



Domain Name Industry

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New gTLD Program

Largest-ever expansion of the Domain Name System

edu biz gov
mobi de cc us me
store **com** mil
tv firm tel CO int
net info **org**

22 > 1000+

Introduction of Internationalized Domain Names (IDNs)

उदाहरण.परीक्षा

例子.测试

실례.테스트

例え.テスト

Internationalized Domain Names allow people around the world to access domain names in their local languages.

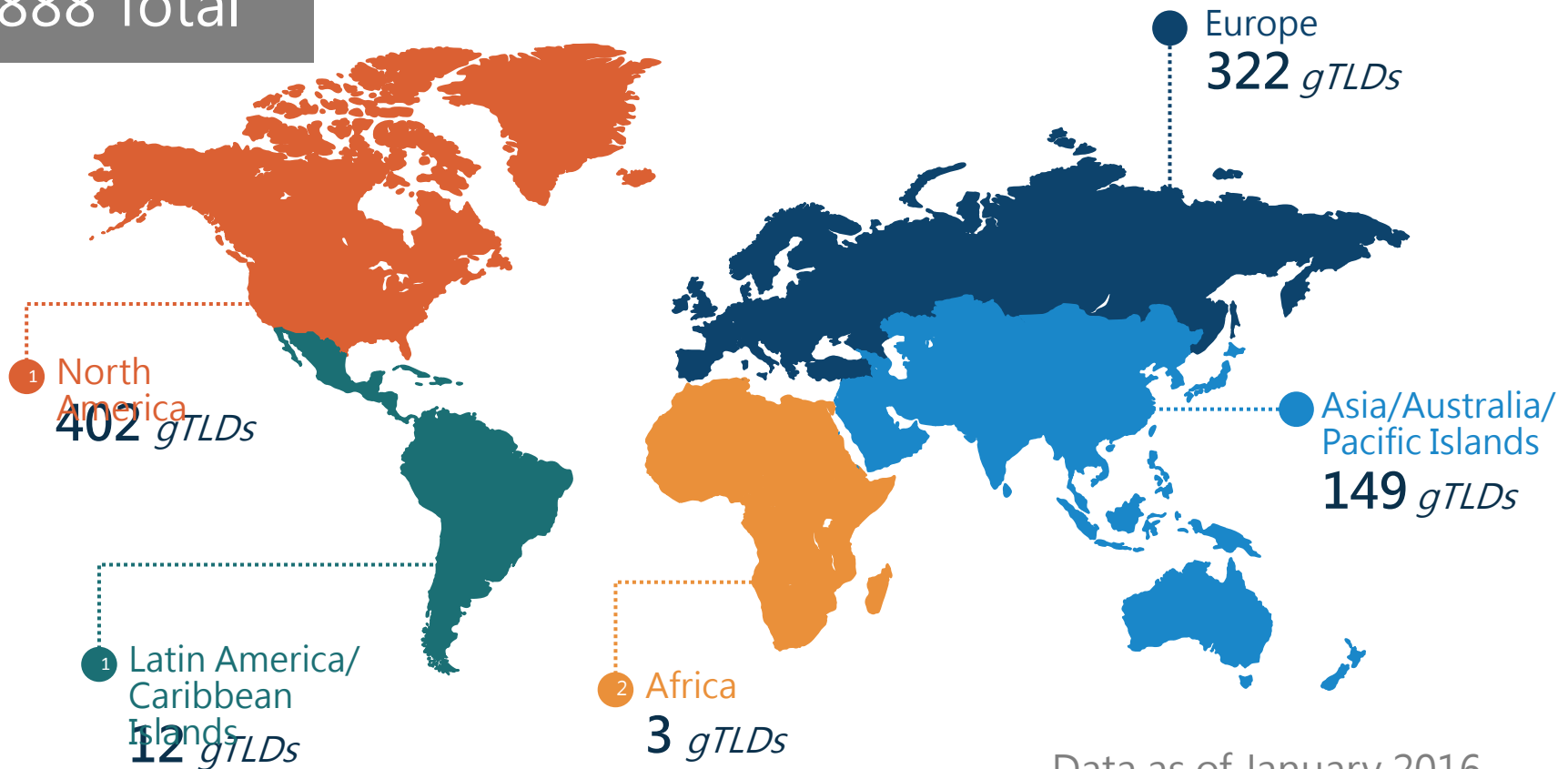
New gTLD Program Statistics

- ⦿ On 23 October 2013, the first new gTLDs were delegated through the New gTLD Program
- ⦿ About 3 years later, 1,065 TLDs have been delegated, with 256 still proceeding through the program

