

A circular image showing a person with long hair, seen from behind, sitting in a meditative pose on a rooftop. The rooftop is covered in a complex maze of concrete blocks. In the background, a city skyline is visible under a bright, hazy sky at sunrise or sunset, with a prominent skyscraper in the center.

Next Round of New gTLDs + Applicant Support Program

The Applicant's Perspective

09 2024

AGENDA

- Introductions
- Before embarking on the ASP
- Beyond the application to the real-world
- Important Planning Considerations
- Timelines
- TLD Class: Applicant Support



INTRODUCTION



MARTIN SUTTON

TLDz



CHRISTA TAYLOR

CPA, CMA, MBA, MSPA

TLDz

- Founding member of Brand Registry Group (BRG) and spearheaded Spec. 13 for Brand TLDs
 - Brand TLD Applicant .HSBC
 - Advisor to regulated, restricted, geo TLDs
 - Background in cybersecurity + brand protection
 - Next round: Sub Pro Work Track 5 Leader
-
- Over 50 applications in the 2012 round
 - Experience in the operations of over 30 TLDs (open, brand, restricted, geo)
 - Continuous support of open TLDs
 - Premium name lists + Auctions > dozen TLDs
 - Next round: Sub Pro Work Track 1 Leader

APPLICANT SUPPORT PROGRAM - DATES

Opens: November 19th, 2024

gTLD Application submission: April 2026



IS A TLD RIGHT FOR YOU?

- New business
- Long-term commitment
- Realities of owning a TLD
- Marketplace

"If you build it, he will come"
– *Field of Dreams*



WHAT TO CONSIDER BEFORE EMBARKING ON THE ASP





Do you have a TLD string in mind?

?

What type of TLD are you applying for?

Can you afford the application fee?

Do you have a plan?

How will the TLD be supported?

FINANCIAL MODEL & SUSTAINABILITY - OPEN

Revenue Streams:

- Standard domains
- Premium names
- Renewals
- Sunrise, Founder + Early Access Periods



FINANCIAL MODEL & SUSTAINABILITY - OPEN



Costs:

- Application fee
- Registry & escrow fees
- Marketing!!
- Other operational costs

MARKETING + SHELF SPACE



SHELF SPACE

Shelf space can be difficult, some registrars require premiums to carry TLDs



MARKETING TACTICS

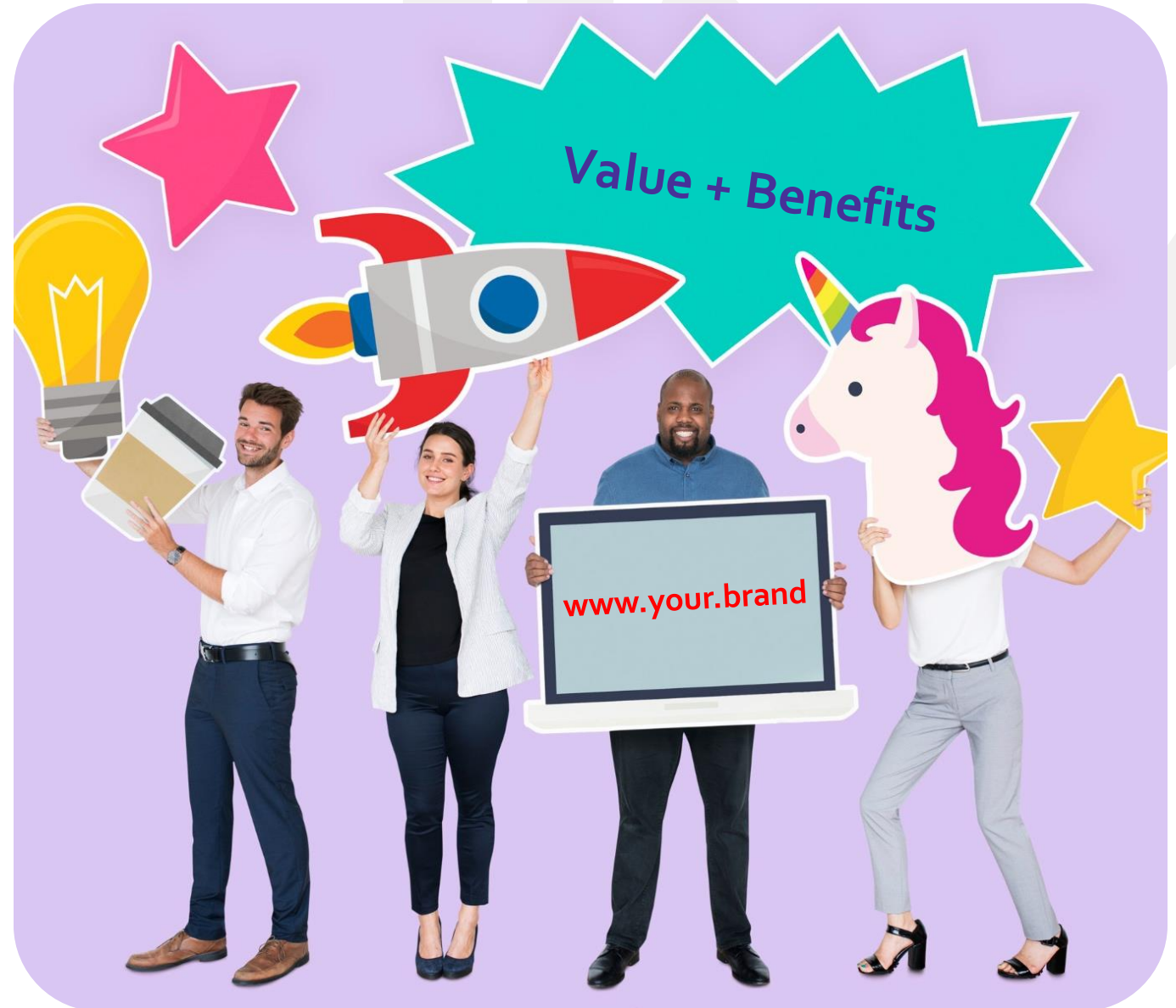
TLD market has moved on since 2012.
Need a sound marketing strategy to create awareness and drive adoption.

