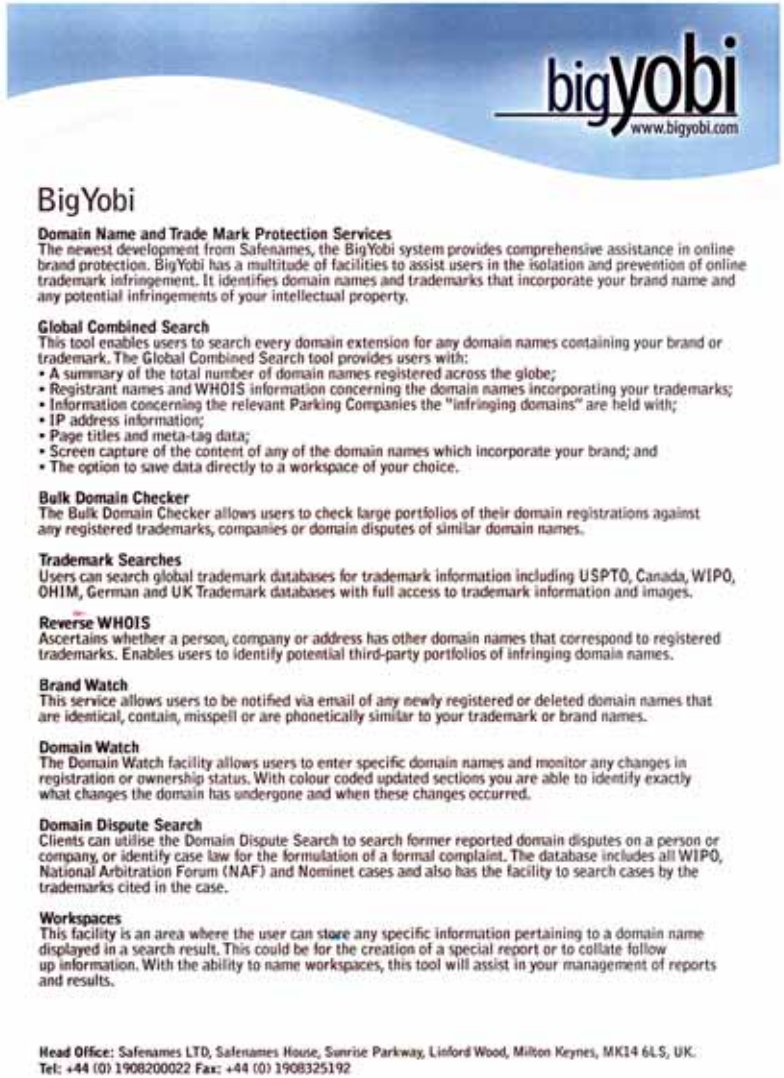
ICANN会場で配られているパンフレット(3)

- これもSafenames LTDのパンフレット
- A4片面(紙も地味)
- “Domain Name and Trade Mark Protection Services”とあるので、商標権保護ビジネス
- ドメイン名販売促進パンフレットよりは多いが、それほど多くはない



bigyobi
www.bigyobi.com

BigYobi

Domain Name and Trade Mark Protection Services
The newest development from Safenames, the BigYobi system provides comprehensive assistance in online brand protection. BigYobi has a multitude of facilities to assist users in the isolation and prevention of online trademark infringement. It identifies domain names and trademarks that incorporate your brand name and any potential infringements of your intellectual property.

Global Combined Search
This tool enables users to search every domain extension for any domain names containing your brand or trademark. The Global Combined Search tool provides users with:
- A summary of the total number of domain names registered across the globe;
- Registrant names and WHOIS information concerning the domain names incorporating your trademarks;
- Information concerning the relevant Parking Companies the "infringing domains" are held with;
- IP address information;
- Page titles and meta-tag data;
- Screen capture of the content of any of the domain names which incorporate your brand; and
- The option to save data directly to a workspace of your choice.

Bulk Domain Checker
The Bulk Domain Checker allows users to check large portfolios of their domain registrations against any registered trademarks, companies or domain disputes of similar domain names.

Trademark Searches
Users can search global trademark databases for trademark information including USPTO, Canada, WIPO, OHIM, German and UK Trademark databases with full access to trademark information and images.