Regional Distribution of Delegated gTLDs

1930 total number of applications received

888 Total



Data as of January 2016
Categorized by ICANN
region

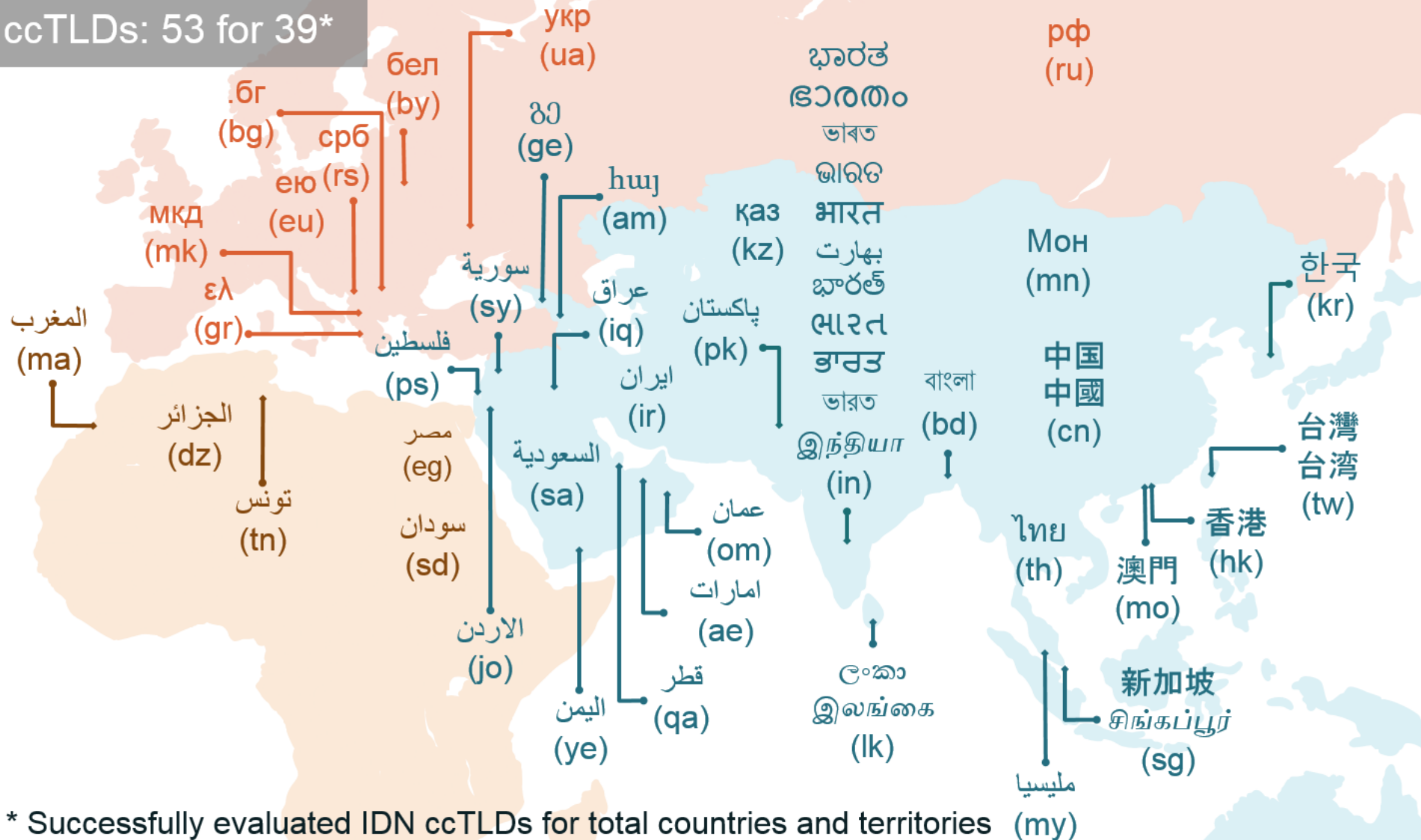
Benefits of New gTLD Program

- **BUSINESS**
Increase visibility, deepen brand recognition and build trust amongst consumers (.NIKE; .GODADDY; .NETFLIX)
- **GROUP/COMMUNITY**
Engage and mobilize Internet users around common interests, causes and hobbies (.WIKI; .SHOP)
- **REGION**
Allow citizens and businesses to construct online identities based on geographic location (.NYC; .TOKYO)
- **INTERNATIONALIZED DOMAIN NAME**
Enable Internet users around the world to navigate online entirely in their native language (.網址; .コム)



