

Toward a Global Internet



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Agenda

- ICANN's multi-stakeholder environment
- Joint Project Agreement and way forward
- Internationalized Domain Names and IDN TLDs
- New generic top-level domains

ICANN's multi-stakeholder model

- Internet users around the world rely on its global system of unique identifiers
- Implementation of IDNs, new gTLDs, and IPv6 will make the Internet even more dynamic
- Multi-stakeholder model has successfully guided the Internet's rapid evolution and innovation since 1980s
- Global interoperability, security and stability have remained unaffected
- Multi-stakeholder model has delivered best results for all Internet users — through coordination, cooperation, collaboration

JPA and way forward

- February 2008 midterm review of the JPA between ICANN and U.S. Government
 - ICANN’s Board feels ICANN is meeting its JPA responsibilities
 - More than 170 JPA-related comments were received from the global Internet community — the vast majority agree
 - ICANN is now closer to completing the JPA and transitioning coordination of the domain name system to the private-sector led multi-stakeholder model envisioned 10 years ago

Internationalized Domain Names

- Much multilingual content is already on the Web
- IDNs are next area of expansion toward a truly multilingual, multicultural global Internet
- Many technical and policy issues involved
 - Characteristics unique to every language script are being dealt with by technical and linguistic experts, governments and country code operators — very successfully in Arab region
- Result will be universal functionality of domain names

Internationalized Domain Names (cont)

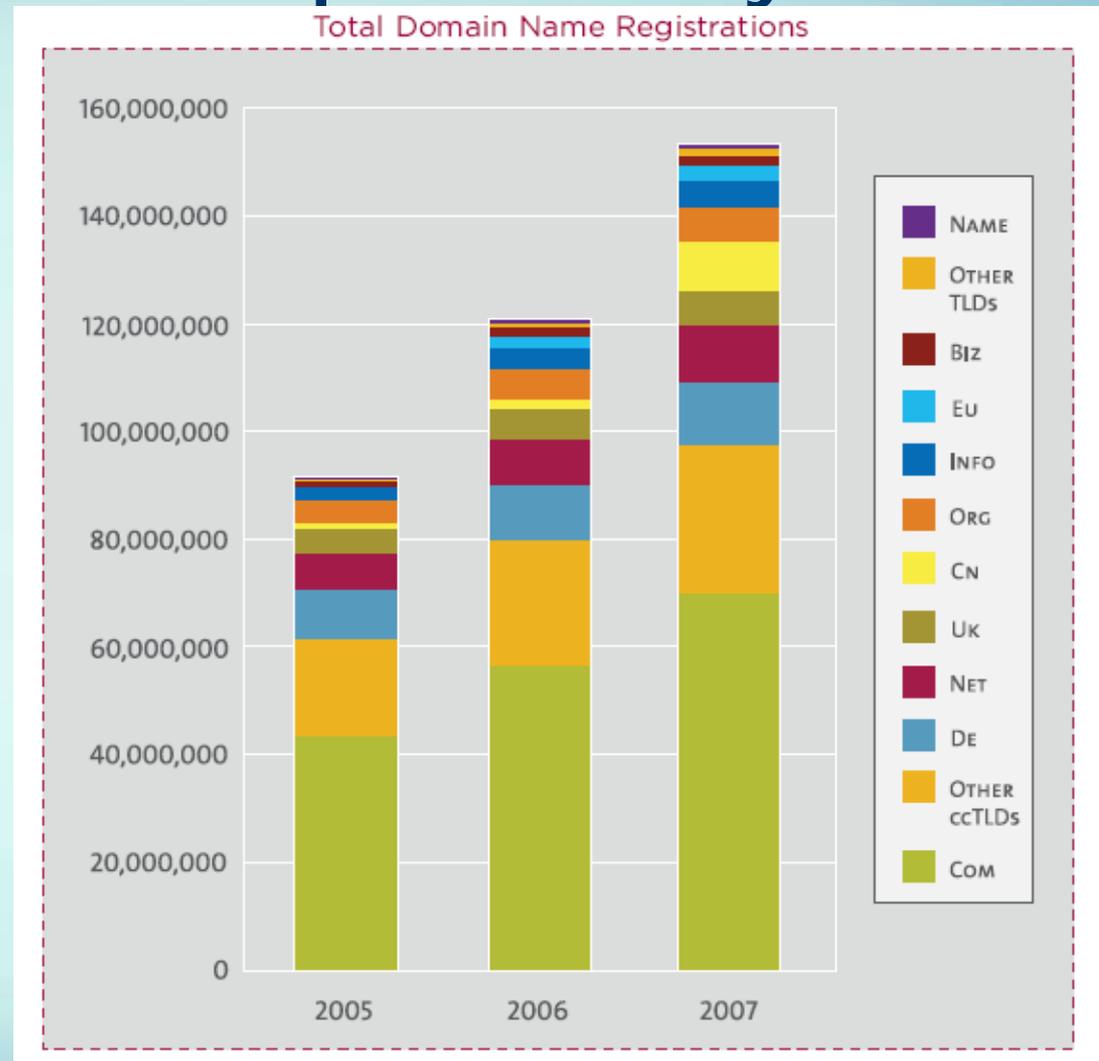
- Implementation protocol undergoing revision
 - Will ensure new scripts can be added without updating Unicode tables
 - Will encompass right-to-left scripts
 - Will be more stable and secure for end users and application developers
- ICANN's supporting organizations are developing
 - Process for application and delegation of IDN TLDs
 - Fast-track process to streamline launch of ccTLDs in regions that have the greatest need