Reverse WHOIS
Ascertains whether a person, company or address has other domain names that correspond to registered trademarks. Enables users to identify potential third-party portfolios of infringing domain names.

Brand Watch
This service allows users to be notified via email of any newly registered or deleted domain names that are identical, contain, misspell or are phonetically similar to your trademark or brand names.

Domain Watch
The Domain Watch facility allows users to enter specific domain names and monitor any changes in registration or ownership status. With colour coded updated sections you are able to identify exactly what changes the domain has undergone and when these changes occurred.

Domain Dispute Search
Clients can utilise the Domain Dispute Search to search former reported domain disputes on a person or company, or identify case law for the formulation of a formal complaint. The database includes all WIPO, National Arbitration Forum (NAF) and Nominet cases and also has the facility to search cases by the trademarks cited in the case.

Workspaces
This facility is an area where the user can store any specific information pertaining to a domain name displayed in a search result. This could be for the creation of a special report or to collate follow up information. With the ability to name workspaces, this tool will assist in your management of reports and results.

Head Office: Safenames LTD, Safenames House, Sunrise Parkway, Linford Wood, Milton Keynes, MK14 6LS, UK.
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ICANN会場で配られているパンフレット(4)

- 4ページのパンフレット
- 申請予定の新gTLD .gal の普及活動
- スペイン・ガルシア地方の意味
- .berlin .paris なども同様の普及活動を展開中

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ICANN会場で配られているパンフレット(5)

.gal の2，3ページ目 (見開き)

PuntoGal has adopted this slogan from the USA elections campaign, not because we like one candidate better than the other one, but because "**Yes, we can**" has become a global, fashionable cutting-edge catchphrase, just like the Internet, ICANN and the community supporting **PuntoGal**.

The race is on. We know that launching new gTLDs application rounds is a complicated process, requiring dedication and hard work. PuntoGal has been attending ICANN's most important meetings for two years and we are aware of the difficulties ICANN has to overcome with fair-minded rigor and rationality.

But we would also like to raise your awareness of our haste: our community is eagerly awaiting the launch of dotGAL, which is why we courteously ask you to hurry and run this race together to achieve for all a democratic, participatory, integrated and global Internet.

We are ready, and waiting for the process to begin. We sincerely hope that these initiatives in which we have both labored over the past years won't be penalized with another delay on the opening of the process nor with a higher gTLD evaluation fee.

We know it's a great challenge for ICANN and, on behalf of the PuntoGal Association, we assure you "Yes, we can" and so we ask you, please "**Yes, ICANN**?"

Galician speakers are now spread all over the world with 4.3 million people inhabiting over 40 countries still maintaining strong links with a common culture.

Throughout this time our cultural contact and communication has been sustained
series of networks, from letter mail to telephone, and now the Internet. If Interne
existed, we would have had to invent it. Therefore, to maintain our unity and pres
cultural identity, we are dedicated to promoting the .gal domain.

GALICIAN SPEAKERS AROUND THE WORLD

EUROPE
(3.5 million speakers)
Spain, Switzerland,
France, Germany,
United Kingdom, Portugal...

AMERICA
(600,000 speakers)
Argentina, Venezuela, Brazil,
Cuba, Mexico, Uruguay, USA,
Panama, Chile...

OCEANIA (75,000 s
Australia and New Z
ASIA (75,000 speak
Mainly China and Ja
AFRICA (50,000 spe
Mainly Namibia and

