



## **A Sampling of ICANN News Media Clips**

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**6 April, 2011**

## **House panel criticizes ICANN domain selection - CNET News**

WASHINGTON--He may be a founder of the Internet, but Vinton Cerf was not immune from the wrath of Congress on Thursday, when he was forced to explain the actions of the Internet domain name body he heads.

The Internet Corporation for Assigned Names and Numbers ([ICANN](#)), an organization created three years ago to oversee the Internet's address system, has been criticized by online advocates since its birth. When Cerf took the helm from Esther Dyson as ICANN's chairman, many hoped the organization would become more open. But many members of the House Commerce Telecom Subcommittee and some witnesses suggested that hasn't happened.

Cerf was in the hot seat for ICANN's [selection](#) in November of seven new top-level domain names: .aero, .co-op, .info, .museum, .name, .pro and .biz. Witnesses charged that the application process was closed, arbitrary, and didn't permit opportunities for applicants to rebut arguments against them.

"The domains you chose were not necessarily the most qualified, the most worthy and the most attractive to consumers," House Commerce Committee Chairman Billy Tauzin, R-La., told Cerf moments after thanking him and his "good friend Al" Gore for inventing the Internet. Tauzin said that although the appeals of some denied applicants may not be strong, he hopes that the domain selection process will not be subjective in the future.

Cerf acknowledged to Tauzin that some qualified applicants weren't granted top-level domains; he would not divulge the number of rejected applications.

"Our objective was to start with a small number of companies," he said. "We anticipated we would use that to guide our next selection."

Too secretive, too arbitrary, too quick

The idea of reapplying was small comfort to applicants that lost their nonrefundable, \$50,000 application deposits, according to losing applicants Lou Kerner, chief executive of DotTV, and David Short, legal director of the International Air Transport Association (IATA).

Cerf endured no shortage of criticism from disgruntled aspirants. Kerner noted that ICANN's directive from its inception called for a "sound and transparent process" but said his experience had been "unfair, closed and anti-competitive." He faulted ICANN's self-imposed deadline for not leaving the 19 board members enough time to review the applications.

Short said IATA's application met the original nine criteria laid out for receiving a top-level domain but that at the last minute ICANN added a 10th, representativeness, saying the airline association didn't include enough segments of the travel industry to hold the .travel domain.

Leah Gallegos, president of AtlanticRoot Network based in Virginia Beach, Va., said she didn't bother to apply with ICANN because she already was awarded .biz through a domain organization outside the United States.

"Why should we apply to keep something we already have?" she told the subcommittee, adding it was unlikely her company could afford a \$50,000 fee to enter a "lottery."

Although ICANN runs the most influential Internet address system, others also exist. Businesses can register domain names using so-called alternate roots, such as .biz, which was available outside the United States even before ICANN officially added it to its list of top-level domains. Now there is a question over what status the alternate roots will have in the global address system.

The Commerce Committee's Tauzin said he was concerned about the affect the operation of .biz, which was assigned to NeuStar by ICANN, would have on AtlanticRoot and its alternate root. But Cerf wasn't concerned.

"I would turn it around," he said, suggesting alternate root top-level domains interfere with ICANN's assignments. "ICANN continues to believe there should be only one root," he said.

NeuStar Director of Corporate Development Kenneth Hansen defended the U.S. organization.

"I can say with confidence that the manner in which ICANN conducted the application process far exceeds measures taken by private companies," he said.

Along with Tauzin, Subcommittee Chairman Fred Upton, R-Mich., said ICANN will remain under the scrutiny of Congress. He said it should learn from the controversies surrounding its selection of the first new top-level domains since .com, .org and .net were created fifteen years ago.

Ed Markey of Massachusetts, the highest-ranking Democrat on the committee, warned that running ICANN in the age of the commercial Internet is different from when Cerf was working with his fellow Internet founders in a university environment.

ICANN is set to discuss the same subject Feb. 14 before the Senate Commerce Communications Subcommittee.

# The Telegraph

18 April, 2011

By [Christopher Williams](#), Technology Correspondent

## Adults-only .xxx web addresses go online

A controversial new corner of the web has finally opened for business after a decade-long regulatory wrangle, offering addresses ending in ".xxx" to pornography websites.

Following approval from ICANN, a US quango, the new pornography-only suffix has been added to the Domain Name System, better-known for .com, .gov, .net and .uk.

The first registered addresses, porn.xxx, sex.xxx and xxx.xxx are being used to promote sales of .xxx domain names.

A pornography-only suffix was first proposed in 2000 and eventually approved by ICANN in 2005, but the plan was then blocked by the Bush administration, after lobbying by Christian groups.

The US government holds sway over ICANN even though the quango has power over the whole web, worldwide.

