



## Nuevos gTLDs

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# Antes de los nuevos gTLDs

**.co**

**.ar**

**.br**

**.de**

**.pa**

**.in**

**.台湾**

**...**

**Existen  
unos 300  
ccTLDs**

**y 21  
gTLDs**

**.com**

**.info**

**.aero**

**.name**

**.org**

**.travel**

**.museum**

**...**

# Nombres de Dominio hoy

Q4 2012 DOMAIN NAME REGISTRATIONS

**252** million domain names<sup>1,2</sup> registered globally

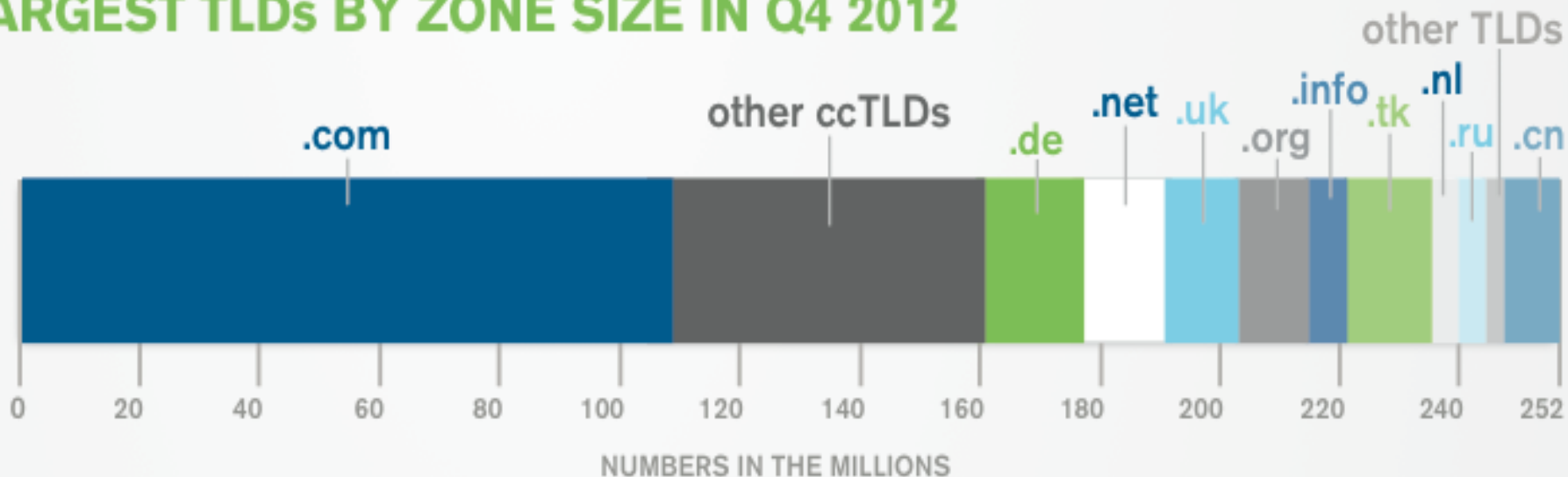


**11.8%**

increase year-over-year from Q4 of 2011

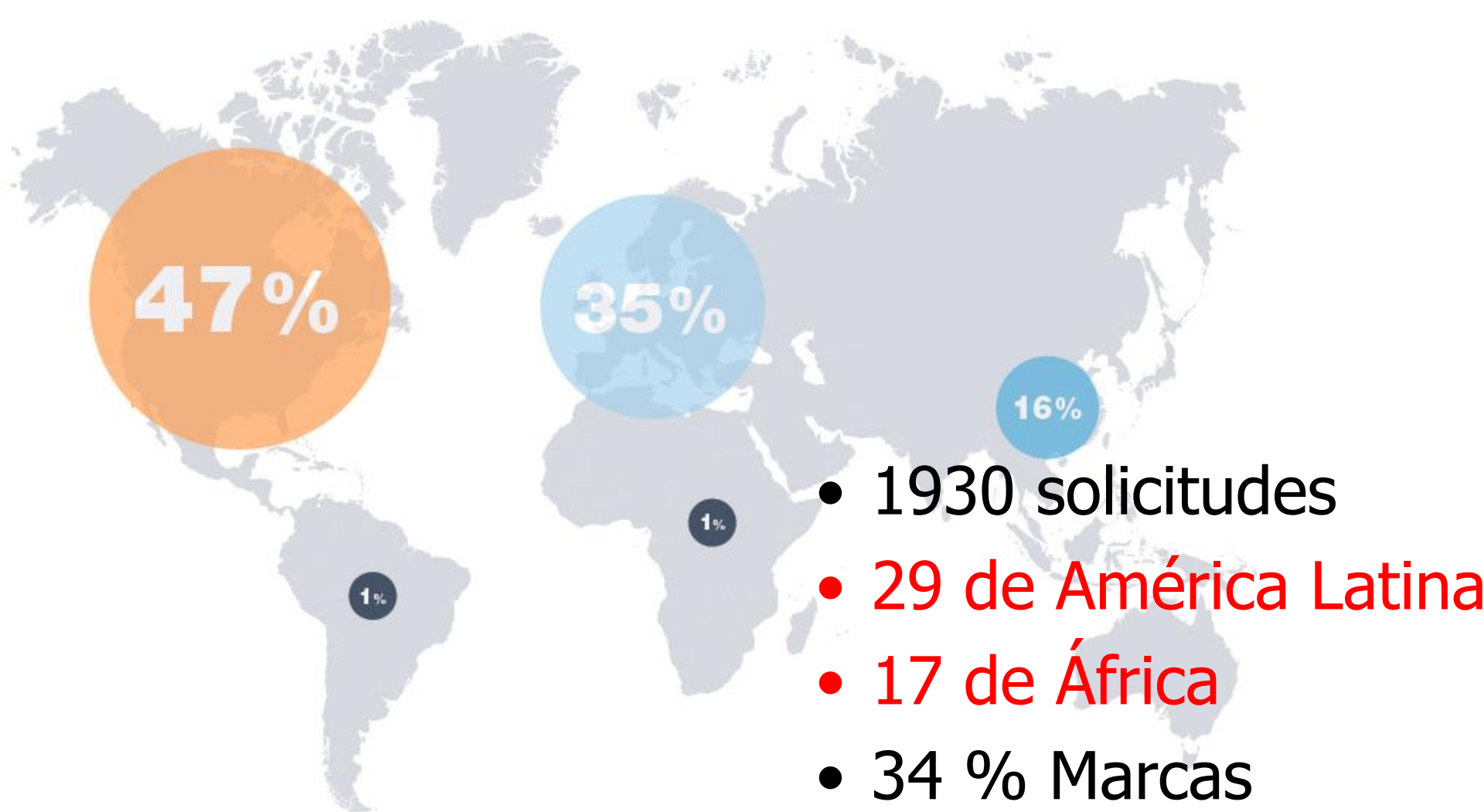


## LARGEST TLDs BY ZONE SIZE IN Q4 2012



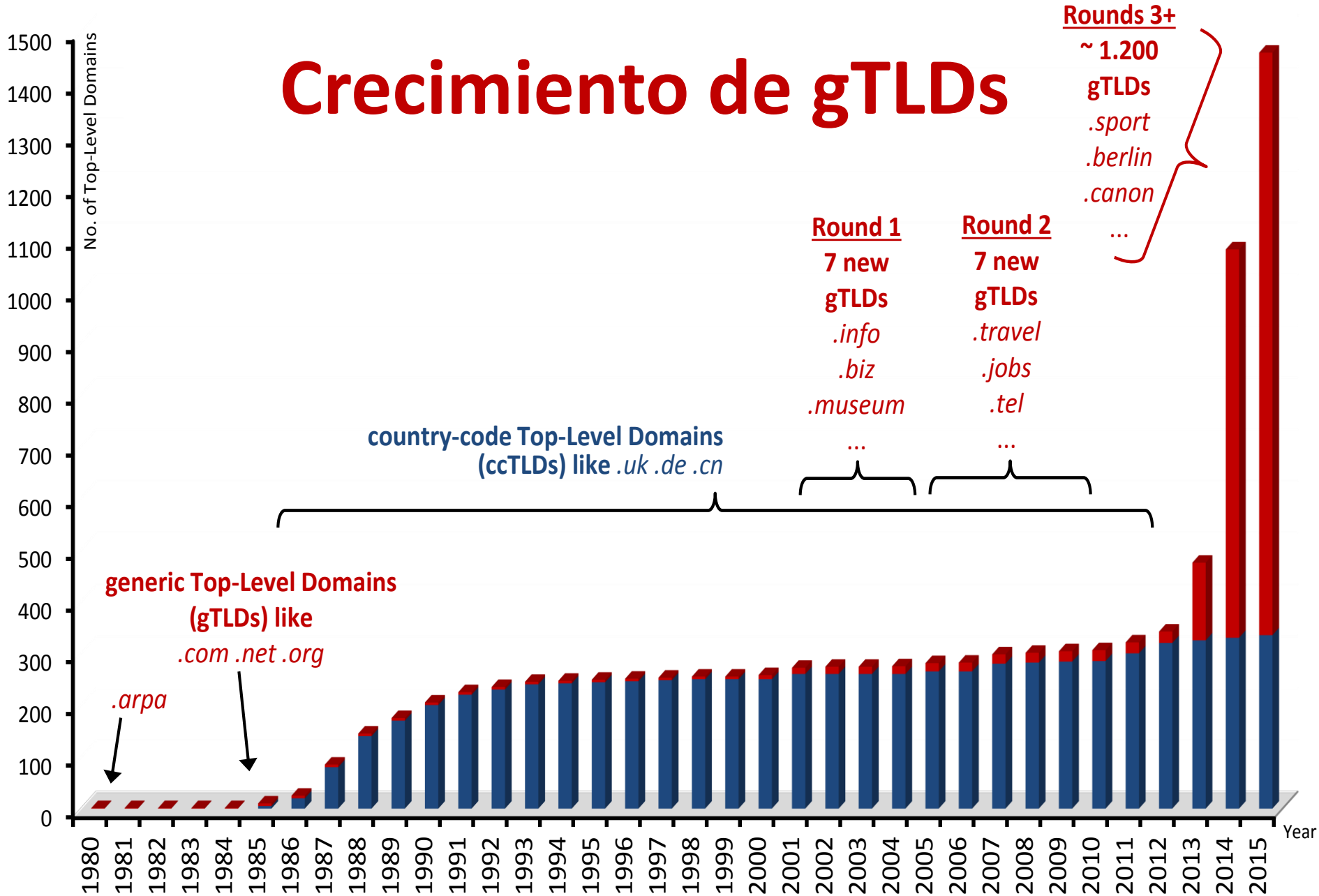
# Historia de los nuevos gTLDs

- El proceso lo inició ICANN en 2005