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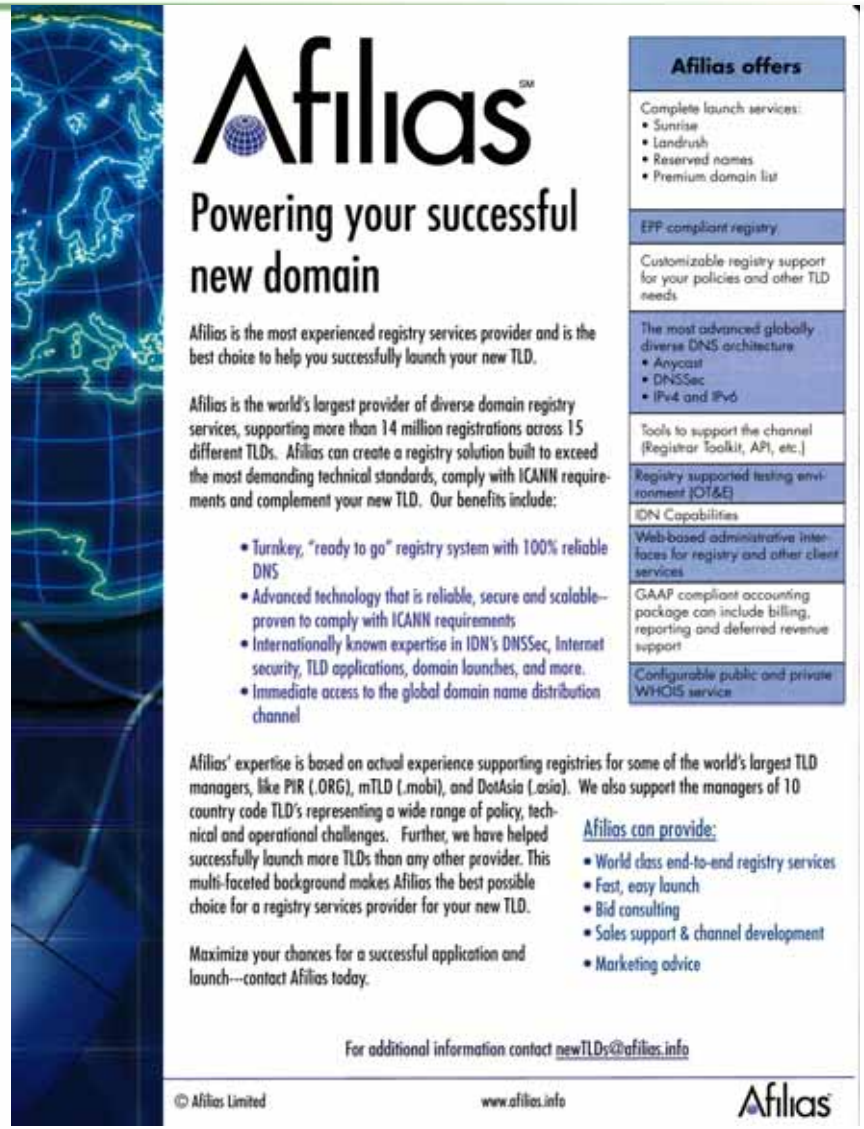
ICANN会場で配られているパンフレット(6)

- .info のレジストリ Afilias のパンフレット
- A4両面の片面
- “Afilias can provide world class end-to-end registry services”とあるので、レジストリ事業代行の宣伝



Afilias℠

Powering your successful new domain

Afilias is the most experienced registry services provider and is the best choice to help you successfully launch your new TLD.

Afilias is the world's largest provider of diverse domain registry services, supporting more than 14 million registrations across 15 different TLDs. Afilias can create a registry solution built to exceed the most demanding technical standards, comply with ICANN requirements and complement your new TLD. Our benefits include:

- Turnkey, "ready to go" registry system with 100% reliable DNS
- Advanced technology that is reliable, secure and scalable--proven to comply with ICANN requirements
- Internationally known expertise in IDN's DNSSec, Internet security, TLD applications, domain launches, and more.
- Immediate access to the global domain name distribution channel

Afilias offers

- Complete launch services:
  - Sunrise
  - Landrush
  - Reserved names
  - Premium domain list
- EPP compliant registry
- Customizable registry support for your policies and other TLD needs
- The most advanced globally diverse DNS architecture
  - Anycast
  - DNSSec
  - IPv4 and IPv6
- Tools to support the channel (Registrar Toolkit, API, etc.)
- Registry supported testing environment (OT&E)
- IDN Capabilities
- Web-based administrative interfaces for registry and other client services
- GAAP compliant accounting package can include billing, reporting and deferred revenue support
- Configurable public and private WHOIS service

Afilias' expertise is based on actual experience supporting registries for some of the world's largest TLD managers, like PIR (.ORG), mTLD (.mobi), and DotAsia (.asia). We also support the managers of 10 country code TLD's representing a wide range of policy, technical and operational challenges. Further, we have helped successfully launch more TLDs than any other provider. This multi-faceted background makes Afilias the best possible choice for a registry services provider for your new TLD.