ICM Registry, the company behind .xxx, sued and forced the regulator to re-approve its plans. US government opposition fell away when the Obama administration took power and ICANN took the unprecedented step of ignoring objections from governments of more conservative countries.

And in a strange twist, the most vocal opposition to .xxx now comes from within the pornography industry.

A trade organisation, the Free Speech Coalition, claims that it will make it easier for governments to block access to pornography websites and has called on pornographers to boycott .xxx. Saudi Arabia and India have already said they want to block all the new addresses.

But ICM Registry said on its website that .xxx "will be a professionally run outfit" that will give users "greater confidence and certainty".

"For individuals or families wishing to avoid adult content, the machine-readable labels will allow easy and reliable filtering. No need to fiddle with keywords or expensive software," it added.

The new suffix was created via changes to the Domain Name System made at around midnight on Friday. ICANN moved relatively swiftly after .xxx was re-approved in a vote on 18 March.

The first tranche of addresses, which will allow brands to buy their trademarks, will reportedly go on sale in November.

Once other high-value keywords have been auctioned off, .xxx addresses are expected to cost around \$70, seven times as much as a typical .com address.



**26 April, 2011**

## **Cities battle over geographic internet domains**

A LONG rivalry between Sydney and Melbourne has moved to the web, as both vie to be the first Australian city to operate its own international top-level domain.

But it's a race in which they could find themselves as much collaborators as opponents.

The NSW Premier's Office and the City of Melbourne have confirmed that they're moving to establish community geographic top-level domains .sydney and .melbourne, respectively.

However, the two are as much in a race against cities of the same name in other countries as they are with each other.

A spokesman for the NSW Premier's Department said the state was planning to release to registries a tender to operate the .sydney name.

"If approved by government, the successful tenderer will assist in applying to ICANN to secure the .sydney TLD and operate it," the spokesman said.

A City of Melbourne spokeswoman confirmed that the council was "actively considering" obtaining .melbourne.

"No decisions have been made" on whether to apply for the name, she said, but industry sources told The Australian the city was also seeking advice on lodging an application for the domain with the Internet Corporation for Assigned Names and Numbers.

Until recently the world's peak internet names regulator, ICANN has limited availability of top-level domains to a small familiar set, including .org, .com, .net and its long-established country code naming system, which created name spaces such as .au and .uk.

ICANN has finalised procedures and protocols for private and public organisations to apply to operate so-called generic TLDs, which could include .food or a brand name as .ebay or .westpac.

Sydney and Melbourne are the Australian cities to confirm that they're planning to register community geographic TLDs, meaning that the first to succeed would probably be the first Australian entity to operate a top-level domain since the establishment of .au in the 1990s, assuming a private entity doesn't beat them to it.

The moves by Melbourne and Sydney place them among a small group of world-class cities trying to establish geographic community TLDs, which includes Paris (.paris), Berlin (.berlin), New York (.nyc) and London (.london).

Under ICANN's rules, however, Paris, Texas, in the US, made famous by eponymous movie, has as much right to apply for the name as its European namesake.

At \$US185,000 (\$172,000) to apply for a generic TLD, ICANN isn't expecting a torrent of frivolous applications, but Chris Disspain, chief executive of the

.au domain regulator, auDA, acknowledged the risk.

"Paris, Texas, could lodge an objection. Whether or not that would be successful is a moot point, but there is a process by which it could happen, and this is the risk that you take when you want a generic community name where there's more than one city of the same name," Mr Disspain said.

ICANN's arbitration panels had the discretion not to release a generic TLD if a serious conflict arose, he said.

For major cities, the risks in not applying could be greater.

The NSW Premier's Department said .sydney would provide major benefits for Sydney and there were "potential risks if the .sydney TLD was not secured for use in connection with Sydney (Australia)."

Mr Disspain said there were strong community benefits in establishing .sydney and .melbourne, and it was likely the cities would designate the names for promotional and tourism purposes.

"At the moment, if you type Melbourne into Google, chances are you will be inundated with a heap of monetised websites that provide you with links to a heap of other monetised websites that then provide links, eventually, to something that might be of use," he said.

Melbourne and Sydney could also use the name space to generate revenue by selling sub-domain names to private organisations. For instance, NSW could establish a domain name such as surfing.sydney and sell it to the highest bidder.

The NSW government and the City of Melbourne declined to reveal whether they would resell sub-names based on their respective name spaces.



**29 April, 2011**

## **ICANN Names Computer Hacker as Security Chief**

Jeff Moss, a prominent computer hacker who founded the annual Black Hat and DefCon security conferences in Las Vegas, has been hired as the chief security officer for the organization that coordinates names of the world's Web sites.

