



ICANN 41 Singapore approves new gTLDs

THIS ISSUE

- Member news
- Survey Summary
- Monthly Statistics
- Article on new gTLDs "realitycheck"

MEMBER NEWS HIGHLIGHTS

Click for ICANN 41 – CENTR Full Report

Historic Change to Internet's Domain Name System Board Votes to Launch New Generic Top-Level Domains

(.at)

.hamburg has selected nic.at as Registry

Hamburg Top-Level-Domain GmbH has selected Austrian registry nic.at as technical partner for the new .hamburg domain from a long list of potential suitors.

nic.at scoops yet another international order: Austrian expertise for .berlin

(.ch)

SWITCH welcomes the decisions of the Competition Commission and the Federal Administrative Court

Constantin Tönz, Deputy Managing Director of SWITCH: "These decisions confirm the route that we are taking. We are convinced that switchplus marks an asset for the hosting market in Switzerland."

(.cz)

Exactly one year from now, Prague will be the capital of the internet

ICANN decided at the meeting just ending in Singapore that their next European meeting, planned for 24-29 June of next year, will be held in Prague

(.de)

The Most DNSSEC-Signed Second Level Domains in the World

More than 200,000 .de domains are signed with DNSSEC

(.eu)

Multilingualism online needs boost reports .eu registry

More work is needed to stimulate online multilingualism and the uptake of Internationalised Domain Names (IDNs), according to a new .eu Insights [report](#) published by EURid.

(.fi)

Transfer of a domain name free of charge

From 1 June 2011 there has been no charge for transfer of fi-domain names from one holder to another. As of this date, transfer fees charged by the current fi-domain name service will be returned to the payer.

(.fr)

Report "Is the DNS here to stay?" (AFNIC Scientific Council)

The AFNIC Scientific Council organised its first seminar entitled "Is the DNS here to stay?" and was attended by some fifty stakeholders in the DNS (or Service). [Click for report \(French only\)](#)

(.me)

.ME Domain Becoming Increasingly Popular For Mobile Apps

.ME is becoming a domain extension of choice among companies introducing innovative, hip new mobile applications. Internet apps such as [Kiip.Me](#), [Blip.Me](#) and [Sonar.Me](#) are all perfect examples.

(.nl)

DNSSEC survey: knowledge and tools are registrars' main needs

The.nlyst 3 is out now

With the [IP address](#) problem as its theme, this edition looks at Network Address Translation, IPv4 and IPv6.

[Report available here](#)

(.no)

Smooth launch of private domain names

After a successful introduction of *priv.no*, the Norwegian Post and Telecommunications Authority drew lots to decide the order in which multiple applications for the same domain names should be processed.

(.se)

School use of YouTube and need for a SchoolTube investigated

The SchoolTube report has studied how such websites as YouTube are used at school and if schools see a need for a national "SchoolTube." The study was initiated by Björn Flintberg from the Gothenburg Region Association of Local Authorities and was financed by .SE's Internet Fund.

[See the report \(Swedish\)](#)

(.uk)

Nominet announces Internet Awards 2011 shortlist

A panel of independent judges, chaired by the Rt Hon Alun Michael MP will decide on the winners for each of the five award categories. The winners will be announced on 28 July 2011. The shortlisted entries [can be viewed here](#).

