



ICANN Registrar Accreditation

15 December 2015

Caitlin Tubergen

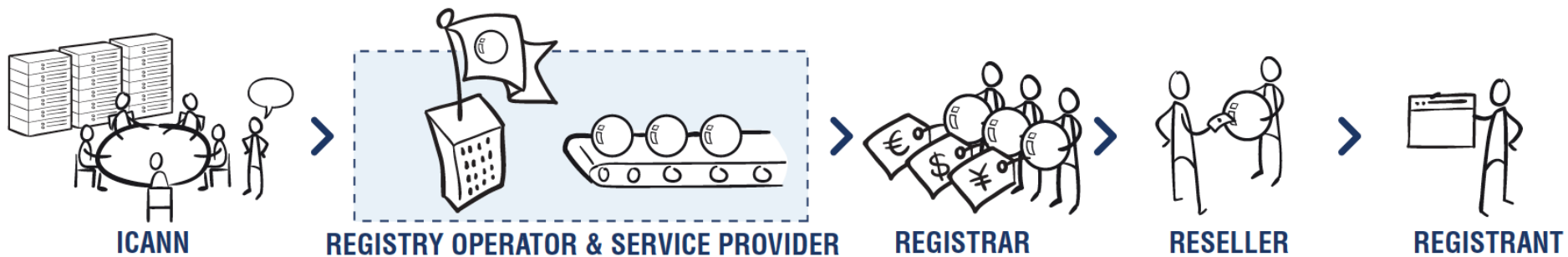
Registrar Relations and Contracts Manager

caitlin.tubergen@icann.org

Topics

- Domain Industry Overview
- Benefits of ICANN accreditation
- Pre-application considerations
- New registrar requirements
- Application overview
- Registrar fees
- Application process overview
- Common issues and problems
- Questions

DNS Industry and ICANN



Registrants



REGISTRANT

- Individual wants to start a website
- Must check if domain name is available
 - www.internic.net
 - Directly via registrar's website
- May register name through reseller or registrar
- Signs agreement + pays fee (auto-renewal)
- Known as *registrant* or *registered name holder* of the domain name
- Registrant Rights and Responsibilities Specification:

<https://icann.org/2013raa#registrant>

Resellers



- Entity that sells domain names directly to end users/registrants
- Does not have contract with ICANN
- Cannot registrar names directly with registry
- Must work with an ICANN-accredited registrar
- Defined term in 2013 Registrar Accreditation Agreement
- Section 3.12 of 2013 RAA lists requirements for registrars vis-à-vis resellers

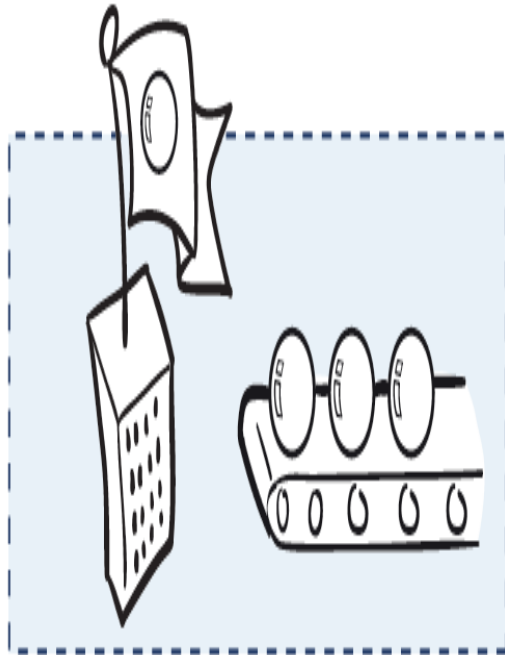
Registrars



REGISTRAR

- Contracted party with ICANN
- Can register names directly with registries (“RRA”)
- Various business models
- Must comply with Registrar Accreditation Agreement (“RAA”)
- <https://icann.org/2013raa>
- Must comply with Consensus Policies
- <https://www.icann.org/resources/pages/registrars/consensus-policies-en>