The organization, the Internet Corporation for Assigned Names and Numbers, or ICANN, plays a vital role in making sure that when you type a site name into a Web browser, your computer knows where to go to find the site you're trying to reach. ICANN manages the domain name system that underlies that chain of communication.

"I can think of no one with a greater understanding of the security threats facing Internet users and how best to defend against them than Jeff Moss," Rod Beckstrom, ICANN's CEO and formerly the director of the U.S. National Cybersecurity Center, said in a statement. "He has the in-depth insider's knowledge that can only come from fighting in the trenches of the ongoing war against cyber threats."

Moss, who also serves on the U.S. Department of Homeland Security's advisory council, takes on the new post Friday at ICANN's offices in Washington, D.C.



29 April, 2011

## Veteran Hacker Hired to Keep an Eye On Every Internet Address

By Jerry Brito

Jeff Moss, the hacker better known as “The Dark Tangent,” has been named Vice President and Chief Security Officer of ICANN, the non-profit corporation that manages the Internet's names and numbering infrastructure. He is the founder of DEF CON, the world's largest conference for hackers, as well as the Black Hat security conference. A phone [phreaker](#) in his youth, Moss has recently worked as a white hat hacker, working to secure networks from attack.

“He has the in-depth insider's knowledge that can only come from fighting in the trenches of the on-going war against cyber threats,” said ICANN president Rod Beckstrom in a statement.

Moss is well known for having created the game “Spot the Fed” in which a hacker who thinks he's identified an undercover federal agent in the crowd at DEF CON can point him out, make his case, and if the crowd agrees, take home a coveted “I Spotted The Fed at DEF CON” t-shirt. Despite this, the Obama Administration [appointed Moss](#) to the Department of Homeland Security's Advisory Council.

The announcement was well received on Twitter, with many offering congratulations. Security writer Joseph Menn put it plainly: “Black Hat founder and smart guy Jeff Moss, aka @thedarktangent, named chief security officer at #ICANN. This is good.”

There are skeptics, however. Veteran ICANN watcher [Milton Mueller](#) questions why the organization needs to hire such a high-profile name.

“ICANN doesn't handle ‘security for the Internet,’ it handles coordination of the DNS root,” he said. “Since ICANN has already implemented DNSSEC at the root, and it already has a Security and Stability Advisory Committee, what exactly does he plan to do there?”

We'll find out soon enough.





**29 April, 2011**

## **Icann taps DefCon founder for top security spot**

By Shaun Nichols

The Internet Corporation for Assigned Names and Numbers (Icann) has named Jeff Moss as its new chief security officer.

A security expert and respected member of the hacking community, Moss is best known for his roles in founding the DefCon and Black Hat security conferences. He has also worked in advisory positions for the US Department of Homeland Security.

The appointment will bring to Icann a security head who is well-versed in the attitudes and techniques which have driven research in security intrusion and detection in recent years.

The hiring also comes at a time when Icann and other internet governance groups are working to roll out security measures [such as DNSSEC](#).

"I can think of no one with a greater understanding of the security threats facing internet users and how best to defend against them than Jeff Moss," said Icann president and chief executive Rod Beckstrom.

"He has the in-depth insider's knowledge that can only come from fighting in the trenches of the ongoing war against cyber threats."

The hiring is also earning praise within the security community. Dave Marcus, a DefCon veteran and head of research and communications for McAfee Labs, hailed the move as "a great appointment" for Icann.

"They are bringing in someone who has an understanding of it from a completely different perspective," Marcus told *V3.co.uk*.

"He understands how the internet can be used in positive and negative ways, and up until now they have not had a positive approach to deal with things like cyber crime."

Icann said that Moss will begin working with the group on 29 April at its offices in Washington DC.

# Bloomberg Businessweek

11 May, 2011

## VeriSign ends lengthy legal battle, stock climbs

VeriSign Inc. has settled a 5 1/2-year-old lawsuit alleging that the company conspired to drive up the fees it collects for assigning ".com" website addresses.

The resolution announced Wednesday calls for VeriSign and its legal antagonist, Coalition for ICANN Transparency Inc., to drop all claims against each other. ICANN stands for Internet Corporation for Assigned Names and Numbers, an oversight agency that was sued along with VeriSign.

The settlement doesn't require any money to be paid. Other details weren't immediately disclosed.

Investors seemed pleased that the legal ordeal has finally ended. At one point, the case had raised fears that VeriSign might be forced to lower its rates for website domains or might even lose the business completely. Those worries, though, had been fading.

VeriSign shares gained \$1.81, or more than 5 percent, to \$37.37 in extended trading.



**14 May, 2011**

By Jennifer Baker, IDG

## **EU, US call for ICANN Internet governance reforms**

### **Representatives to work closely together in the run up to the next ICANN meeting**

The U.S. and the European Union have agreed to work together to ensure that domain naming on the Internet remains in the hands of independent private-sector stakeholders, but have demanded reforms.