Maximize your chances for a successful application and launch---contact Afilias today.

Afilias can provide:

- World class end-to-end registry services
- Fast, easy launch
- Bid consulting
- Sales support & channel development
- Marketing advice

For additional information contact newTLDs@afilias.info

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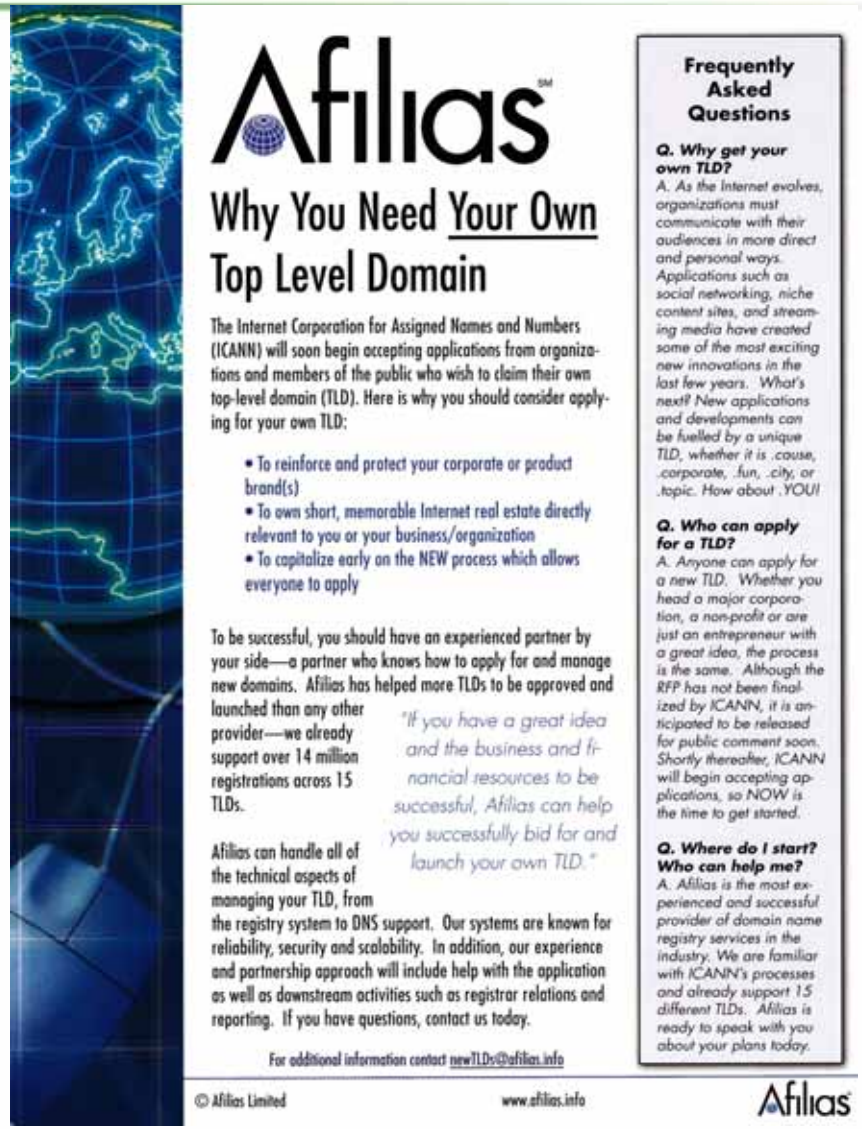
ICANN会場で配られているパンフレット(7)

- .info のレジストリ Afilias のパンフレット
- A4両面のもう一方の面
- “Your Own Top Level Domain”と、「独自TLD」の取得を勧めている
- “help with application” と、申請手続の援助も示唆している
- 「申請手続き援助」の宣伝は多い



Afilias℠

Why You Need Your Own Top Level Domain

The Internet Corporation for Assigned Names and Numbers (ICANN) will soon begin accepting applications from organizations and members of the public who wish to claim their own top-level domain (TLD). Here is why you should consider applying for your own TLD:

- To reinforce and protect your corporate or product brand(s)
- To own short, memorable Internet real estate directly relevant to you or your business/organization
- To capitalize early on the NEW process which allows everyone to apply

To be successful, you should have an experienced partner by your side—a partner who knows how to apply for and manage new domains. Afilias has helped more TLDs to be approved and launched than any other provider—we already support over 14 million registrations across 15 TLDs.