- **US\$ 185.000 application fee** para cada gTLD
- **Se recibieron 1,930 aplicaciones** entre Enero y Mayo de 2012
- Primer nuevo gTLD firmó su contrato en Julio 2013
- Ultimo en 2015?



- 1930 solicitudes
- 29 de América Latina
- 17 de África
- 34 % Marcas
- 53 % Genéricos
- 6 % IDNs
- 4 % Comunidad

# Crecimiento de gTLDs



# Abiertos

- Cualquiera puede registrar un dominio en estos tlds, en cualquier lugar del mundo
- Reglas para el registro similares a .com

.APP

.ONLINE

.NYC / .LONDON

# Cerrados

- Todos los dominios son de uso exclusivo del aplicante
- **Los dominios no se ponen a la venta**

.Marcas comerciales en nuevos TLDs

.BOOK (Google)



# De industrias

- Los dominios son para uso exclusivo de la industria
- **Los registrantes son validados por el registrador**

.HOTEL

.INSURANCE



.ads	.cloud	.eat	.gmbh	.llp	.nexus	.spot
.and	.corp	.esq	.goo	.lol	.page	.srl
.android	.cpa	.est	.goog	.love	.pet	.store
.app	.dad	.family	.google	.mail	.phd	.talk
.are	.day	.film	.guge	.map	.play	.team
.baby	.dclk	.fly	.hangout	.mba	.plus	.tech
.blog	.dds	.foo	.here	.med	.prod	.tour
.boo	.dev	.free	.home	.meme	.prof	.tube
.book	.diy	.fun	.how	.mom	.rsvp	.vip
.buy	.docs	.fyi	.inc	.moto	.search	.web
.car	.dog	.game	.ing	.mov	.shop	.wow
.cal	.dot	.gbiz	.kid	.movie	.show	.you
.channel	.drive	.gle	.live	.music	.site	.youtube
.chrome	.earth	.gmail	.llc	.new	.soy	.zip