On Thursday, E.U. Digital Agenda Commissioner Neelie Kroes and Larry Strickling, assistant secretary of the U.S. Department of Commerce, said that they will continue to support the ICANN (Internet Corporation for Assigned Names and Numbers) system for assigning top level domains.

The news comes following ICANN's controversial decision to approve the .xxx domain suffix for adult websites last month following years of deliberations. The move has faced opposition from inside and outside the pornography industry, with anti-porn protesters claiming it legitimizes porn and the adult industry concerned that it will make their sites easier to block en masse.

ICANN is also expected to approve a large number of other top level domains at its next meeting in Singapore at the end of June. But both Kroes and Strickling said that reforms are necessary to reinforce the transparency and accountability of ICANN's internal corporate governance.

In particular they stressed the need for the ICANN board to adequately respond to Governmental Advisory Council advice when considering the expansion of generic top level domains and to make a priority of speedily implementing all recommendations made by a transparency review carried out last year.

Kroes wants to see ICANN respond better to governments raising public policy concerns and increased transparency in the way decisions affecting country-code top level domains are made.

The Internet Assigned Numbers Authority functions contract between ICANN and the U.S. government expires in September adding urgency to these calls for reform.

16 May, 2011

By Theo Hnarakis

**ON June 20, the governing body for internet domain names, ICANN, is expected to approve the final rules to allow organisations to register their brands as internet domains.**

So instead of .com or .com.au in future you will see internet addresses containing endings such as .hotel, .bank, .beer as well as company brands such as .canon, .deloitte or .hitachi. Organisations may register keywords that relate to their products, such as .camera or .printer. Cities are considering their own internet names -- for example .sydney or .london.

This will be the biggest change in internet names in 25 years.

For marketers, the creative possibilities are exciting. Think justdoit.nike, yes.optus, enjoy.coke or getwings.redbull.

Catchy domain names such as these will be perfect for boosting advertising recall.

If you want to buy an iPad, instead of typing in apple.com/ipad you could just go to ipad.apple.

The names will also convey brand trust and security. If a brand secures its name as a domain, it will control it, meaning a crook cannot set up a site using that domain. A HSBC customer doing their online banking through a .hsbc address will be assured they're at the right place, and ICANN is unlikely to allow a .hzbc or .hcbs address to accidentally take users somewhere malicious.

There are many more benefits, but there are some things to consider before diving in for a .brand.

First, the cost. The application fee alone will be \$US185,000.

Second, there's human behaviour. We've grown used to .com and .com.au, and most of us just type those in automatically when guessing a company's web address. Will that behaviour change, and will these new names confuse users rather than making the online experience easier?

The explosion in new domain names is likely to create some confusion at first, as we all get used to the new names. Organisations will need to retain their .com and .com.au presence because consumers are not going to switch to the new .brand overnight. And from a brand protection perspective, you don't want anyone else to take your existing names.

However, in the longer term it is easy to foresee that we'll adapt to the new names; confusion will disappear as they become common and a prestige element may emerge for businesses with their own .brand domain.

Companies should consider the implications for search engines as well. The ability to be found easily via search is vital for online success, and a .brand provides a company with as many keyword domains as it likes, which will push that site up higher in results returned by search engines.

For example, for intending buyers of a Sony Bravia TV, a domain such as Sonybravia.myer would probably fare very well in search results and help Myer capture more online buyers.

Owning a .brand would also give marketers flexibility with future brands they haven't even created: they will have the comfort of knowing they can register what they want under a .brand instead of competing for that name.

Some brands will need to be defensive, as somewhere in the world other organisations with a legitimate claim may try to register a name matching theirs.

Who will apply for .amazon? The online bookstore or the Brazilian government? Brand owners need to assess the risks, as well as the benefits. If the decision on June 20 goes as expected, applications will open late this year and close about 60 days later. It may be years before more top-level names are released.

A .brand might not suit all organisations, but the wait-and-see approach many marketers took with social media will not work this time, as it is not possible to be a fast follower.

This new naming system could change the way consumers use the internet and it's a compelling digital marketing opportunity.

It could provide brands with an online competitive edge over rivals that find themselves outside the top of the net name hierarchy. It's time for brand owners to get their heads around this change.

*Theo Hnarakis is chief executive of Melbourne IT*



16 May, 2011

By Kevin Murphy

## Up to \$650 for a .xxx domain - or to keep your name off one

### Prices for what wheresalltheporngone.com will point at

Pornographers and brand owners can expect to pay between \$75 and \$650 to register .xxx domain names, newly published registrar pricing schemes have revealed.