"If you have a great idea and the business and financial resources to be successful, Afilias can help you successfully bid for and launch your own TLD."

Afilias can handle all of the technical aspects of managing your TLD, from the registry system to DNS support. Our systems are known for reliability, security and scalability. In addition, our experience and partnership approach will include help with the application as well as downstream activities such as registrar relations and reporting. If you have questions, contact us today.

For additional information contact newTLDs@afilias.info

Frequently Asked Questions

Q. Why get your own TLD?
A. As the Internet evolves, organizations must communicate with their audiences in more direct and personal ways. Applications such as social networking, niche content sites, and streaming media have created some of the most exciting new innovations in the last few years. What's next? New applications and developments can be fuelled by a unique TLD, whether it is .cause, .corporate, .fun, .city, or .topic. How about .YOU!

Q. Who can apply for a TLD?
A. Anyone can apply for a new TLD. Whether you head a major corporation, a non-profit or are just an entrepreneur with a great idea, the process is the same. Although the RFP has not been finalized by ICANN, it is anticipated to be released for public comment soon. Shortly thereafter, ICANN will begin accepting applications, so NOW is the time to get started.

Q. Where do I start? Who can help me?
A. Afilias is the most experienced and successful provider of domain name registry services in the industry. We are familiar with ICANN's processes and already support 15 different TLDs. Afilias is ready to speak with you about your plans today.

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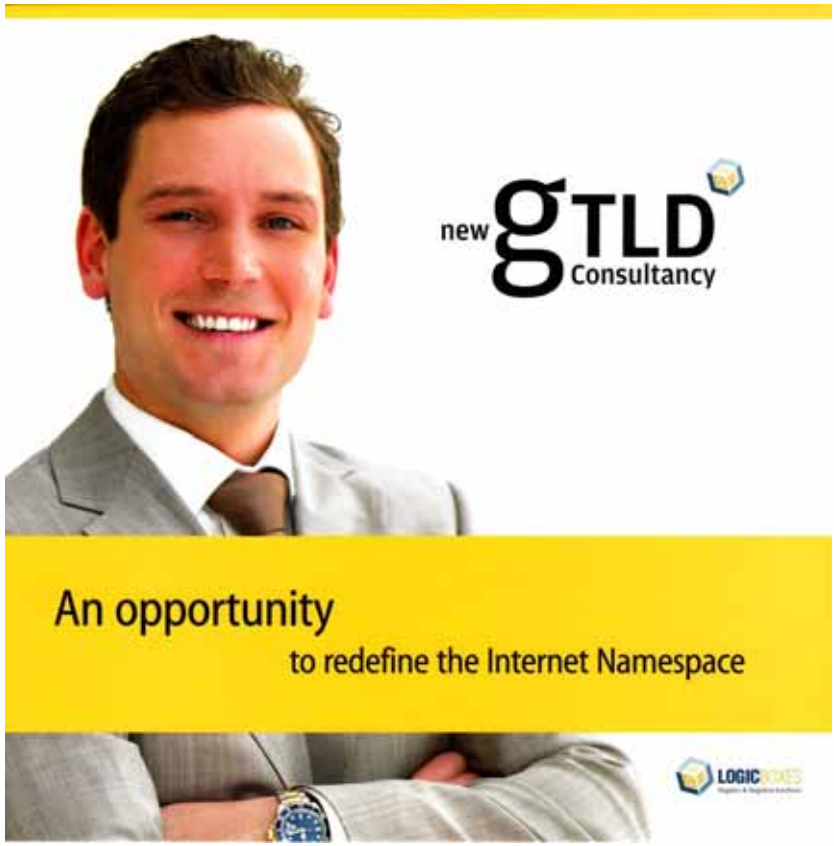
ICANN会場で配られているパンフレット(8)