Registries



REGISTRY OPERATOR & SERVICE PROVIDER

- Contracted Party with ICANN
- Registry Agreement (“RA”)
- Responsible for operating gTLDs
- Many new gTLDs added to the root after new gTLD program
- Maintain zone data for their TLD
- Data escrow
- Whois

Putting it all together



Benefits of Accreditation



- reputation by accreditation
- gTLD registry access
 - selection of strings & services
 - direct API access
 - registry-level pricing
 - access to batch pool
- direct participation @ ICANN (Registrar Stakeholder Group)
- ICANN outreach & educational events

Important Considerations



- annual accreditation fees: typically \$5,000-8,000 USD
- compliance obligations
- contract & account funding required for each TLD
- reseller pricing can be extremely competitive
- insurance policy required

Noteworthy New Requirements



- CEO compliance certification
- 24x7 abuse complaint handling
- data validation & verification
- enhanced data retention
- proxy accreditation program
- reseller agreements & enforcement
- registrant benefits & responsibilities

Application Overview

- business plan
 - used to assess applicant qualifications and staffing levels
- operational & technical capabilities
 - security, resiliency, etc.
 - contractual compliance
- capitalization
 - access to \$70,000 USD working capital
- risk management / insurance
 - continuity planning



Fees

- application fee: \$3,500 USD
 - annual accreditation fee: \$4,000 USD
 - quarterly variable fee: approx. \$1,000 USD per quarter
 - possibility of 2/3 reduction for smaller registrars
 - transaction fee: \$0.18 USD per “transaction-year” (add, renew, transfer)
- + *fees paid to registries*

Application Process



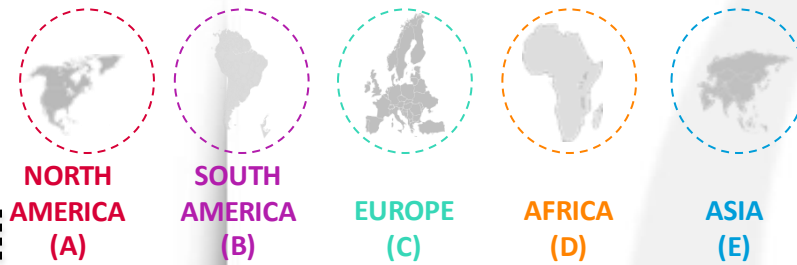
Common Application Issues



- incomplete / non-specific responses
- missing documentation
- potential compliance issues
- Insufficient capitalization
- applicant background questions

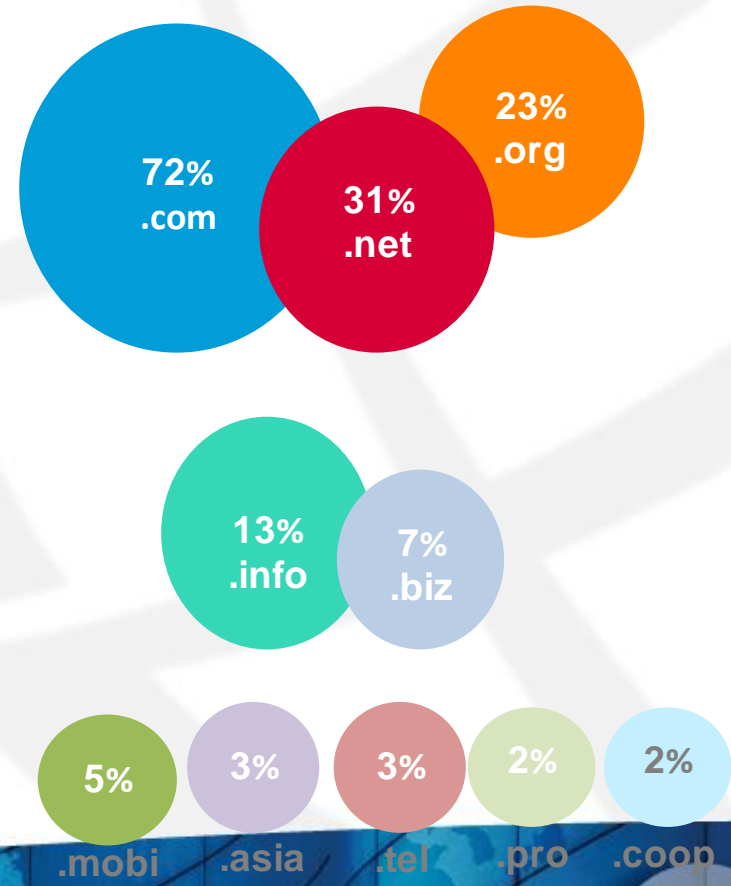
In which gTLDs are domain names currently registered