Trademark owners concerned about having their brands associated with online pornography may be hit especially hard by the forthcoming domain launch, according to reports in the trademark press.

ICM Registry, the Florida company granted the right to run the .xxx top-level domain by ICANN in March, today published details of its launch plan, which includes three mechanisms for registering domains in advance of the full go-live date, expected in December.

Trademark holders will get a 30-day window, starting in early September, in which they can apply to have their brands permanently "blocked" in .xxx.

Disney, for example, will be able to pay a one-time fee in order to have disney.xxx resolve to a standard place-holder page managed by the registry.

The idea is to give family-friendly non-porn brands the opportunity to distance themselves from online porn, without having to also run the risk of cybersquatting.

About 60 registrars have been provisionally approved to sell .xxx domain names, and a few of them have already revealed their pricing. For the "block" service, trademark holders can expect to pay between \$249 and \$648, depending on registrar and volume.

A report in [World Trademark Review \(registration required\)](#) [1] this morning suggests that some brand owners may shell out over \$100,000 in what it calls a ".xxx tax", if they choose to defensively enforce their entire portfolio of hundreds of valuable trademarks.

They are under no obligation to do so, of course. ICM has some of the highest prices and strongest intellectual property rights protection mechanisms of any domain extension to date, which may help to discourage mass cybersquatting.

"There will be a range of sanctions for registrants who violate the policies relating to intellectual property infringement, culminating in expulsion and loss of the registrant's domain name(s)," ICM president Stuart Lawley said.

ICM has previously said it plans to enforce lifetime bans on repeat cybersquatters. Cyber-baddies could also lose their entire .xxx portfolio if they repeatedly lose cybersquatting complaints.

The company has also said it plans to give trademark holders a way to shut down infringing .xxx sites in just 48 hours, modelled on Digital Millennium Copyright Act take-down notices. Full details of this process, and of the X-strikes-and-you're-out process, have not yet been finalised, however.

Porn sites can expect to pay about \$300 if they want to claim their .xxx domains before the official launch. They do not have to own a trademark, however – simply owning a string in an existing extension such as .com or .co.uk will be sufficient to register during ICM's "sunrise" period.

In the event that a porn site and a non-porn site both apply for the same domain name, the porn site will be given priority, although they will be given a warning that a trademark owner is also interested in the domain, and may find themselves on the receiving end of a complaint.

When .xxx names become generally available, registrants will likely have to pay between \$75 and \$130 for their domains. This compares to a .com price that is regularly around the \$10 mark, which has been a sore point for many in the adult entertainment business, who see .xxx as an unwanted cash grab.

# ADWEEK

23 May, 2011

By Robert Klara

## Land Rush for 'Right-of-the Dot' Domains

### The filing deadline to score vanity domains is fast approaching

If you have a website, chances are it ends with a dot-com. Nothing sexy about that, right? After all, there are only a few gTLDs (generic top-level domain names—the technical parlance for anything to the right of the dot) out there anyway.

Aside from a smattering of variant codes (“.org” for nonprofits, say, or “.edu” for universities, etc.), brands haven’t been given many options online. It’s the digital corollary to Henry Ford’s saying about giving the customer any color of Model T he wanted—so long as it was black. Hence, most U.S. brands have a “.com”; some have a “.net.” Since the late ’90s, marketers have dreamed of better: Wouldn’t it be cool, they thought, if we could stick our category, or even our brand name, to the right of the dot?

Their wish is about to come true—and soon. So soon, in fact, that some brands don’t even know about it, and many may already be too late to get a piece of the domain action.

“We’re finding that brand owners are just not aware of this,” says Armando Dacal, svp at Melbourne IT Digital Brand Services, Mountain View, Calif. “The application filing period will be two to three months, and if you don’t apply within that window, you’ll [be shut out] until 2015.”

Last year, the [Internet Corporation for Assigned Names and Numbers](#) [1] (ICANN), the nonprofit international body responsible for assigning domain names and IP addresses, announced it would create hundreds of new names for category domains like “.sport” and “.eco” and even actual brand names (companies have to prove they own their trademark, of course).

A few brands were quick to lawyer up. Canon announced last March that “it will be in the acquisition process of the top-level domain name ‘.canon’.”

But many other brands snoozed.

Now, that nap could prove costly. If ICANN issues its final guidebook for the application process on June 20, the 150-page application will be due late this year, and that’s not much time.

Oh, one other thing to keep in mind: Each form will cost \$185,000 to file, plus \$25,000 in annual domain fees.



.ouch!



**24 May, 2011**

## **Internet name game heats up**

By Glen Mulcaster

THE Melbourne University spinoff company that managed Australia's entry on to the internet in the 1990s is scouting for business amid a potential new domain name rush.