LOGICBOXESの6ページのパンフレット



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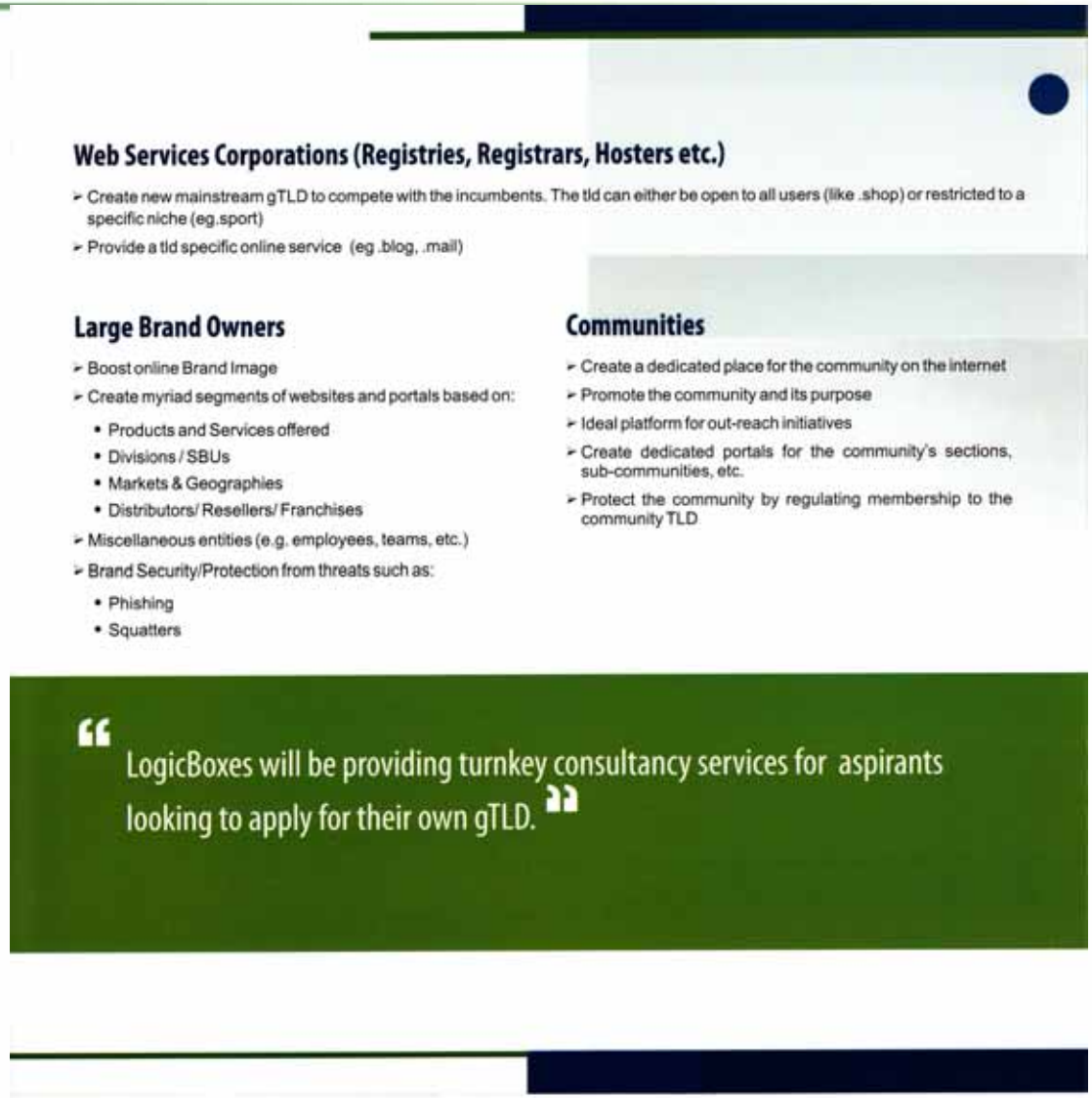
ICANN会場で配られているパンフレット(9)

- LOGICBOXESの続き
- “Large Brand Owners” に独自gTLDの申請を勧めている
- LOGICBIXESはレジストリではない
- この類は多い



Web Services Corporations (Registries, Registrars, Hosters etc.)

