



# ICANN Registry Request Service

Ticket ID: T8J1F-5E5R7

Registry Name: .Club Domains, LLC (.CLUB)

gTLD: .CLUB

Status: ICANN Review

Status Date: 2014-07-29 20:45:07

Print Date: 2014-07-29 20:45:12

## Proposed Service

Name of Proposed Service:

*.CLUB IDN RSEP*

Technical description of Proposed Service:

*Proposed Service*

*Name of Proposed Service:*

*.Club Domains seeks approval to Internationalized Domain Name Offerings in the following languages:*

*Danish*

*German*

*Finnish*

*Hungarian*

*Icelandic*

*Japanese*

*Korean*

*Lithuanian*

*Latvian*

*Norwegian*

*Polish*

*Portuguese*

*Swedish*

*Chinese*

*Russian*

*French*

*Technical description of Proposed Service:*

*.Club Domains seeks to allow registrars to register the aforementioned IDN languages at the second level, by querying the registry system with the PUNY code variation of each IDN SLD. .Club Domains, through its back-end provider, Neustar, already offers IDN registrations for Spanish. Thus far, there have been no technical issues with the Spanish IDN offering,*



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*and we will follow the same procedures, protocols, and specifications in our offerings of the aforementioned IDN languages.*

## Consultation

Please describe with specificity your consultations with the community, experts and or others. What were the quantity, nature and content of the consultations?:

*In January, .CLUB instated a registrar outreach program that specifically inquired as to which IDNs . 5 Registrars stated that they wished to offer [all], 1 registrar stated that it wished to offer German, and 1 registrar stated that it wished to offer Chinese. One registrar "strongly recommend[ed]" that we offer Japanese IDNs. We consulted Neustar, our back in provider, in February about the technical implications of implementing the aforementioned IDNs, and Neustar advised us that the process would not be difficult because .CLUB has already implemented Spanish IDNs. The technical infrastructure for offering IDNs has already been set up, and this RSEP is a mere expansion of a program that .CLUB has already successfully implemented.*

a. If the registry is a sponsored TLD, what were the nature and content of these consultations with the sponsored TLD community?:

*Not Applicable because .Club is not a sponsored TLD.*

b. Were consultations with gTLD registrars or the registrar constituency appropriate? Which registrars were consulted? What were the nature and content of the consultation?:

*Yes. Consultations with gTLD registrars was appropriate because they have knowledge of the demand and ease of implantation of the IDNs. Our Registrar Outreach team contacted our affiliated international registries (registrars that are accredited to offer .Club and do significant business outside of the United States. We requested their input on whether they would benefit from us offering IDNs in various languages. Every single response that we received indicated that they wanted us to offer the full scope of IDNs, and no responses requested that we reconsider offering IDNs.*

c. Were consultations with other constituency groups appropriate? Which groups were consulted? What were the nature and content of these consultations?:

*In the case of expanding the .CLUB's IDN program to a level already offered by a number of other registries, constituency consultation beyond the consultation with individual registrars was not appropriate.*



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d. Were consultations with end users appropriate? Which groups were consulted? What were the nature and content of these consultations?:

*It was not appropriate or practical to consult end users; however, consultation with the registrars was an accurate representation of the demand of consumers. Therefore, this application does take into account the interests and demand of the end -users.*

e. Who would endorse the introduction of this service? What were the nature and content of these consultations?:

*The following registrars have expressly requested IDN offerings for .CLUB:*

*GMO, Mailclub, Secura, IP Mirror, Cronon, DomainInfo, and Beijing Sanfront Information Technology CO.,LTD. In addition, Grandy, a Czech registrar, has requested that we offer a Czech IDN (which we are not able to do at this time, but would like to implement in the future). In our Registrar outreach program, not a single registrar indicated that it would be averse to the aforementioned IDN offerings.*

f. Who would object the introduction of this service? What were(or would be) the nature and content of these consultations?:

*In our Registrar Outreach Program, we received no objections. Moreover, participation in offering IDNs for .CLUB is completely optional, so the offerings will not interfere with registrars' current systems. It is not foreseeable that anyone would object, as it would not adversely affect any organization or stakeholder's interest.*

## Timeline

Please describe the timeline for implementation of the proposed new registry service:

*.Club Domains intends to implement the new IDNs on a graduated basis, beginning with Chinese, Japanese and German within three (3) months of the approval of this RSEP, and with the remainder of IDNs being implemented within nine (9) months of the approval of the RSEP.*

## Business Description

Describe how the Proposed Service will be offered:



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*Every registrar that has signed an RRA for .CLUB will be granted the opportunity to offer all of the IDNs, on non-discriminatory and equal terms.*

*The expanded IDNs will be offered to the Registrars at the same fee rate as the non-IDN offerings and the current Spanish IDN offerings.*

Describe quality assurance plan or testing of Proposed Service:

*The same quality assurance will be given as is given to the current Spanish IDNs. Neustar has already implemented the proposed IDNs in other TLDs, and the experiences gained from those offerings will allow a seamless introduction of the new IDNs for .CLUB. Neustar is prepared to perform testing on each of the IDNs prior to implementation. This testing will include, but not necessarily be limited to, registering a number of IDN domain names in a test environment.*

Please list any relevant RFCs or White Papers on the proposed service and explain how those papers are relevant.:

*The following RFCs, listed at <http://www.icann.org/en/resources/idn/rfc>, are relevant to the offering of IDNs:*