Nominet Searching For .UK Dispute Resolution Experts

RECENT REPORTS PUBLISHED

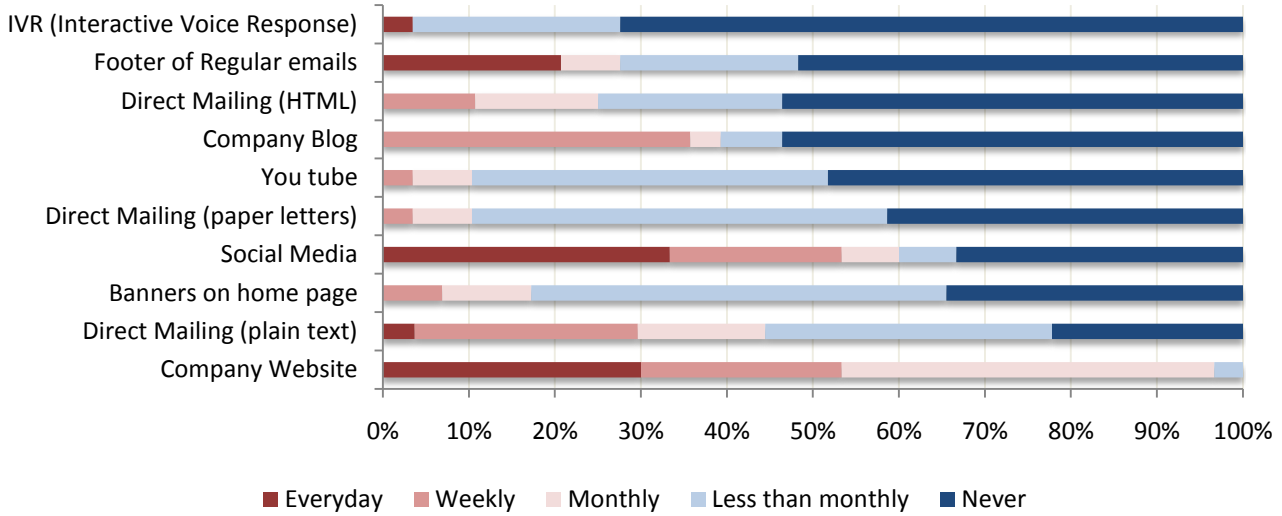
- [ICANN 41 Report](#)
- [Survey Report: Registry/Registrar Relations and interfaces](#)
- [External Report of the eG8-Forum and EuroDIG](#)
- [Survey Report: Host Object Registrations](#)
- [Survey Report: Corporate Structure of Registries](#)

European ccTLDs create Domain Game on Facebook

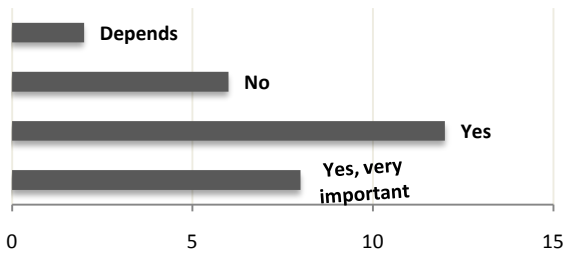


Communication Channels

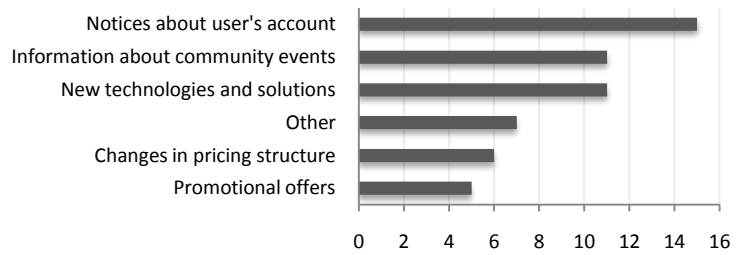
The below shows, based on the survey responses the frequency of updates in each communication channel. The darker colours represent each side of the spectrum – ie. dark red is daily and dark blue is never.