Melbourne IT, which holds its annual meeting this morning, has fielded more than 150 expressions of interest from clients who want advice on running a domain registry before the proposed release of hundreds more top-level domains later this year.

Under the proposal, to be decided by the Internet Corporation for Assigned Names and Numbers on June 20, organisations or businesses could apply to run a registry for domain names ending in any string of characters they nominate.

They could be generic names such as .money, .bet or .news or trade names such as .nab or even place names.

Applicants have to persuade ICANN panels that they are entitled to run the new domain and satisfy any objections.

Japanese electronics companies Canon and Hitachi said they would apply to manage .canon and .hitachi and the American Bankers Association and other financial groups want to run domains ending in .bank.

Applicants would have to stump up a non-refundable \$US185,000 (\$A174,000) approval fee, and commit to run a registry to manage the names.

Melbourne IT communications manager Tony Smith said the company had an arrangement with VeriSign, the US company that manages the registry for .com and .net websites, to develop and manage these potential new registries.

Melbourne IT acquired VeriSign's digital brand services unit three years ago, and the division has 221 staff, many in California and Sweden.



## **Dot.anything to take over internet, predicts domain name expert Adrian Kinderis**

**SO LONG dot.com. Soon the easy way to consult the internet will be via dot.anything.**

In a worldwide internet revolution to be announced next month, web addresses will expand beyond dot.com, with governments, businesses and entrepreneurs expected to rush to apply for signature domain names.

The move will reduce confusion and cut reliance on search engines like Google, Australian expert [Adrian Kinderis](#) says.

"Ultimately, this will be a new way we use the internet," said Mr Kinderis, CEO of the domain name registry services provider AusRegistry International.

"Rather than a dot.com boom, it's now a dot.anything boom."

The so-called Top-Level Domain program will be ratified by ICANN (Internet Corporation for Assigned Names and Numbers) in Singapore on June 20, followed by a four-month global communication campaign.

After that will come a 60-day window to apply for a Top-Level Domain name, which will come at a cost of \$US185,000 (\$174,388) to discourage frivolous applications.

The first Top-Level Domain names will most likely come into effect by the middle of next year.

Trademark holders will be protected when applying for a domain name, while no one will be allowed to apply for a city name, such as .Melbourne, without written approval from the relevant government.

A problem will occur when there is more than one city with the same name.

The government of Melbourne, Florida, in the United States, could potentially be pitted against the Australian federal government for ownership of the domain name.

If this occurs, the domain name will most likely be auctioned to the highest bidder, Mr Kinderis told AAP.

Entrepreneurs are also jumping on the bandwagon with the hope of registering generic domain names such as .music.

"You're cutting the internet into finer and finer slithers of more targeted and relevant content, which is really what end users are screaming out for," said Mr Kinderis, who sits on one of ICANN's advisory panels.

While Mr Kinderis has not sounded the death knell for search engines like Google - "It would take a very brave man to do that" - he believes there will be serious implications.

"Search engines have come around to sort out this clutter of everything that's in this big bucket called dot.com," he said, adding that dot.com would still be relevant.

Under the new system, users will be brought straight to their destination without having to use a search engine.

"Imagine bypassing Google because you knew you could go to `restaurants.sydney' or `bars.sydney' and find every restaurant and bar listed on those sites.

"You would imagine our reliance upon Google to walk through this labyrinth is diminished."

A Google Australia spokeswoman declined to comment on the impact Top-Level Domain names may have on the search engine.

Hundreds of international organisations have publicly signalled their intent to apply for their own brand, including Deloitte, Canon and Motorola, but Mr Kinderis fears Australia is lagging behind.

"My fear in Australia is some of our brands who are multinational, the bigger brands who have the financial wherewithal and interest to want to participate, don't know about it," Mr Kinderis said.

The new domain names are "not a matter of if, but when, and we need to be prepared," he added.



**24 May, 2011**

## **Interpol flags interest in internet regulation**

By Ry Crozier

### **Observer status up for debate.**

Interpol has applied to join internet authority ICANN's public policy advice engine as an "international observer" after high-level talks in France overnight.

A delegation from the Internet Corporation for Assigned Names and Numbers (ICANN) including president Rod Beckstrom, chief security officer Jeff Moss and government affairs VP Jamie Hedlund met Interpol's secretary general Ronald Noble at the police's general secretariat headquarters in Lyon.

The talks "focused on internet security governance and enhancing common means for preventing and addressing internet crime", according to an ICANN statement.

Interpol also lodged a formal expression of interest to join ICANN's [Governmental Advisory Committee](#).

"Both organisations are international, both are politically neutral, and both are focused on the good of the world. Both also care about improving the security of the Internet for the future," Noble said.

