New gTLD Program

Largest-ever expansion of the Domain Name System

Introduction of Internationalized Domain Names (IDNs)

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

Europe
322 gTLDs

Asia/Australia/Pacific Islands
149 gTLDs

North America
402 gTLDs

Latin America/Caribbean Islands
12 gTLDs

Africa
3 gTLDs

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 (.网址; .コム)
IDN Country Code Top-Level Domains

ccTLDs: 53 for 39*

* Successfully evaluated IDN ccTLDs for total countries and territories
Some stats
New gTLDs

Total number of new gTLD registrations

Top 10 new gTLD registrations

Source: ntldstat.com
gTLD Marketplace Health Index

gTLD Marketplace Health Index

Second-Level Domain Name Additions: Legacy and New gTLDs (in thousands)

- 2014 H1: Legacy gTLDs (20,139), New gTLDs - All Categories (1341), Total (21,480)
- 2014 H2: Legacy gTLDs (19,179), New gTLDs - All Categories (2317), Total (19,416)
- 2015 H1: Legacy gTLDs (19,730), New gTLDs - All Categories (2838), Total (22,568)
- 2015 H2: Legacy gTLDs (24,229), New gTLDs - All Categories (6098), Total (30,327)

Second-Level Domain Name Additions, Legacy and New gTLDs: Year-Over-Year Growth Rates

- 2014/2015: Legacy gTLDs (144.3%), New gTLDs - All Categories (23.1%), Total (11.8%)

Second-Level Domain Name Deletions in gTLDs (in thousands)

- 2010 H1: 3,507
- 2010 H2: 3,669
- 2011 H1: 4,037
- 2011 H2: 3,971
- 2012 H1: 4,427
- 2012 H2: 4,553
- 2013 H1: 4,569
- 2013 H2: 3,883
- 2014 H1: 11,794
- 2014 H2: 17,923
- 2015 H1: 18,579
- 2015 H2: 18,899
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

[Diagram showing the timeline and activities of the Competition, Choice, and Trust (CCT) Review Team, including:
- Consumer/Registrant Surveys
- Economic Studies
- Rights Protection Mechanisms
- Program Implementation
- DNS Abuse
- Trademark Clearinghouse
- CDAR Root Stability
- New gTLD Subsequent Procedures PDP
- Rights Protection Mechanisms PDP]

https://newgtld.icann.org/en/reviews