IDN Country Code Top-Level Domains

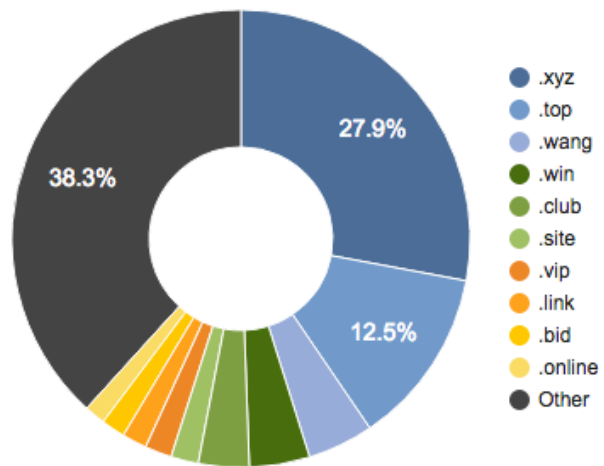
ccTLDs: 53 for 39*



Some stats

New gTLDs

Total number of new gTLD registrations



Top 10 new gTLD registrations

Source: ntldstat.com

ICANN

gTLD

Marketplace Health Index (Beta)

<https://www.icann.org/news/announcement-2-2016-07-19-en>

gTLD Marketplace Health Index

Total Number of Second-Level Registrations in Internationalized gTLDs (IDNs)