.グーグル

.みんな

.谷歌

# Google™ gTLD applications



# Marcas y gTLDs



● Generic | 53%



● Brand | 34%



● IDN | 6%



● Community | 4%



● Geographic | 3%

# Aplicantes con mayor cantidad de solicitudes



APP	13	CHEF	4	DOG	3	网站	2	ENERGY	2	PET	2
HOME	11	ECO	4	FAMILY	3	APARTMENTS	2	EXPERT	2	PHD	2
INC	11	FASHION	4	FILM	3	AUCTION	2	EXPRESS	2	PHONE	2
ART	10	FLOWERS	4	FOOD	3	AUDIO	2	FISH	2		
BLOG	9	GAY	4	FORUM	3	广东	2	FISHING	2		
BOOK	9	GOLF	4	FUN	3	网店	2	FIT	2		
LLC	9	GREEN	4	GARDEN	3	网站	2	FOOTBALL	2		
SHOP	9	HEALTH	4	HELP	3	网址	2	FORSALE	2		
DESIGN	8	IMMO	4	HOSTING	3	BAND	2	FURNITURE	2		
MOVIE	8	INSURANCE	4	HOT	3	BANK	2	FYI	2		
MUSIC	8	LLP	4	LIFE	3	BAR	2	GDN	2		
CLOUD	7	MED	4	LIVE	3	BASEBALL	2	GIFT	2		
HOTEL	7	PIZZA	4	MAP	3	BINGO	2	GIFTS	2		
LOVE	7	PLAY	4	MARKETING	3	BOATS	2	GLOBAL	2		
LTD	7	POKER	4	MBA	3	BOX	2	GOLD	2		
MAIL	7	RADIO	4	MEDIA	3	BROKER	2	GOO	2		
NEWS	7	REALESTATE	4	MEMORIAL	3	CAFE	2	GRATIS	2		
STORE	7	RESTAURANT	4	MERCK	3	CHARITY	2	GROCERY	2		
WEB	7	SALON	4	MLS	3	CHURCH	2	GUARDIAN	2		
BABY	6	SCHOOL	4	MOBILE	3	CLICK	2	GUIDE	2		
CORP	6	SEARCH	4	MOM	3	COACH	2	HAIR	2		
CPA	6	SHOW	4	PROPERTY	3	COLLEGE	2	HOCKEY	2		
GMBH	6	SOCCER	4	RACING	3	CONSTRUCTION	2	JEWELRY	2		
LAW	6	TEAM	4	REAL	3	COUNTRY	3	JJEGOS	2		
NOW	6	TENNIS	4	RUGBY	3	COUPON	2	KIDS	2		
ONLINE	6	VIDEO	4	SECURITY	3	COUPONS	2	LATINO	2		
TECH	6	BASKETBALL	3	SPA	3	CRUISE	2	LAWYER	2		
VIP	6	BEAUTY	3	SPOT	3	DDS	2	LEGAL	2		
BUY	5	BROADWAY	3	SUCKS	3	DEAL	2	LIVING	2		
FREE	5	CAM	3	TAXI	3	DELIVERY	2	LOANS	2		
GAME	5	CARS	3	TIRES	3	DESI	2	LOL	2		
GROUP	5	CASA	3	TUBE	3	DEV	2	LUXURY	2		
SALE	5	CITY	3	WEBSITE	3	DIRECT	2	MONEY	2		
SITE	5	CLUB	3	WEDDING	3	DISCOUNT	2	MONSTER	2		
STYLE	5	CRICKET	3	WINE	3	DIY	2	PHOTO	2		
TICKETS	5	DATA	3	WOW	3	DOCS	2	ONE	2		
AUTO	4	DEALS	3	YOGA	3	DOT	2	OSAKA	2		
BET	4	DIET	3	信息	2	DRIVE	2	PARTY	2		
CASINO	4	DOCTOR	3	网店	2	EARTH	2	PAY	2		

APP	13
HOME	11
INC	11
ART	10
BLOG	9
BOOK	9
LLC	9
SHOP	9
DESIGN	8
MOVIE	8
MUSIC	8
CLOUD	7
HOTEL	7
LOVE	7
LTD	7



# Nombres geográficos vs Marcas registradas



Public Forum Agenda 01:50

- 1. Balancing the security of education and CO2 emissions
- 2. The role of the state in the energy market (17:00 - 17:30)
- 3. The role of the state in the energy market (17:30 - 18:00)
- 4. The role of the state in the energy market (18:00 - 18:30)
- 5. The role of the state in the energy market (18:30 - 19:00)

ENAC

# Nuevos GTLDs

## Nuevos conflictos?

.amazon

.patagonia

.thai

.rome

.spa

.delta

.islam

.church

.....





The Misery of  
'Passing'

Vet  
Probl  
De  
Pro

Politics | Business | Tech | Entertainment | Health | Sexes | National | Global | Ch

Special Reports | In Focus | Events | E-books | Newsletters | **JUST IN** | State of Play on Travel Suggestions | James F

## Who Should Own '.Patagonia?'

What the fight between a sports gear company and a South American nation says about Internet governance today.

