

Introduction to ICANN

*How you can help ICANN Shape the
Future of the Internet*

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Hong Kong
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Goals for the Day

- To introduce ICANN to you
- To introduce ICANN's New generic Top Level Domain (gTLD) Program including:
 - The latest program developments
 - Recent work on the four “overarching” issues
- To share the latest on Internationalized Domain Names
- To update you on current Policy work and invite you to participate
- Special Event: Senior Executive Panel Discussion on “ICANN and Internet Governance in Asia”

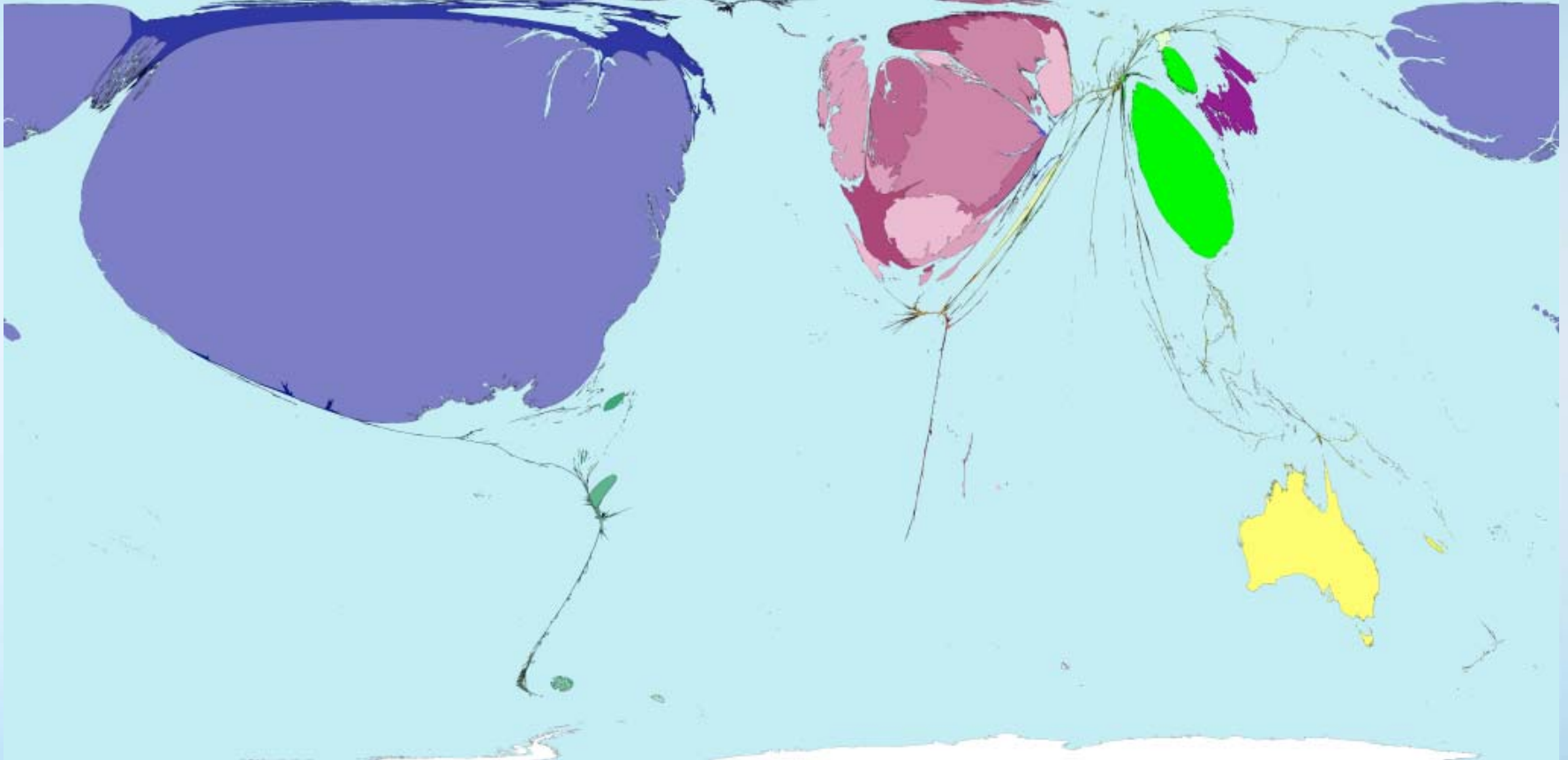
Agenda – Introduction to ICANN

- Overview of Internet Users and the Domain Name marketplace
- ICANN's Structure
- Participation
- ICANN in 2009 and beyond