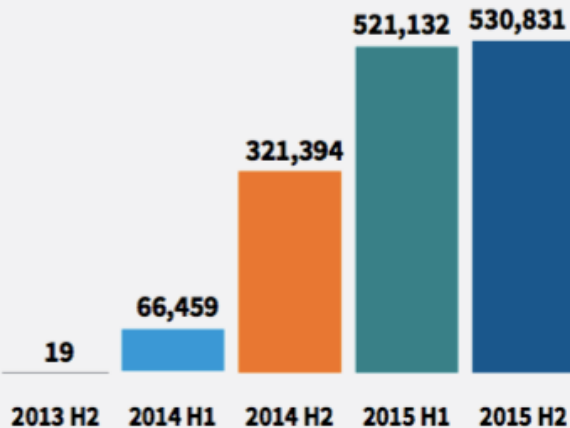


Figure 9

Second-Level Domain Name Additions: IDNs, .brands, Geographic

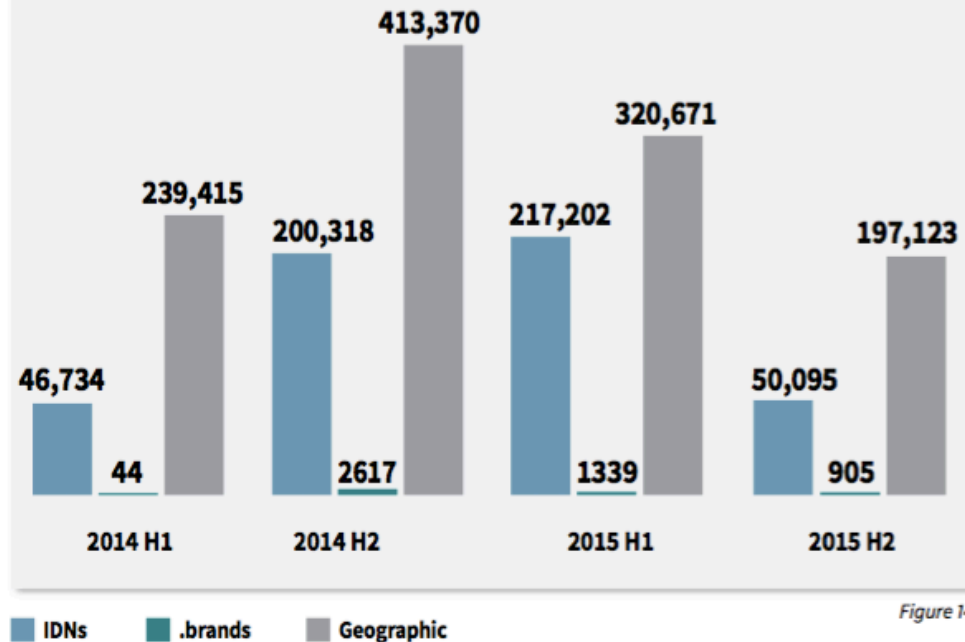
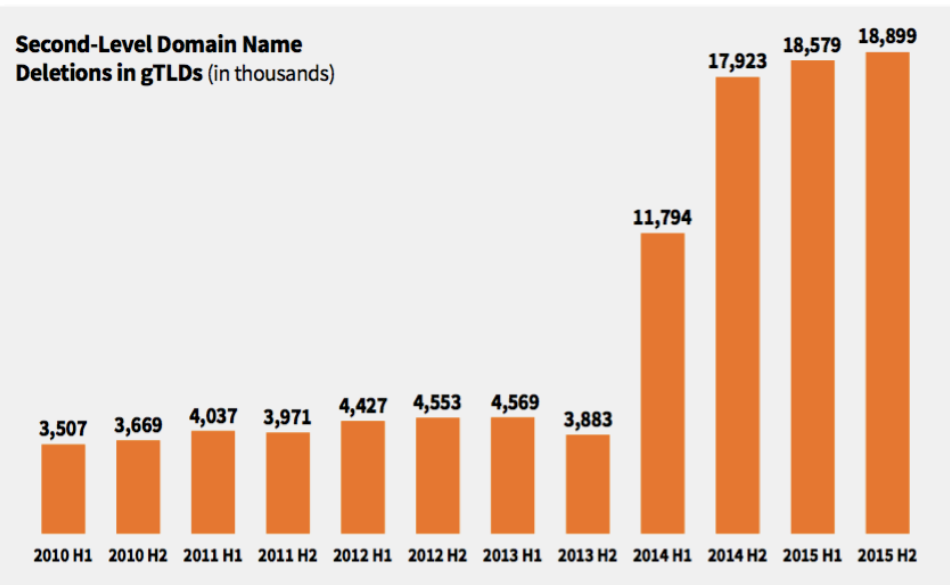
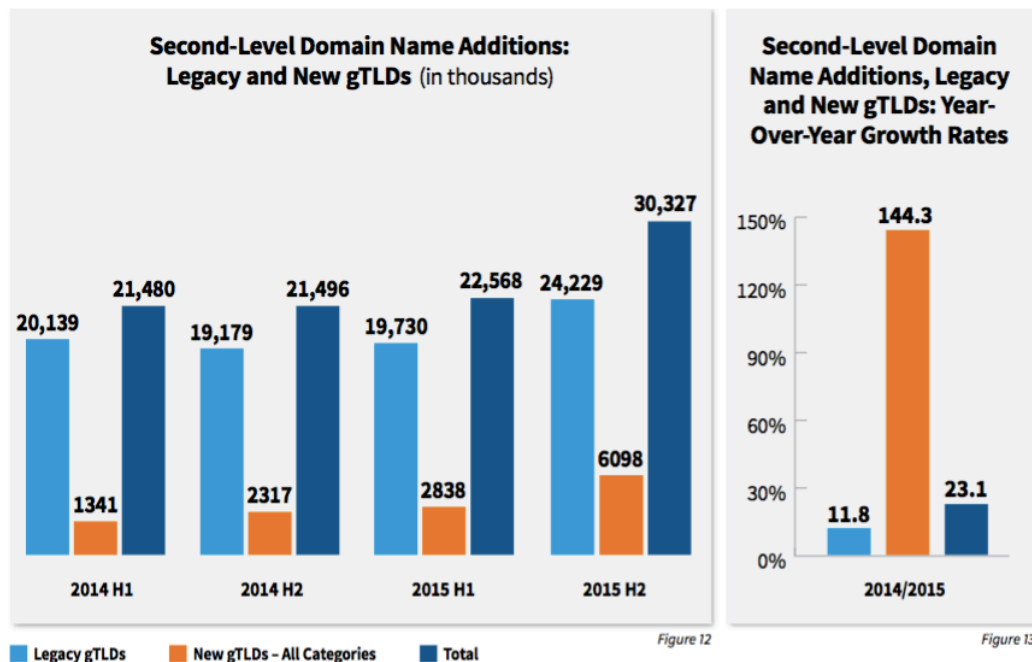


Figure 14

<https://www.icann.org/news/announcement-2-2016-07-19-en>

gTLD Marketplace Health Index



Some thoughts

- ⦿ New gTLD program – Competition, Consumer Choice, Innovation
- ⦿ APAC – region of growth. Domain names = web presence
- ⦿ APAC – Internationalised Domain Names and the next billion
- ⦿ Saw some trends. How fast will it pick up in future?

New gTLD Reviews