Does the Registry consider Social Media important to their organisation

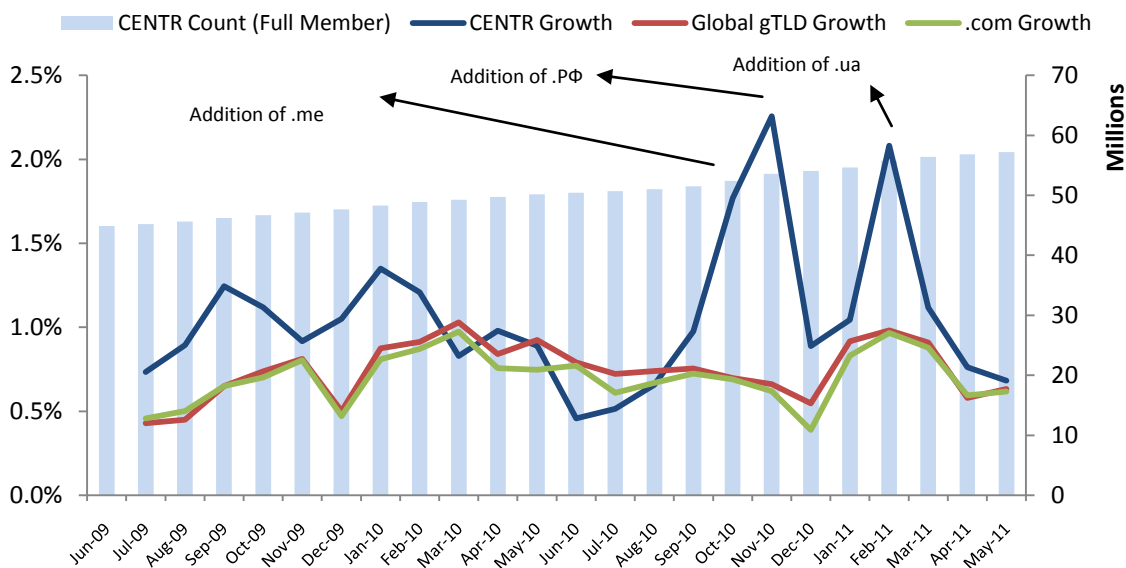


The most frequent type of message sent via direct channels of communication



'Other' types of messages mentioned by the respondents were: statistical reports, changes in policies or services, training courses,

CENTR Statistics



DOMAIN COUNTER:
57,211,255
 End of MAY 2011
 Ex. Assoc members

This is the domain count for end of May 2011. This count represents a growth of 0.68% from the previous month. The largest contribution to this growth in absolute value was .nl

.Realitycheck

Peter Van Roste, CENTR

Nicknamed “the end of the beginning” or “the triathlon”, the decision to introduce possibly hundreds of new gTLDs is considered the start of a process that will impact the DNS industry significantly.

After last month’s euphoria – washed away with a few Singapore slings – industry experts started raising a few questions and concerns on the practical consequences of the long-awaited introduction of new gTLDs.

First of all there are some technical issues to be solved. Some pointed out that security tools (validity checks or spamfilters) are simply not capable of handling new extensions soon after their introduction – see the issues that .mobi experienced. If this can’t be solved before the first new gTLDs hit the rootzone surfers and shareholders will turn away in disappointment. Others warn interested brand owners that their .brand probably wouldn’t resolve as browsers are set to try and resolve the address locally.

Secondly, probably as important, there is the competition law aspect of ICANN’s decision to allow for vertical integration between registrars and registries. While probably not a show-stopper, it is very unlikely that the European Commission would drop its well founded concern that the new guidelines would infringe European Competition Law.

On the marketing side, many have already pointed out a simple fact: the current channels don’t scale. A registrar might be willing to add the 20 new gTLDs with the highest sales potential, but it is doubtful that he’d be interested to include the dozens that aim at the general public but lack the necessary marketing dollars. Scrolling down long drop-down lists is hardly an appealing way to look for that new extension.

Registrars will become the bouncers of the hottest club on the web “the successful new gTLD club”.

It has been raised that new models will develop and create enormous potential. Yes, indeed. If they succeed to convince the registrars and keep the EPP tweaking to a minimum. And if their contract and billing processes are more convenient than their competitor’s. Two criteria that will be particularly tricky to meet for any model that is truly innovative.

Aspiring gTLD tycoons and long-established registries alike will have to start thinking about end-user education. Even to this date I find myself explaining to friends outside this industry that .jobs or .museum are real, operational TLDs. If we want to uncover the full potential of this evolution, we will need to do a better job than in the last rounds.

The introduction will also pose new challenges for the existing operators. It is not just ICANN that will have to watch the revolving doors. The war for talent is a relatively new phenomenon to this industry. In particular the frontrunners might see their home-grown talent jump at other – in some cases short term - opportunities. New gTLDs might have an effect on growth rates, or the detailed applicant guidebook might raise the bar in terms of compliance, resilience or ADR.

Even CENTR might find itself facing organizational challenges. How many of the new gTLDs would like to join as associate member?

None of these issues raised however, change the very exciting fact that this industry is alive - we are living through change. Whether it is through the work of CENTR R&D or through ICANN decisions, we are actively participating in the change of the web as we know it.

Peter Van Roste,
General Manager, CENTR

WHAT HAPPENED IN JUNE

23rd CENTR Administrative workshop
Trondheim, Norway

45th CENTR General Assembly
Trondheim, Norway

41st ICANN Meeting- Singapore
([click for Report](#))

UPCOMING EVENTS

81st IETF - 24 - 29 Jul
Quebec City, Canada

[Click here for Agenda Timeline](#)



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