Internet Users – Global Distribution



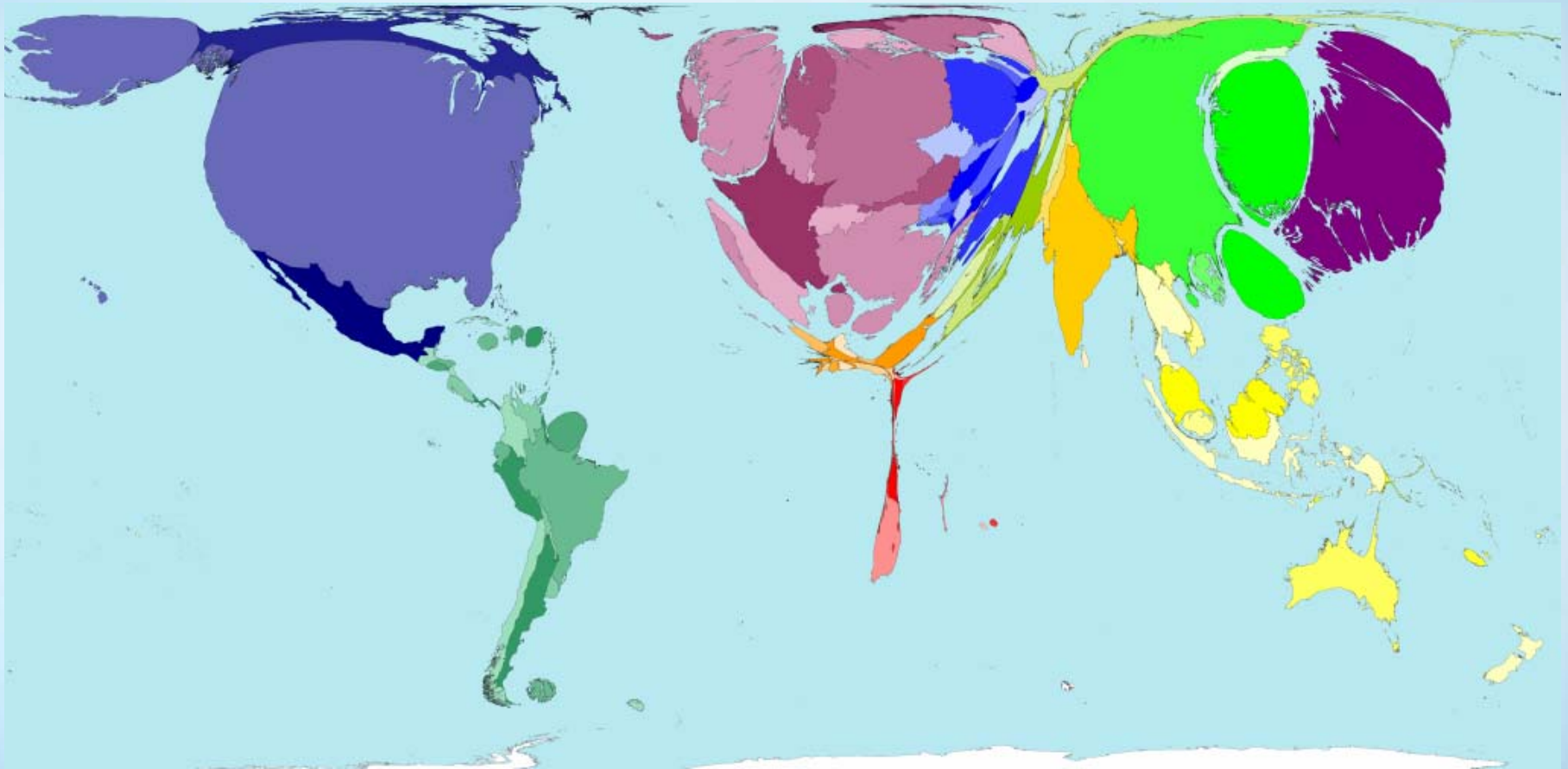
1990



Internet Users – Global Distribution



2007



What is ICANN?

