New gTLD | Fast Facts

ICANN

The Internet Corporation for Assigned Names and Numbers' (ICANN) New gTLD Program is responsible for introducing new generic Top-Level Domains (gTLDs) into the Internet, which will result in the largest-ever expansion of the Domain Name System (DNS). The goal of this expansion is to enhance competition, innovation and consumer choice.

Through the Program, the DNS could expand from 22 gTLDs, the letters immediately following the final dot in an Internet address, to thousands.

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22 ❭ Potentially **1300+**

This innovative Program makes it possible for communities, governments, businesses and brands to apply to operate a Top-Level Domain Registry. Operating a TLD Registry is a responsibility that requires a major commitment. In essence, the Operator becomes the custodian of a piece of the Internet's core infrastructure. For this reason, ICANN established a rigorous process for those wishing to apply for a new gTLD. The application process is a cornerstone of the New gTLD Program.

The New gTLD Program by the Numbers

gTLD Key Stats

1930 Total Applications Received by the Deadline (May 2012)

1300+ New gTLDs or "strings" possible

175+ New gTLDs delegated

Language Options

1st Time Internationalized Domain Names (IDNs) will be available as generic Top-Level Domains, enabling new extensions in different language scripts such as Arabic, Chinese, Greek, Devanagari and more.

Applications Across Geography

17 Africa

24 Latin America/ Caribbean

303 Asia/ Pacific

675 Europe

911 North America

Safeguards In Place

17 New safeguards created, some of which include:

Rights Protection Mechanisms (Required Sunrise and Claims Services, Uniform Rapid Suspension System, Post-Delegation Dispute Resolution Procedures), DNS Security, Emergency Back-End Registry Operator, to help lay the foundation for a broader, more mature DNS Industry.

New Generic Top-Level **Domains**

New gTLD Frequently Asked Questions

Q. Why are the new gTLDs being introduced into the Internet?

A. The DNS expansion will transform the way people use the Internet. New gTLDs give companies and communities the chance to operate under a name of their choosing, which helps enhance competition, innovation and consumer choice. The new domains will also provide an opportunity for local communities, charities and small businesses to stand out from the crowd.

Q. How many new gTLDs will be introduced?

A. As the application and approval processes are still underway, the final number of new gTLDs is yet to be determined. We could see more than 1300 new strings!

Q. When will new gTLDs be available?

A. The first new gTLDs opened for general registration in January 2014. The plan is to facilitate a measured rollout of new domains so as not to disrupt the DNS. Accordingly, new gTLDs will be introduced into the Internet steadily over time.

Q. What are the different kinds of new gTLDs?

A. New generic Top-Level Domains can be, among other things, a variety of commonly used words, such as .CULTURE, . MUSICAL or .TRUSTED. There are specific subsets of gTLDs, including Geographic (.REGION, .CITY, etc.), Community (.CLEANWATER, .LITERACY, etc.), and Internationalized Domain Names (онлайн, 游戏, etc.).

Q. How can I protect my brand or trademark when there will be so many new gTLDs?

A. ICANN, through extensive collaboration and consultation with its global community, has built a number of new mechanisms to help trademark holders protect their rights in the new gTLD space. Rights Protection Mechanisms, as they're collectively known, include mandatory Sunrise and Claims periods supported by the Trademark Clearinghouse, the Uniform Rapid Suspension System and various Post-Delegation Dispute Resolution Procedures. Additional information can be found at:
http://blog.icann.org/2013/10/three-ways-to-protect-your-trademark-during-the-top-level-domain-expansion/

Q. Where can I find more information?

A. Please visit: http://newgtlds.icann.org/

About Internet Corporation for Assigned Names and Numbers (ICANN)

ICANN's mission is to ensure a stable, secure and unified global Internet. To reach another person on the Internet you have to type an address into your computer—a name or a number. That address has to be unique so computers know where to find each other. ICANN coordinates these unique identifiers across the world. Without that coordination we wouldn't have one global Internet.

ICANN was formed in 1998. It is a not-for-profit public-benefit corporation with participants from all over the world dedicated to keeping the Internet secure, stable and interoperable. It promotes competition and develops policy on the Internet's unique identifiers. ICANN doesn't control content on the Internet. It cannot stop spam and it doesn't deal with access to the Internet. But through its coordination role of the Internet's naming system, it does have an important impact on the expansion and evolution of the Internet. For more information please visit: www.icann.org.

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