- Create new mainstream gTLD to compete with the incumbents. The tld can either be open to all users (like .shop) or restricted to a specific niche (eg.sport)
- Provide a tld specific online service (eg .blog, .mail)

Large Brand Owners

- Boost online Brand Image
- Create myriad segments of websites and portals based on:
  - Products and Services offered
  - Divisions / SBUs
  - Markets & Geographies
  - Distributors/ Resellers/ Franchises
- Miscellaneous entities (e.g. employees, teams, etc.)
- Brand Security/Protection from threats such as:
  - Phishing
  - Squatters

Communities

- Create a dedicated place for the community on the internet
- Promote the community and its purpose
- Ideal platform for out-reach initiatives
- Create dedicated portals for the community's sections, sub-communities, etc.
- Protect the community by regulating membership to the community TLD

“LogicBoxes will be providing turnkey consultancy services for aspirants looking to apply for their own gTLD.”

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ICANN会場で配られているパンフレット(10)

- “Creating the ICANN application”とあるので、申請手続の援助の意思
- レジストリのシステム運用の援助も表明している

The LogicBoxes Advantage

LogicBoxes is the industry's premiere consultancy company with a decade's experience in serving Registrars and Registries. This enables our clients to leverage some unmatched benefits, giving their application a significant edge:

Industry's Premiere Consultancy Company:

Our core competence is accreditation consultancy. Over 15% of all existing ICANN Accredited Registrars have been consulted by us.

Focus:

While most service providers only offer consultancy as an ancillary service, it forms a significant part of our revenue.

Specialized Resources:

Each application is backed by a specialized team of consultants that scrutinize each application on several parameters. The application then travels through a matured process which ensures the most efficient path to success.

Registry Consulting Experience:

Over the years, we have had the opportunity to contribute towards the successful deregulation of the .in ccTLD, and lending marketing and technology counsel to the .mn and .coop registries.

Our Consultancy Services

LogicBoxes Consultancy services will provide aspiring gTLD applicants with complete end-to-end services in the following areas:

1. Conducting a 360 feasibility of the new gTLD initiative
2. Creating the ICANN application
3. Collating necessary documentation, approvals, etc. required to make a compelling case
4. Submitting the application and compliting all related formalities
5. Consulting and managing the application through the subsequent ICANN approval rounds
6. Setting up the TLD on the LogicBoxes Registry Automation Platform
7. Operating, Maintaining & Supporting the TLD

Visit **http://gTLD.logicboxes.com** to schedule a FREE feasibility discussion of your gTLD application

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ICANN会場で配られているパンフレット(11)

- “Owing a gTLD”と書いて、独自gTLDの取得を勧めている

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ICANN会場で配られているパンフレット(12)

- Iron Mountainという会社のパンフレットは全部で15枚でフォルダー入り
- 数少ないICANN認定エスクロウ事業者
- エスクロウ事業者のパンフレットはこれだけ

IRON MOUNTAIN DIGITAL™

INFO SHEET

Registry Data Escrow Service

.info .com .asia .tel .net

Data escrow services for achieving compliance with ICANN's Registry Data Escrow Agreements

ICANN AND IRON MOUNTAIN: DATA ESCROW FOR REGISTRIES

Full compliance with data escrow requirements and verification testing is part of the Internet Corporation for Assigned Names and Numbers' (ICANN) strategic plan. This plan is designed to ensure continuation of Domain Name System operations in the event of a physical or business failure of a registry.

As part of its Registry Agreement with ICANN, each registry operator must comply with provisions contained within a Registry Data Escrow Agreement. That agreement requires registries to periodically transfer registry data for their generic top-level domains (gTLD) to a reputable escrow agent to be held in escrow. As a trusted, neutral, third party, Iron Mountain works with registry operators to fulfill this requirement by safeguarding valuable registry data in secure, access-controlled escrow accounts.

Iron Mountain is the global leader in information protection, management, and storage services. In 2001, Iron Mountain was the first company ever selected to protect registry data via escrow agreements, and in 2007 ICANN selected Iron Mountain as its preferred provider of escrow services for registrars with its Registrar Data Escrow program.

THE BENEFITS OF IRON MOUNTAIN ESCROW FOR REGISTRY DATA

Data in escrow with Iron Mountain may be used to help ensure continuity of service in the event of a natural disaster, a technical failure of a registry, or a security breach within the DNS system.