- “Internet Corporation for Assigned Names and Numbers”
- We coordinate unique identifiers of the Internet:
 - “Names”; delegating Top-Level Domains, working with country registry (ccTLD) managers
 - “Numbers”; allocating IP address blocks
 - “Parameters”; maintaining data bases on behalf of IETF
- ...and develop related policies in bottom-up processes involving all stakeholders

Operating Principles

- Help keep the unique identifiers system and root management stable and secure
- Promote competition among registrars and registries, and thus, promote choice for registrants
- “Multi-stakeholder”: A forum where many different groups can work out Internet policy together
- “Bottom-up”: All those involved can set the agenda
- Ensure opportunity for global participation

Key Actors in Domain Name Market Place



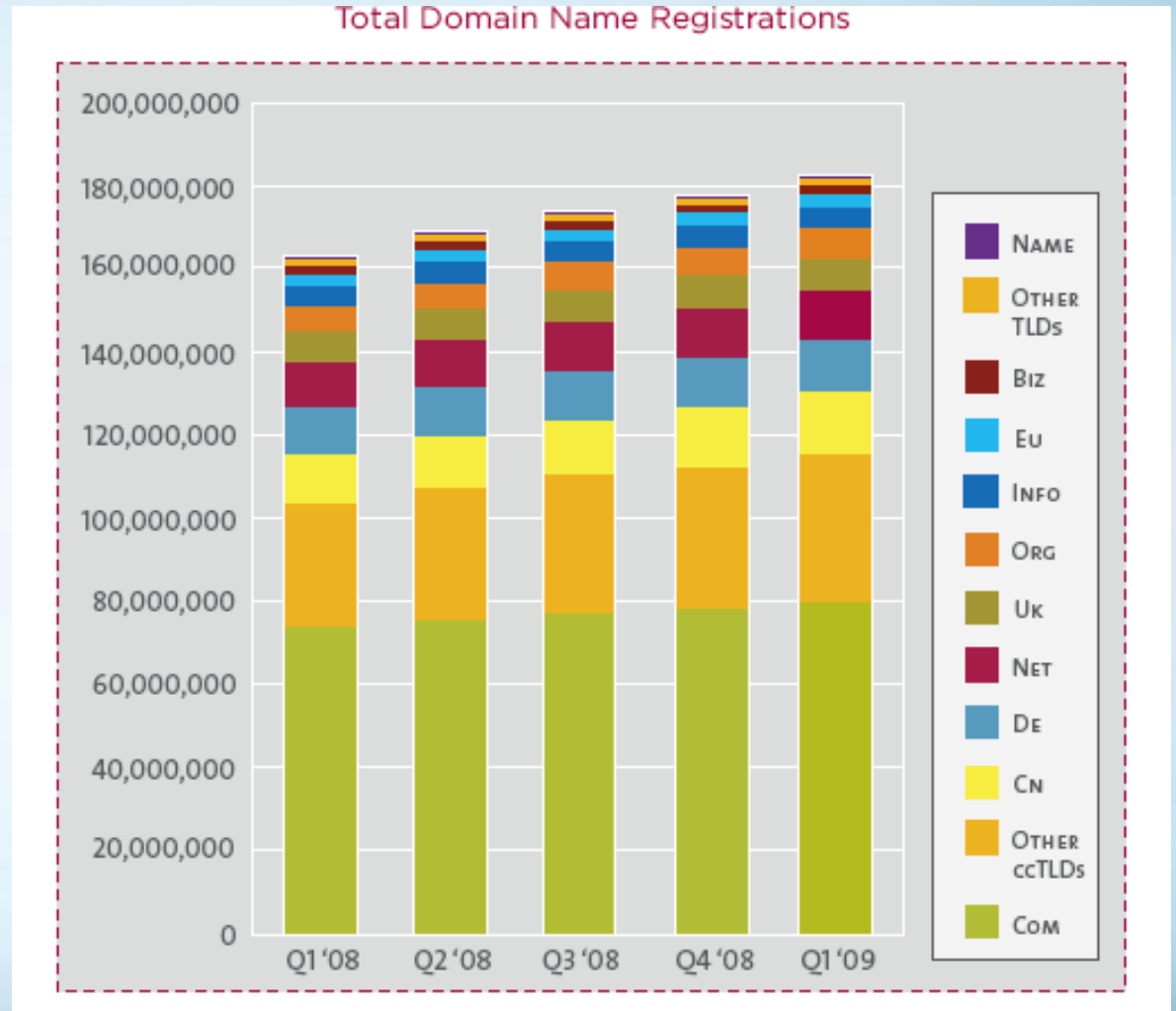
- Registries provide central data base of all names in their top level domain
 - generic registries: examples: .com, .org
 - country code registries: examples: .cn, .in
- Registrars provide services to register names to end users and business
 - Often offer other services
 - For generic registries, all registrars are accredited by ICANN