New gTLDs — background

- ICANN guided by four founding principles
 - To preserve the operational stability and security of the Internet, particularly the domain name system
 - To promote competition and choice for registrants, especially in gTLDs
 - To achieve broad representation of global Internet communities
 - To develop policy appropriate to its mission through bottom-up, consensus-based processes
- These principles guide ICANN in introducing competition in the domain name market — through new gTLDs

Domain name marketplace today

- About 20 generic TLDs and 252 ccTLDs support more than 153 million registered names in the domain name space
- Internet users are demanding more

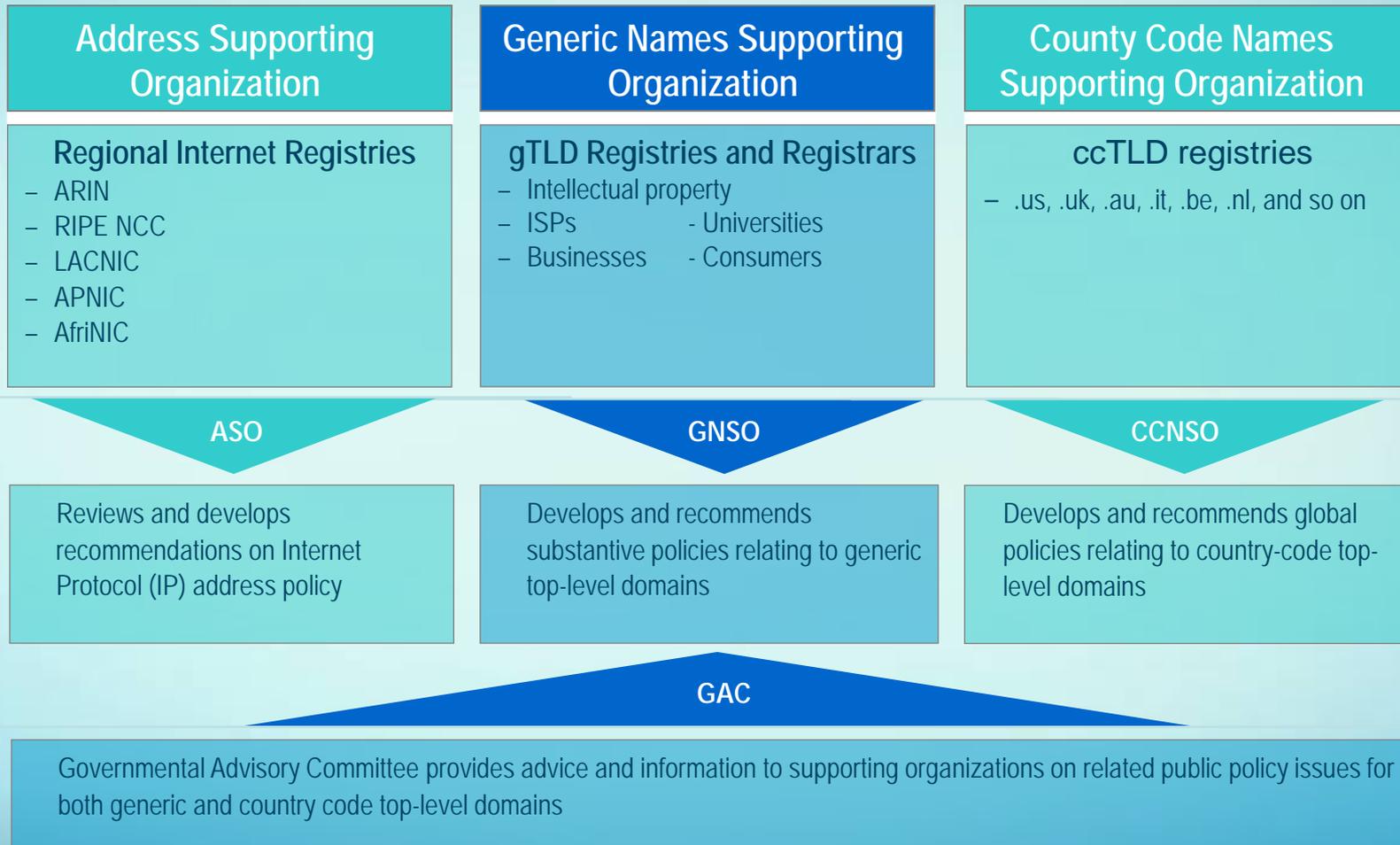


Internet user world today

- Next generation of 1 billion Internet users will live in the Middle East (Arab regions), China, and India
- They will change the face of the Internet

<i>Country/Region</i>	<i>Population</i>	<i>Internet Penetration</i>
India	1.13 billion	5.3%
China	1.3 billion	12.3%
Middle East	195 million	17.3%
UAE	3.9 million	42.9%
Saudi Arabia	24 million	19.5%
Iran	70.4 million	25.6%
Syria	19.5 million	7.7%

ICANN's policy development process



New gTLD development process

- ICANN Generic Names Supporting Organization (GNSO) and others spent nearly two years on the implementation process
- GNSO Council approved the policy in September 2007
- Submitted to the ICANN Board — approval due soon
- Next steps
 - Draft request for proposals — guidelines and instructions for applicants for new gTLDs — to be published for public comment soon
 - Applicants should review the draft RFP and comment on it and on the application process
 - Final RFP will incorporate relevant comments

What does this mean to you?

- Local users can reach global markets with their choice of domain name in familiar languages and scripts
- They will be able to share experiences more meaningful to their local needs
- Domain names will serve specific cultural or linguistic groups or regions
- Information will reach farther and deeper around the world
- New business models will be developed
- New ways of branding and protecting intellectual property will be developed

What kind of Internet do you want?

Thank You