"The internet has no borders, and neither do the criminals who exploit it. As the internet's role in society continues to increase in scope and importance, it is vital for Interpol to help create bridges between the international law enforcement community it represents and ICANN in order to advance internet security practices for the benefit to all."

Existing [high-profile observers](#) included UNESCO, the World Intellectual Property Organisation (WIPO), the International Telecommunications Union (ITU) and the League of Arab States.

The committee was made up of Governmental ICT representatives. Australia had [two members](#) from the Department of Broadband, Communications and the Digital Economy (DBCDE).

Interpol's application was due to be "explored" at ICANN's international conference in Singapore next month, where an Interpol delegation was due to attend.

# COMPUTERWORLD

24 May, 2011

## INTERPOL and ICANN to work together on Internet security

By Fy Teng, IDG

Top Internet Corporation for Assigned Names and Numbers (ICANN) and INTERPOL officials have started exploring ways they can collaborate on enhancing Internet security.

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"The Internet has no borders, and neither do the criminals who exploit it. As the Internet's role in society continues to increase in scope and importance, it is vital for INTERPOL to help create bridges between the international law enforcement community it represents and ICANN in order to advance Internet security practices for the benefit to all," said INTERPOL Secretary General Ronald K. Noble

Noble then cited the points the global coordinator of domain and names and Internet protocol addresses and the international police organisation had in common. "Both organisations are international, both are politically neutral, and both are focused on the good of the world. Both also care about improving the security of the Internet for the future," he said.

ICANN representatives were similarly optimistic. "We recognise Interpol as an important international leader in this field...We are pleased by its expression of interest in joining the ICANN Governmental Advisory Committee as an observer," said ICANN President and CEO Rod Beckstrom, who on Monday (May 23) led a delegation--which included ICANN's Vice President and Chief Security Officer Jeff Moss, Vice President of Government Affairs Jamie Hedlund, and Alice Jansen of its Organizational Reviews unit--to INTERPOL's General Secretariat headquarters for high-level talks between the two global organisations.

Discussions at the meeting, the first of its kind between INTERPOL and ICANN, covered general issues of cybersecurity, and financial and high tech crime. Beckstrom and Noble particularly homed in on Internet security governance and the enhancement of common means for preventing and addressing Internet crime.

Both organisations have also agreed that an INTERPOL delegation will be attending [ICANN's upcoming international conference in Singapore](#), scheduled for June 20-24, during which INTERPOL's membership of the ICANN's Governmental Advisory Committee (GAC) as an international observer will be explored.

3 June, 2011

## How to register the best new top level domains

On 20 June, [ICANN](#) is expected to finalise the rules governing the web's newest top-level domains (TLDs). Any extension will be able to be registered in place of .com -- .hotel, .car, or even brand names like [.canon](#) or .hitachi.

"It will be the biggest change to domain names since the creation of .com 25 years ago," says Theo Hnarakis, the CEO and MD of [Melbourne IT](#) -- a digital brand specialist working with more than 125 global companies on their strategy for applying for these extensions.

You won't notice any immediate change, as the domains aren't set to go live until the second half of 2012, but Hnarakis reckons that businesses need to get thinking about whether they want one or not. "There will be an immediate flurry of activity as brands, cities and entrepreneurs prepare their applications, which will likely close by the end of 2011."

So how do you lay your hands on one? We asked Hnarakis for his five top tips on bagging the best TLDs.

### 1. Actually apply

"A lot of companies are still deciding whether to dive in or not. But there's no sitting on the fence this time," says Hnarakis. If you miss the boat the first time round, then it could be between two and four years before applications open up again. "That's an age in internet years, and too big a competitive advantage to potentially give away to rivals."

### 2. Consider the domains you apply for carefully

When choosing between a generic name like .cars or your own brand, like .ford, you've got to balance up the likelihood of getting what you want, says Hnarakis. "Objectively consider why your application would be stronger than any of your competitors before applying." If you go for your own brand, then remember that people expect domain names to be short. "If your company name is long, it's worth considering a well-known abbreviation or even the company's share price code."

### 3. Get the technical side of things sorted beforehand

Operating a TLD isn't just putting a name on it. You need to have the technical know-how to maintain the associated infrastructure. "A good deal of the application is proving to ICANN that you have the strong operational capabilities to operate a TLD, including security, technology infrastructure, funding, and robust processes for managing faults, abuse, and protecting trademark rights," says Hnarakis.

### 4. Know how you're going to use it

Applying just because you fancy having a TLD isn't going to cut it. You need to know what you're going to do with it, and be able to articulate that to ICANN. Hnarakis told Wired.co.uk: "This is more than just registering a trademark. If your company's application is successful, remember the company has new responsibilities as a TLD owner."