Snapshot of the domain name marketplace



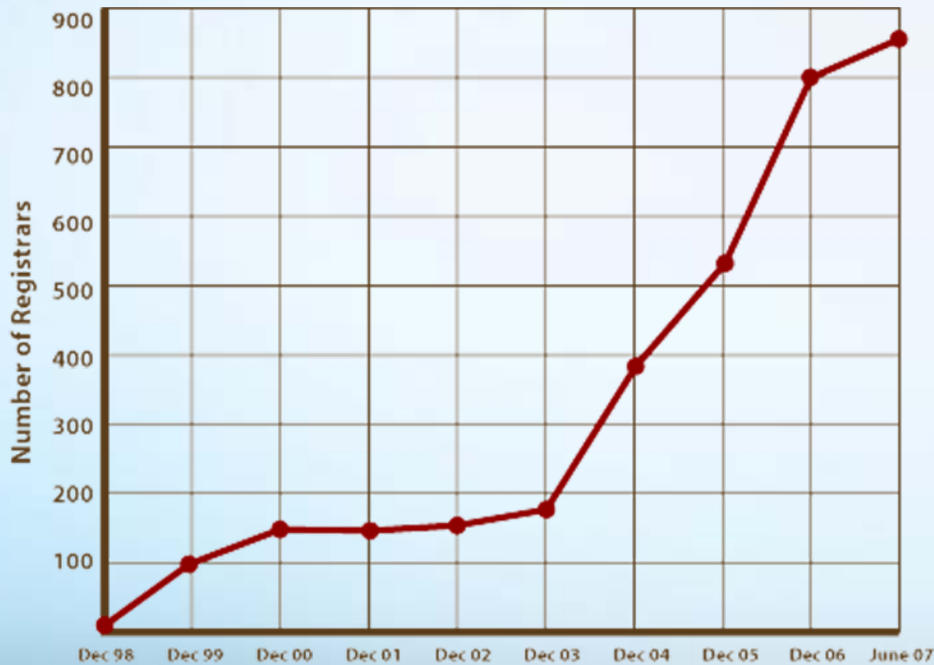
More than **183 million** domain names registered globally today

Source: VeriSign Domain Name Industry Brief, June 2009



Competition in the domain name space

- ICANN introduced competition to the domain name space
- Registrars now have a market **and** a business
- Consumers have greater choice in price and services
- Domain name marketplace is even driving how we search - contextually as well as topically - and the scale of sites that can be searched
- Total registrars = 900 and counting