Registry operators and ICANN rely on Iron Mountain to hold each deposit, and, upon certain events, release any retained deposits to ICANN. This ensures that the data associated with registered domain names is never at risk of being lost or inaccessible.

Iron Mountain has proven itself to be a safe, reliable choice for the escrow needs of registries, and we make it as simple as possible to comply with ICANN's escrow requirements. Iron Mountain has more experience with registry and registrar data escrow than any other provider, and our customers appreciate that they are working with an experienced team that understands the domain name industry.

Depositing registry data into secure escrow accounts managed by a neutral third-party such as Iron Mountain helps safeguard the continuity of service across the Internet.

REGISTRY DATA ESCROW BASICS

ICANN established the Registry Data Escrow requirement to restore or continue operation of a registry due to either business or technical failures. Under the terms of the agreement, registries must regularly deposit registration data with an approved third-party provider of escrow services, such as Iron Mountain.

There are currently four different versions of the data escrow requirements in ICANN's gTLD registry agreements. Nearly all registry agreements signed since May 5, 2005 contain almost identical provisions that appear in Article 3.1(c)(i) of the gTLD Registry Agreement.

+1 508 573 1818 www.ironmountain.com/ipm

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パンフレットの全体的な印象

- 既存のドメインビジネス事業者が新規参入希望者向けに営業活動している
- 末端のドメイン名登録者向けの営業活動は、ICANN会議の場ではそれほど活発ではない
- 配られているパンフレットを見ていると、誰でも自分専用ＴＬＤを申請できるように思えてくる

→それは本当か？

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新gTLDの目的

Recommendation 1 (Rec 1)

"ICANN must implement a process that allows the introduction of new top-level domains. The evaluation and selection procedure for new gTLD registries should respect the principles of fairness, transparency and non-discrimination.

All applicants for a new gTLD registry should therefore be evaluated against transparent and predictable criteria, fully available to the applicants prior to the initiation of the process. Normally, therefore, no subsequent additional selection criteria should be used in the selection process."

(GNSO **最終報告書**)

"registry"のための申請

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新gTLDの目的(続)

1.2.1 Eligibility

Any established corporation, organization, or institution in good standing may apply for a new gTLD. Applications from individuals or sole proprietorships will not be considered.

(Draft Application Guidebook)

すなわち、gTLDはレジストリビジネスを行うために新設される（少なくとも建前は）。

実際、gTLDには「レジストリーレジストラモデル」が義務化されるので、一企業による「専有」は困難なはず。

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建前に対する抜け道

（Draft Application Guidebookより抜粋）

1.2.2 Two Application Types: Open or Community-Based

All applicants are required to designate each application for a new gTLD as **open** or **community-based**.

1.2.2.1 Definitions

（open gTLDの定義：略）

For purposes of this RFP, a **community-based gTLD** is a gTLD that is operated for the benefit of a defined community consisting of a restricted population.（以下略）

このCommunity gTLDが抜け道となる可能性があるように見える

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Proprietary TLD, Vanity TLD

一個人や一企業によるTLDの専有は

- Proprietary TLD(私有財産的TLD: 2007年10/11月のロスアンゼルス会合で丸山が使用)
- Vanity TLD(虚栄心的TLD: 2008年2月のニューデリー会合でDennis Jenningsが使用)

などの名前で呼ばれる。これに対する反発は強いが、明示的なポリシー決定はされていない。

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既存事業者の思惑

- gTLDレジストリを既に行っている事業者は、設備投資（特にDNSサーバー）の効率運用のために、新規参入者に設備を有償提供したい。また、経験を生かして、申請書の代書を商売の種にしたいと考えている。
- 商標管理を売り物にしている法律事務所は、大企業の危機意識を煽って、申請書の代書を商売にしたいと考えている。

ように、丸山には感じられる（「煽る」側の人達は商売の利益に影響するので、ＴＬＤ専有懸念の議論に応じたがらない）。

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今後の展開

- １２月１５日まで、Draft Application Guidebook(RFP)に対する意見募集中
  - 宛先：gtld-guide@icann.org
  - http://forum.icann.org/lists/gtld-guide/index.html　にアーカイブあり
- 今後の議論で「抜け道」はふさがれるか？
- 大量の「独自TLD」申請が出るのか？
- そのうちいくつかは通ってしまうのか？

今後の展開に注目したい

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