## **5. Know the application process inside-out, or consult a specialist**

If you want the best chance of success you'll need someone who knows it like the back of their hand.

"The application document is long and complex, and the technical/policy requirements may be beyond the current capabilities of the in-house team," says Hnarakis.

*Theo Hnarkis is the CEO and MD of Melbourne IT*

# NorthJersey.com

5 June, 2011

## Online Marketers Look at New Domain Names for Small Business

By Alexander MaCinnes

Small businesses trying to find new ways to market themselves online may soon tap new branding opportunities, if the organization that regulates Internet domain names expands its offering beyond the traditional dot-com suffix.

The Internet Corporation for Names and Numbers (ICANN), a non-profit group that controls the Internet's naming system — also known as the domain name system — will meet in Singapore later this month to decide whether to allow companies or organizations to create unique domain suffixes.

If passed, a new wave of "dot-anything" domain names could help large companies better brand their online presence and smaller businesses specialize their marketing efforts to local customers. Local online marketing firms are now considering how these new domain names will benefit their clients.

"There's some truth in companies trying to open their suffix usage," said Chris Ingis, a Web designer for Saddle Brook-based Prestige Web Designs.

Under the proposed plan, businesses could register a domain name under a specific geography, such as "dot-nyc" for New York City, or under the "dot-music" for a company selling in the music industry — examples to better catch customers using different search terms.

Estimates on the number of new suffixes, also called "generic top-level domains," are difficult to come by. But Michele Jourdan, communications manager for ICANN's new domain program, said it could range from 300 to 1,000.

For a company that wants its own domain, "dot-pepsi" for example, the cost will be about \$185,000 Jourdan said.

Small businesses will likely register under a specific group, which will cost less.

"The cool thing about this is we still don't know all the benefits that will come out of it," Jourdan said. "End users will have way more choice."

While some online market officials believe the new domain could help give small businesses a boost with customers, others think a new URL will not be a magic bullet for increased sales.

The companies are "still going to require online marketing," said Chris Mulvaney, president of CMDS, a Middletown-based marketing firm.



"It still requires content development and good optimization. One search phrase is not going to bring you enough business to run a medium-size company."

Many small businesses already use online marketers and Web design firms to drive customers to their sites by using key phrases, a practice called search engine optimization.

Regardless of a new online domain suffix, many small businesses are still just trying to find a place with the traditional dot-com world. Kathy Fealy owns the Rockland County-based KF Multimedia & Web Inc., a company with two [Bergen County](#) clients.

Fealy said many of her customers are unable to find a suitable domain name with the dot-com suffix. Instead, they have to register with the lesser-known dot-net suffix.

"I have a couple of clients who have dot-net, because they couldn't get dot.com and they're trying to change their domain name, so they can get dot-com," she said. "My impression is that smaller businesses will look for dot-com, because it makes them look more established."

Mulvaney, who created the website for [Elmwood Park](#)-based laboratory service provider Bio-Reference Laboratories Inc., believes part of the lure of a new domain suffix is that small companies can become more creative with their marketing.

"I believe ICANN is opening this up, because the domains are very, very limited now," he said. "A lot of search names are being taken. It gives small and medium-sized companies a little more creativity with their names."

7 June, 2011

## ICANN allows India to register website addresses in seven regional languages

KOLKATA: The Internet Corporation for Assigned Names and Numbers (Icann) has allowed India to register website addresses in seven regional languages -- Hindi, Gujarati, Urdu, Punjabi, Bengali and Telegu. But you won't be able to see these website addresses before six months as complications relating to handling the scripts are taking time to be solved. To start off, the National Internet Exchange of India (NIXI) is giving out website addresses in Devnagari script which includes languages like Hindi, Marathi, and Nepali.

Once the Indian-language domain names start rolling out, Net users can register their website addresses in Indian scripts like 'dot bharat', which at present for India is in English called 'dot in'. Icann is an international non-profit body that oversees allocation of domain names globally.

"Indian scripts aren't as easy as the English language. For example, the word Hindi can be written in three different ways even in the Devnagari script. We are deciding whether all spellings of a word can be included through a single registration or not. Plus, Marathi, Hindi, Konkani, Sanskrit and Nepali have the same script and there are issues with spellings.

And how they should be handled by the registrars of internet address. All this will take another six months to solve," NIXI's COO Govind told ET. "There are also challenges relating to use of keyboards and fonts in regional languages and above all the computer being used needs to be compatible," he added.

"Right now, NIXI is conducting tests to make sure the scripts work perfectly meaning that anyone who types the web addresses in Hindi or any other language is actually able to reach the intended website seamlessly ," N Ravishankar, joint secretary at the department of information technology told ET. NIXI facilitates exchange of local internet traffic between ISPs enabling efficient use of international bandwidth.