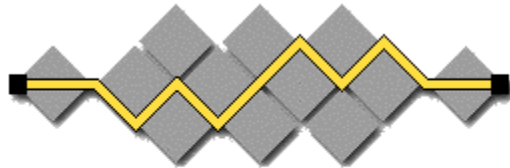
The Internet ecosystem

Some of the stakeholders concerned with the Internet

Internet Governance Forum



ORGANISATION
FOR ECONOMIC
CO-OPERATION
AND DEVELOPMENT

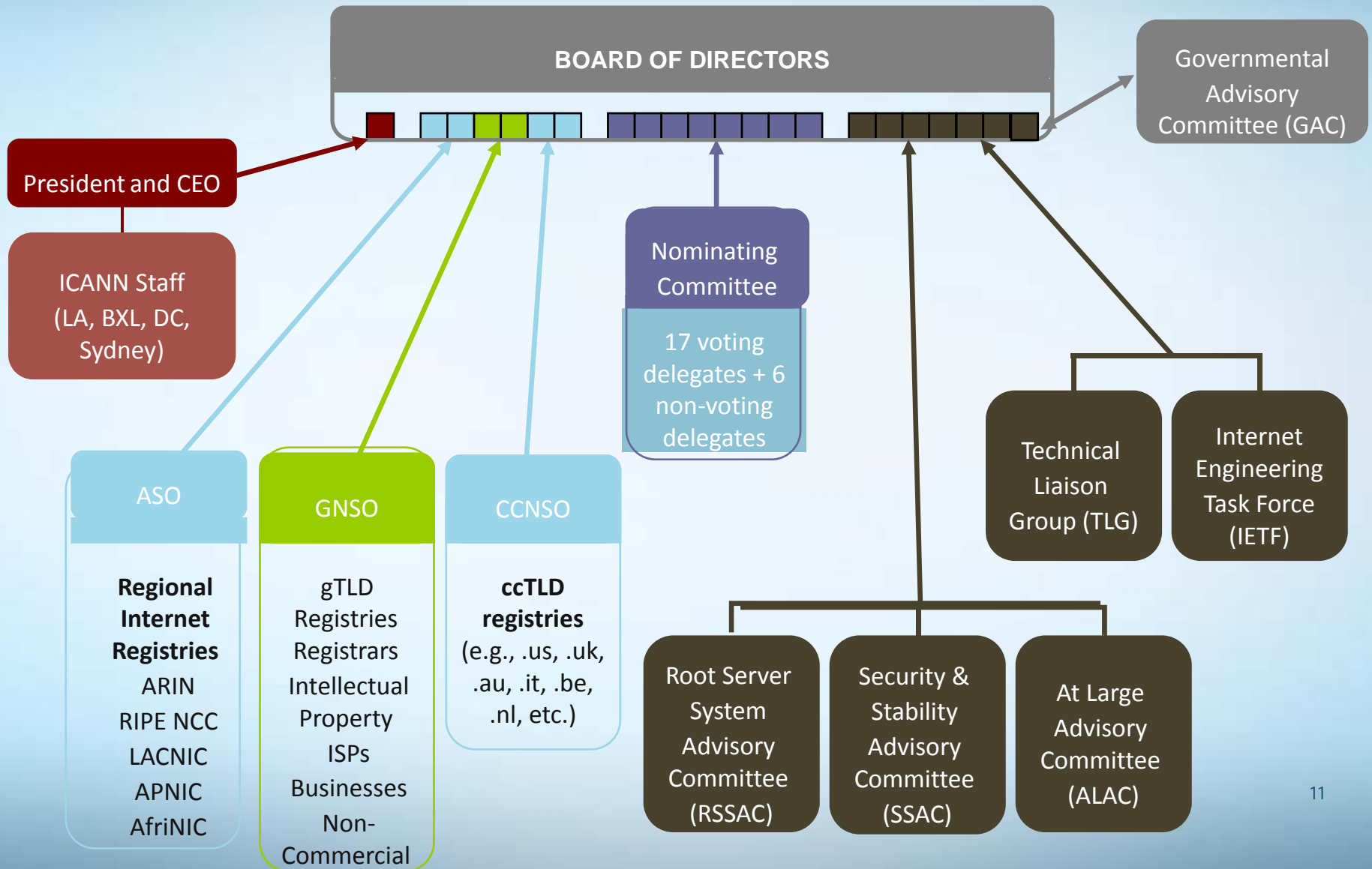


I E T F



Internet Architecture Board

The ICANN Community



The ICANN Community

- Open participation
- Diverse participants bring expertise and useful perspectives to inform policy making
- Consensus-based decision making
- Cooperation, coordination and consultation among participants on key issues
- Public debate is often spirited and blunt
- Formal agreements are used to create and manage various business relationships

ICANN is a Global Organization

- Mandated by the bylaws:
 - Multinational Board
 - Multinational participation and representation
 - Accountable and transparent to a global Internet community

How to Participate in ICANN

- Public comments are invited on ICANN activities that are underway: New gTLDs, IDNs, DNSSEC, ICANN's Strategic Plans
- Individuals and representatives of groups and organizations may participate on ICANN's many councils, working groups and committees

Emerging and Evolving Issues

- Enhancing the Security and Stability of the Internet
- Initial and expanded deployment of Internationalized Domain Names (IDNs)
- Migration from IPv4 to IPv6
- Introduction of new generic Top Level Domains (new gTLDs)
- Current and upcoming studies of WHOIS
- Accountability frameworks with ccTLD managers
- Periodic review of ICANN's structure and procedures

Mission Deliverables for 2009 -2010

- Promote competition and choice in the domain name market – launch new gTLDs
- Expand internationalized domain names that will soon become available in generic and country code top level domains
 - Launch fast-track cc IDN process
- Take tangible steps to enhance the security of the DNS – operational readiness for DNSSEC
- Core mission improvements, including expanding compliance, further investment in staffing, implementing other organizational benchmarks.

Strategic Plan 2009 - 2012

- Implement IDNs and New gTLDs
- Enhance security, stability and resiliency in the allocation and assignment of the Internet's unique identifiers
- Monitor the depletion of IPv4 address space and provide leadership towards IPv6 adoption
- Improve confidence in the gTLD marketplace
- Strive for excellence in core operations
- Strengthen processes for developing policy
- Strengthen ICANN's multi-stakeholder model to manage increasing demands and changing needs
- Globalize ICANN's operations
- Ensure financial accountability, stability and responsibility

Upcoming ICANN Meetings

- [Seoul, Korea, 25-30 October 2009](#)
- Nairobi, Kenya, 7-12 March 2010
- Latin America (TBD) 20-25 June 2010
- Europe (TBD) 17-23 October 2010

- Meetings are held three times/year, each meeting in a different continent
- Please join us!

End of Introductory Comments

Thank You