*RFC 5890*

*RFC 5891*

*RFC 5892*

*RFC 5893*

*RFC 5894*

*RFC 3454*

*RFC 3490*

*RFC 3491*

*RFC 3492*

*RFC 3743*

*RFC 4185*

*RFC 4690*

*They describe the implementation requirements and guidelines for offering IDN registrations. .Club Domains will comply with each of the relevant IDN RFCs for .CLUB.*

## Contractual Provisions

List the relevant contractual provisions impacted by the Proposed Service:



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*Currently, Section 4.3 of Exhibit A of the .CLUB DOMAINS Registry Agreement with ICANN for .CLUB lists the offerable IDN languages. 4.3.1 specifies that Spanish is an offerable language. If this RSEP is approved, Section 4.3 of Exhibit A should read:*

- 4.3.2. Danish*
- 4.3.3. German*
- 4.3.4. Finnish*
- 4.3.5. Hungarian*
- 4.3.6. Icelandic*
- 4.3.7. Japanese*
- 4.3.8. Korean*
- 4.3.9. Lithuanian*
- 4.3.10. Latvian*
- 4.3.11. Norwegian*
- 4.3.12. Polish*
- 4.3.13. Portuguese*
- 4.3.14. Swedish*
- 4.3.15. Chinese*
- 4.3.16. Russian*
- 4.3.17. French*

What effect, if any, will the Proposed Service have on the reporting of data to ICANN:

*Additional IDNs will have no impact on .Club Domains' reporting of data to ICANN, except that the registrations of the new IDNs will be included in the reports to ICANN.*

What effect, if any, will the Proposed Service have on the Whois?:

*No effect, except that the new domains will be searchable in the Whois.*

## Contract Amendments

Please describe or provide the necessary contractual amendments for the proposed service:

*Currently, Section 4.3 of Exhibit A of the .CLUB DOMAINS Registry Agreement with ICANN for .CLUB lists the offerable IDN*



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- 4.3.2. Danish
- 4.3.3. German
- 4.3.4. Finnish
- 4.3.5. Hungarian
- 4.3.6. Icelandic
- 4.3.7. Japanese
- 4.3.8. Korean
- 4.3.9. Lithuanian
- 4.3.10. Latvian
- 4.3.11. Norwegian
- 4.3.12. Polish
- 4.3.13. Portuguese
- 4.3.14. Swedish
- 4.3.15. Chinese
- 4.3.16. Russian
- 4.3.17. French

## Benefits of Service

Describe the benefits of the Proposed Service:

*The primary benefit of offering .CLUB in the aforementioned IDN languages is that it will allow .CLUB to become a more global brand. .CLUB is a word that has been adopted in a number of languages, and refusing those consumers the right to register .CLUB in their native language would give an unreasonable preference to English language speakers.*

## Competition

Do you believe your proposed new Registry Service would have any positive or negative effects on competition? If so, please explain.:

*Offering registrations for .CLUB in the aforementioned IDN languages would have a positive impact on competition because it will give consumers greater choice in deciding what web address to use.*



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How would you define the markets in which your proposed Registry Service would compete?:

*.Club Domains plans to promote each IDN primarily in its dominantly spoken market. For instance, .Club Domains will promote Chinese IDN registration primarily in China, and German IDN registration primarily in Germany. However, we are sensitive to the fact that languages are spoken outside of their place of origin, and we are therefore placing no geographical restrictions on registration of IDNs.*

What companies/entities provide services or products that are similar in substance or effect to your proposed Registry Service?:

*Other TLD registry operators have chosen to offer a broad array of IDN languages, including Google, Verisign, Donuts, dotLatin, and Neustar (among many others). All Registry Operators who offer IDN registrations at the second level offer the same services we seek to offer.*

In view of your status as a registry operator, would the introduction of your proposed Registry Service potentially impair the ability of other companies/entities that provide similar products or services to compete?:

*No.*

Do you propose to work with a vendor or contractor to provide the proposed Registry Service? If so, what is the name of the vendor/contractor, and describe the nature of the services the vendor/contractor would provide.:

*Yes. .Club has contract with Neustar to offer all registry services, including all IDN services.*

Have you communicated with any of the entities whose products or services might be affected by the introduction of your proposed Registry Service? If so, please describe the communications.:

*Yes. We have consulted with registrars in our Registrar Outreach program and we have been in contact with Neustar regarding the viability of offering additional IDN languages at the second level.*

Do you have any documents that address the possible effects on competition of your proposed Registry Service? If so, please submit them with your application. (ICANN will keep the documents confidential).:

*.Club Domains has no documents to submit.*



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## Security and Stability

Does the proposed service alter the storage and input of Registry Data?:

*No, the proposed service does not alter the storage and input of Registry Data.*

Please explain how the proposed service will affect the throughput, response time, consistency or coherence of responses to Internet servers or end systems:

*The aforementioned IDNs will have no impact on throughput, response time, consistency or coherence of the responses to Internet servers or end systems.*

Have technical concerns been raised about the proposed service, and if so, how do you intend to address those concerns?:

*No technical concerns have been raised about the proposed service.*

## Other Issues

Are there any Intellectual Property considerations raised by the Proposed Service:

*The only Intellectual Property issue with offering new IDNs has already been resolved by the TMCH requirements, which state that upon release of the IDN names, each of the names will be subject to a 90 day claims period.*

Does the proposed service contain intellectual property exclusive to your gTLD registry?:

*No.*

List Disclaimers provided to potential customers regarding the Proposed Service:





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*None.*

Any other relevant information to include with this request:

- 1) *The entire IDN list that we provided is languages and not scripts.*
- 2) *Variants will be handled as specified in Exhibit A.*