ELI SUGARMAN | APR 23 2013, 11:45 AM ET

54

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12

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Lago Grey, Patagonia. (FlyNutAA/Flickr)

More ▾

Argentina's "territory" is under threat -- both physically and virtually --

## Amazon v the Amazon: internet retailer in domain name battle

Brazil and Peru governments say company should not profit from an address that refers to an important geographical area

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**Jonathan Watts**, Latin America correspondent  
The Guardian, Thursday 25 April 2013 12.57 BST

 [Jump to comments \(92\)](#)



Aerial view of the Amazon rainforest. South American governments are opposed to it



# .co Landrush



**.CO Launch July 20, 2010**

8,000 domains **first minute**

100,000 domains **first 22 minutes**

233,000 domains **first 24 hours**

500,000 domains **first 2.5 months**

**Days Away from Hitting 600,000!!!**

## Now Accepting Expressions of Interest for .NGO/.ONG

Nancy Gofus - Tue, Feb 19th, 2013

I am pleased to announce that starting this month the Public Interest Registry is accepting Expressions of Interest (EOI) from organizations that seek to obtain a domain ending in .NGO/.ONG. The new extensions are slated to launch in 2014, but preparation to register them should start now, which is the primary reason why EOIs are now open for submission.

Submit  
EOI



There is no fee to submit an EOI to Public Interest Registry as it is non-binding. Benefits of submitting an EOI include:

- Email updates on developing information regarding all launch processes by the authoritative operator of the .NGO/.ONG domain extension.
- An alert service containing relevant and important data pertaining to the registration process of .NGO/.ONG, such as how to register for the Trademark Clearinghouse and requirements for participation in early registration.
- Exclusive news on any offers from authorized companies handling the registration of .NGO/.ONG at launch time.

Pre-registration is available for the following TLDs applied for by Afilias and its partners:

.信息 (info)	.LLC	.WEB
.移动 (mobi)	.BLOG	.ORGANIC
.APP	.GREEN	.MEET
.HEALTH	.INC	.PET
.LTD	.TEAM	.BLACK
.KIM	.SHIKSHA	.CASINO
.BLUE	.MEMORIAL	.POKER
.PINK	.RADIO	.VOTE
.LOTTO	.BET	.VOTO
.MLS	.RED	
.LGBT	.WINE	

**PRE-REGISTER NOW!**



- The Clearinghouse ▾
- Accepted Trademarks ▾
- Fees ▾
- News & Calendar ▾
- Help ▾

Easy how-to manuals are available as [quick references](#).

[Home](#) › [The Clearinghouse](#) ›

# What is the Clearinghouse?

The [Trademark Clearinghouse](#) (TMCH) is the most important rights protection mechanism built into ICANN's new gTLD program. Operators of new gTLDs will be responsible for implementing certain rights protection mechanisms, supported by the [Trademark Clearinghouse](#). The Clearinghouse allows brand owners to submit their trademark data into one centralized database, prior to and during the launch of new gTLDs. The Clearinghouse will **open on March 26**.

- [Trademark](#) holders will be able to submit their trademark information to a centralized repository.
- After verification, the trademark holder has fulfilled the basic (most important) condition to be able to register its corresponding domain name during the pre-registration period of multiple TLDs - also known as the "[Sunrise](#) period".
- [Trademark](#) holders will also have the option to be notified when someone registers a domain name that matches their record in the Clearinghouse.

More info: [ICANN website](#)



OTHER LANGUAGES

- DE
- FR
- ES
- ZH

**REGISTER NOW**



**HELP CENTER**

- How to ...
- Frequently Asked Questions

# Trademark Clearinghouse

- Protección de marcas para nuevos gTLDs
- Las marcas registradas en la clearinghouse se registran en los sunrise de cada nueva extensión
- Se debe demostrar el uso de esa marca
- Notificaciones de registros de terceros sobre la marca
- Aviso que la marca está registrada

<http://www.youtube.com/watch?v=zUqpjPrCuJM>





# La Escuela del Sur de Gobernanza de Internet en Colombia!

[www.gobernanzainternet.org](http://www.gobernanzainternet.org)





# ssig

South School on  
internet Governance

# 2013

[www.gobernanzainternet.org](http://www.gobernanzainternet.org)

**2009 Buenos Aires**

**2010 San Pablo**

**2011 México**

**2012 Bogotá**

**2013 Panamá**

**2014 pronto anunciaremos  
la sede**

# Gracias!

# Preguntas?

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