ICANN Registry Request Service

Ticket ID: R0D2T-2E4D2
Registry Name: DotAsia Organisation Ltd
gTLD: .ASIA
Status: ICANN Review
Status Date: 2011-08-09 16:37:15
Print Date: 2011-08-09 16:37:20

Proposed Service

Name of Proposed Service:

.ASIA 1 and 2 Character Allocation Proposal

Technical description of Proposed Service:

Appendix 6 of the existing .ASIA agreement between ICANN and DotAsia (dated December 6, 2006) located at http://www.icann.org/en/tlds/agreements/asia/appendix-6-06dec06.htm includes a list of second-level .ASIA domain names to be reserved from registration, including:
o All single-character labels.
o All two-character labels shall be initially reserved. The reservation of a two-character label string shall be released to the extent that the Registry Operator reaches agreement with the government, country-code manager, or the ISO 3166 maintenance agency, whichever appropriate. The Registry Operator may also propose release of these reservations based on its implementation of measures to avoid confusion with the corresponding country codes.

DotAsia now proposes to amend this contractual language and implement an equitable phased allocation program that will permit the introduction of one- and two-character .ASIA domains to the marketplace.

DotAsia's proposed equitable phased allocation program will be similar to the successful .ASIA Startup process with three main components, to be introduced in the following order:
1. A Pioneer Domains Program (a.k.a. and RFP process) to invite interested registrants to propose specific plans for use and promotion; and
2. A Sunrise round for eligible trademark names holders and company names holders to submit applications for domains not allocated in the RFP round; and
3. A Landrush and Auction round for domains not allocated during the Pioneer Domains Program and Sunrise processes.

Similar to the .ASIA Startup processes, where more than one successfully verified application is received during any of the periods, an Auction will be held between the successfully verified applications.

This equitable phased allocation program is designed and aimed to ensure greater usage and promotion commitments resulting in awareness of the .ASIA domain within the community, and to better serve the Internet community in Asia Pacific region.

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Consultation

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

See Below

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

Because this proposed equitable phased allocation is very similar also to the .ASIA Startup process (Pioneer Domains Program, Sunrise and Landrush) and is very similar to the other recent registry service requests approved by ICANN, DotAsia believes that full consultation of the sponsored TLD community is not required. This Registry request has been discussed by the DotAsia Board and Advisory Council. DotAsia has communicated with its Members - including Sponsor Members (ccTLD managers in the region) and Co-Sponsor Members (regional Internet organizations) regarding this Registry request. DotAsia Board, Advisory Council and Advisory Council has no objections against the phased opening up of allocation options for one and two-character .ASIA domains.

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

Because this proposed equitable phased allocation is very similar to the other recent registry service requests approved by ICANN, is very similar also to the .ASIA Startup process (Pioneer Domains Program, Sunrise and Landrush) and because there is no impact on registrars under our proposed implementation, DotAsia saw no need to engage in substantive consultations with gTLD registrars or the registrar constituency.

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

Because these additional allocation options are in line with allocation processes proposed by other Registries and subsequently approved by ICANN, and is very similar also to the .ASIA Startup process (Pioneer Domains Program, Sunrise and Landrush), DotAsia saw no need to consult directly with other constituency groups.

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

Because these additional allocation options are in line with allocation processes proposed by other Registries and subsequently approved by ICANN, and is very similar also to the .ASIA Startup process (Pioneer Domains Program, Sunrise and Landrush), DotAsia saw no need to consult directly with other constituency groups. In addition, end-users interests are generally explored and included via consultation with DotAsia's Advisory Council.

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

The release of one and two character names in the proposed process has been addressed from a technical perspective in several previously approved Registry requests. Further, the gTLD Registries Stakeholder Group (RySG) is in support of the release of single character domain names provided that the implementation is appropriate for each Registry. The RySG statement can be found at http://www.gtldregistries.org /pdf/RyCSingleCharacter2ndNames-ConstituencyStatement.pdf. All GNSO constituencies supported the registration of single character domain names. The RN-WG (Reserved Names Working Group) Report can be found at http://gnso.icann.org/issues/new-gtlds/final-report-rn-wg-23may07.htm.

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

DotAsia is unaware of any opposition to the introduction of this service.

Timeline

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

DotAsia proposes the following elements for approval in connection with this registry service.
-- Posting of Funnel Request;
-- Review and initial approval by ICANN Staff that the proposed registry service raises no security, stability or competition concerns;

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-- Public comment period in connection with proposed contractual changes.

-- Preparation by ICANN staff of necessary Board documentation for approval by the ICANN Board.

-- Following approval by the ICANN Board, DotAsia would implement the service as soon as operationally feasible.

Business Description

Describe how the Proposed Service will be offered:

Our proposed service is designed to identify businesses that are willing and able to commit resources to promote their brand using a .ASIA domain, which will help raise awareness of the value of .ASIA and promote more healthy competition in the domain name marketplace.

The following phased approach will be introduced:

Phase 1: Pioneer Domains Program (a.k.a. Request for Proposals)
DotAsia will utilize a mechanism similar to the "Pioneer Domains Program" mechanism set forth for the 2007 launch to invite potential .ASIA registrants to submit proposals, explaining how they would use and promote a particular one- or two-character .ASIA domain name. Each proposal will require an application fee and prior acknowledgment and acceptance of relevant terms and conditions. The domain will initially be registered through a temporary DotAsia holding account before transferring to a registrar (accredited and in good standing) of the registrant's own choosing. Evaluation criteria will take into account the applicant's business plan, marketing expertise, and the manner and purposes for which the proposed site would be operated. Please refer to .ASIA Pioneer Domains Program Policies at http://pioneer.domains.asia/policies.html and Pioneer Domain Name Challenge Rules for .ASIA http://pioneer.domains.asia/challenge.html as a reference.