BRAND TLDS & USE CASES

- Security
- Customer trust
- User experience
- Brand protection
- Future Proofing
- Innovation
- And More...

Planning:

- International teams
- Prioritizing benefits



Examples of Brand TLDs



SCHWARZ



GUCCI



Bradesco

Pioneer



BNP PARIBAS

Google



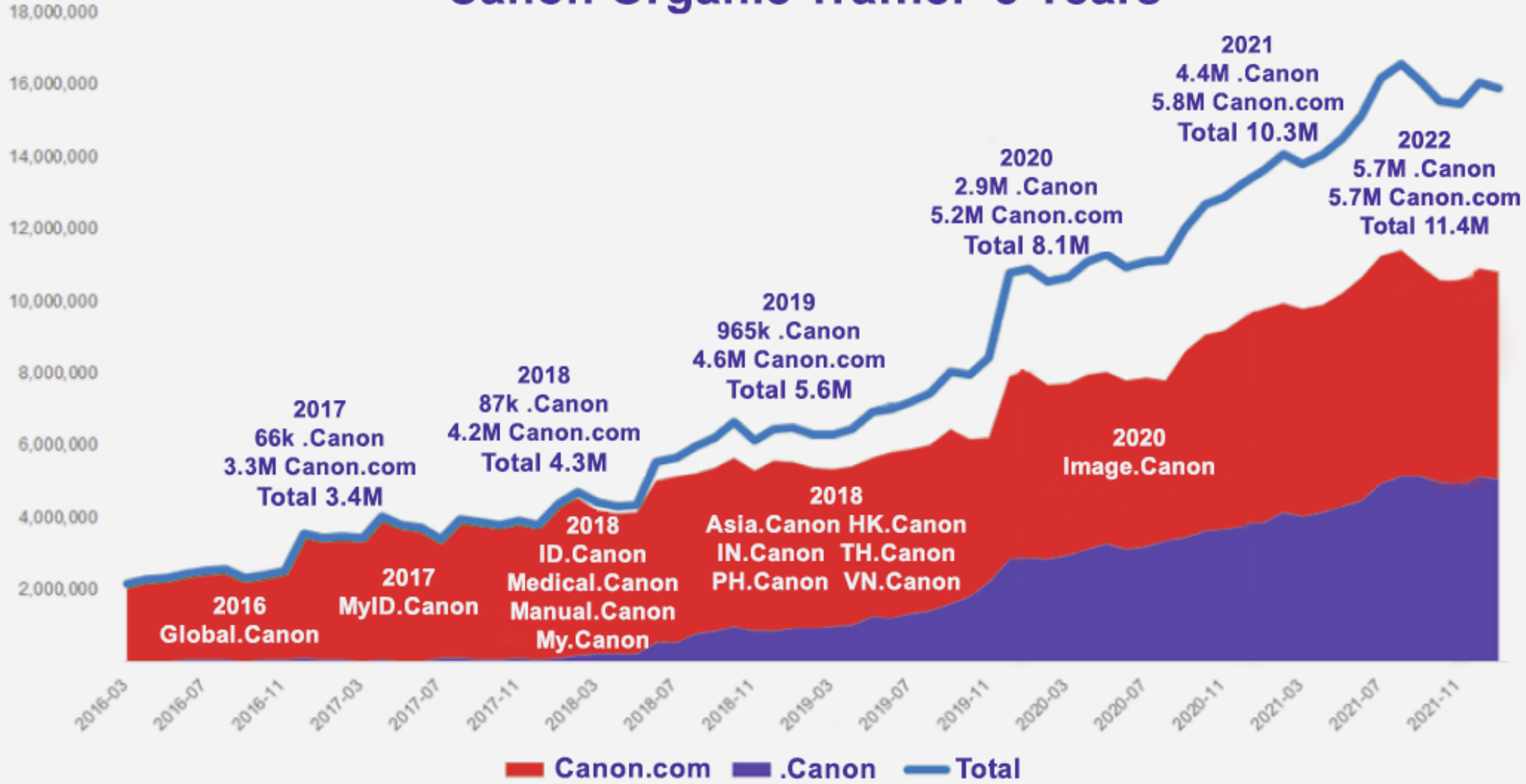
Deutsche
Vermögensberatung

Canon



SHARP

Canon Organic Traffic: 5 Years



IMPORTANT PLANNING CONSIDERATIONS

UNKNOWNNS



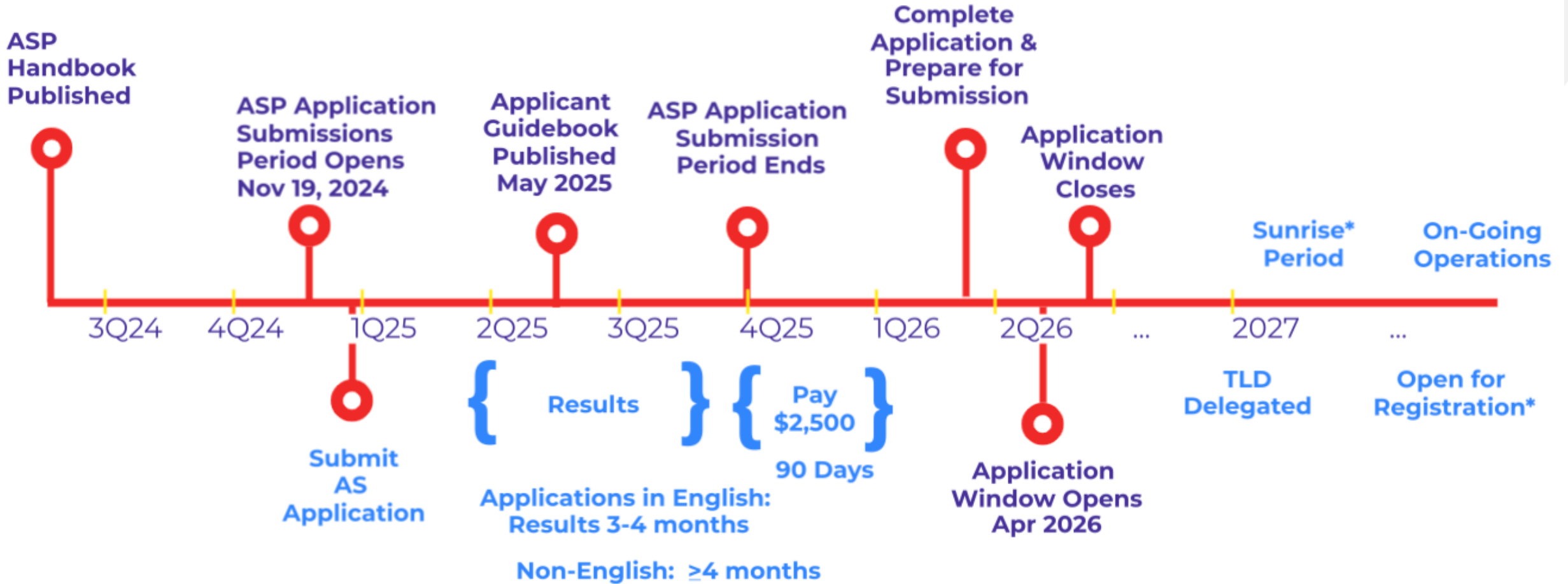
- Contention Sets – Resolution
- Alternative Strings
- Auctions – ASP Bid Credits/Multiplier
- Auction bids submitted with application
- Annual ICANN fees - \$25k year

- Estimated application fee \$220,000 (not yet finalized)
- Don't need to provide your string in your ASP application
- Application support + gTLD application treated separately



ASP – HINTS + TIPS

TIMELINE: ASP + APPLICATION



01

Introduction to ICANN and gTLDs

Free



✓ Welcome Message



✓ Overview



✓ Overview of ICANN and Generic Top-Level Domains

02

Understanding the Applicant Support Program

Free



ASP Program Objectives



✓ Purpose & Benefits of ASP



Quiz



✓ ICANN ASP Handbook



ICANN Auction Results - 2012

03

Preparing for the ASP Process



✓ Steps to Apply



✓ Eligibility and Application Requirements



✓ FAQ for Applicant Support Program

TLD CLASS: ASP

Free resource designed to guide potential ASP applicants

- Understanding ASP requirements
- Financial model
- Marketing strategy
- Available in Spanish + French

Visit: <https://TLDz.com>

TLDz
BEAZIER

Access for Free! >

Just Launched: TLD Class
Save Up to \$200K on a Top-Level Domain



QUESTIONS



MARTIN@TLDZ.COM

CHRISTA@TLDZ.COM



[HTTPS://TLDZ.COM](https://TLDZ.COM)