All Pioneer applicants / registrants must also meet .ASIA Charter Eligibility Requirement

Phase 2: Sunrise
To ensure orderly and stable release of one- and two-character .ASIA domains, DotAsia will incorporate a Sunrise mechanism similar to the .ASIA Startup process in 2007 (http://registry.asia/policies/DotAsia-Sunrise-Policies--COMPLETE-2007-08-10.pdf) to protect the rights of others and for eligible registrants to obtain domain names corresponding to their prior rights. In phase 2, Domain names with only one successfully verified application will be delegated to the applicant. For domain names with more than one successfully verified application, an auction for the domain will be held between the successfully verified applicants. A more simplified operational procedure will be implemented for the SR process of one and two-character .ASIA domains. Note that the Pre-Sunrise and Sunrise 1 (SR1) processes designed for Government will not be conducted repeatedly unless a

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corresponding government or public authority within DotAsia community wish to activate a 2-character .ASIA domain listed on the ISO-3166 list.

All Sunrise applicant / registrant must also meet .ASIA Charter Eligibility Requirement (http://registry.asia/policies/DotAsia-Charter-Eligibility--COMPLETE-2010-09-01.pdf).

Phase 3: Landrush and Auction
For one- and two-character .ASIA domains not allocated during Phase 1 & 2, a Landrush process similar to the .ASIA Startup process in 2007/2008 will be conducted. Domain names receiving only one application during this process will be allocated to the applicant. For domain names receiving more than one application, an auction will be held between the applicants. Public auctions will be held for any domain not allocated during Landrush.

Furthermore, two-character .ASIA domains corresponding to the ISO3166 two-character list will continue to be considered Governmental Reserved Names based on the .Asia Reserved Names Policies: http://dot.asia/policies/DotAsia-Reserved-Names--COMPLETE-2007-08-10.pdf.

Describe quality assurance plan or testing of Proposed Service:

DotAsia will utilize expertise and experience of its previous Pioneer (RFP), Sunrise, and Auction rounds in 2007 / 2008, as well as conduct all necessary testing with any vendor or contractor to implement the proposed service.

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

Not Applicable

Contractual Provisions

List the relevant contractual provisions impacted by the Proposed Service:

.ASIA Registry Agreement (dated December 6, 2006) Appendix 6 Section B, located at: http://www.icann.org/en/tlds/agreements/asia/appendix-6-06dec06.htm

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

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None

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

None

Contract Amendments

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

[old text]

B. Additional Second-Level Reservations. In addition, the following names shall be reserved at the second level:
o All single-character labels.

o All two-character labels shall be initially reserved. The reservation of a two-character label string shall be released to the extent that the Registry Operator reaches agreement with the government, country-code manager, or the ISO 3166 maintenance agency, whichever appropriate. The Registry Operator may also propose release of these reservations based on its implementation of measures to avoid confusion with the corresponding country codes.

[new proposed text]

B. Additional Second-Level Reservations. In addition, the following names shall be reserved at the second level:
o All single-character labels. The Registry Operator may release these reservations based on its implementation of measures generally consistent with the Start-Up Plan (Part 4 of Appendix S).

o All two-character labels shall be initially reserved. The reservation of a two-character label string shall be released to the extent that the Registry Operator reaches agreement with the government, country-code manager, or the ISO 3166 maintenance agency, whichever appropriate. The Registry Operator may also propose release of these reservations based on its implementation of measures generally consistent with the Start-Up Plan (Part 4 of Appendix S), including to avoid confusion with the corresponding country codes (ISO 3166 2-character codes).

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Benefits of Service

Describe the benefits of the Proposed Service:

DotAsia believes that the proposed service offers the following benefits:
1. Enhanced competition among gTLD registry operators
2. Increased choice for registrants
3. Increased usage, marketing, promotion, and awareness of the .ASIA gTLD
4. Increased revenue and marketing resources
5. Enhance DotAsia's ability and resources for community contribution and development

Competition

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

DotAsia believes that the proposed service will help address the current competitive imbalance in the gTLD marketplace where some gTLDs currently have one- and two-characters resolving but .ASIA does not.

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

The .ASIA gTLD collaborates with ccTLDs in the region, which together competes in the marketplace with gTLDs and other ccTLDs. DotAsia will benefit from having the ability to leverage the legitimate interests of potential registrants to help build greater awareness of the .ASIA domain.

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

The following existing gTLD registry operators currently offer or have applied to offer one- and two-character second level domain registrations:
Afilias Ltd. (.INFO)
NeuStar, Inc. (.BIZ)
Tralliance (.TRAVEL)
RegistryPro, Ltd. (.PRO)

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DotCooperation, LLC (.COOP)

EmployMedia, LLC (.JOBS)

mTLD, Ltd (.MOBI)

VeriSign, Inc. (.COM)

Telnic LTD (.TEL)

Fundació puntCAT (.CAT)

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.:

DotAsia is likely to work with a vendor or contractor to implement the Sunrise verification process and auction service described. We have not yet finalized the choice of the vendor/contractor.

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.:

DotAsia is unaware of any entities whose products or services might be affected by the introduction of our service.

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).:

N/A.

Security and Stability

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

No.

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

N/A

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

No

Other Issues

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

Any Intellectual Property considerations raised by the proposed service are addressed by established, existing and tested processes, including .ASIA's Pioneer Domains Program, Pioneer Challenge Process (http://pioneer.domains.asia/ascii/challenge.html), Sunrise process as well as Sunrise Challenge Process (http://www.hkiac.org/odr/DotAsia/policy.html) and UDRP.

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

No.

List Disclaimers provided to potential customers regarding the Proposed Service:

Not Applicable.

Any other relevant information to include with this request:

None.