.com is favored by three quarters of registrants; followed by .net and .org.
 .info and .biz are used more prevalently in North America than seen elsewhere.



	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
.com	84% BCDE ●	75% C	53% ●	79% CE ●	72% C
.net	42% BCDE ●	32% D	27% ●	25% ●	32% CD
.org	40% BCDE ●	23% E	24% E	24% E	18% ●
.info	19% BCDE ●	9% ●	14% BD	9% ●	13% B
.biz	14% BCDE ●	3% ●	9% BDE	5%	6% B ●
.mobi	6% B	3%	5%	6%	5%
.asia	3% D	1% ●	3% D	<1% ●	4% BD ●
.tel	1% ●	3%	2%	1% ●	4% AD ●
.pro	2% D	1% D	3% D	0% ●	3% BD ●
.coop	1%	2%	2% D	<1% ●	3% D ●

TLDS USED – TOTAL



Letters indicate significantly higher than region. Region vs. Total ● higher ● lower Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region. They could select multiple choices from the list.

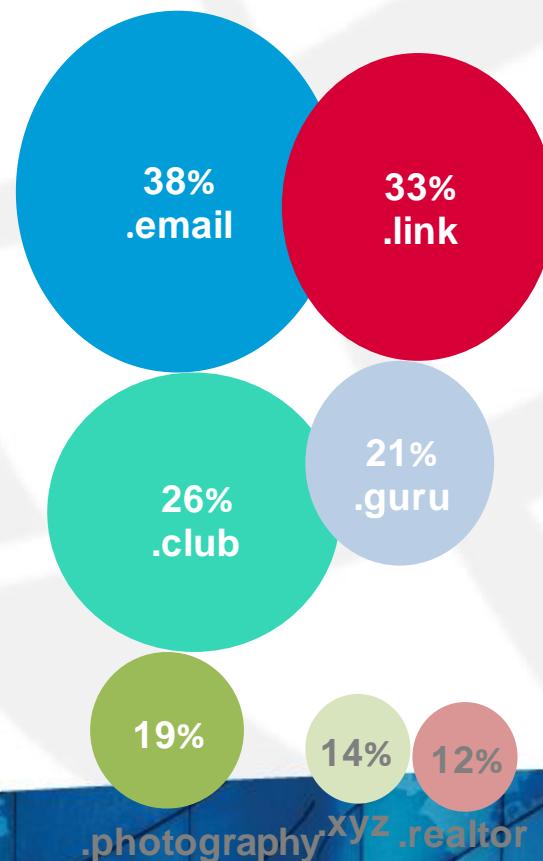
Awareness of new gTLDs

Two-thirds of registrants are aware of at least one new gTLD.

Asia and South America report heightened awareness relative to registrants in North America, Europe, and Africa.

TOTAL AWARENESS BY NEW DOMAIN EXTENSION – TOTAL

65% Aware of Any



	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Aware of any below	59% ●	66% ACD	58% ●	58% ●	70% ACD ●
.email	33% ●	42% AD	35%	33% ●	41% ACD ●
.link	22% ●	43% ACDE ●	24% ●	35% AC	37% AC ●
.club	24% D	25% D	22% ●	17% ●	30% ACD ●
.guru	29% BCE ●	22% C	15% ●	24% C	20% C
.photography	23% CD	19%	17%	14% ●	20% D
.xyz	12%	10% ●	13%	9% ●	17% ABCD ●
.realtor	28% BCDE ●	5% ●	7% ●	6% ●	12% BCD

Letters indicate significantly higher than region

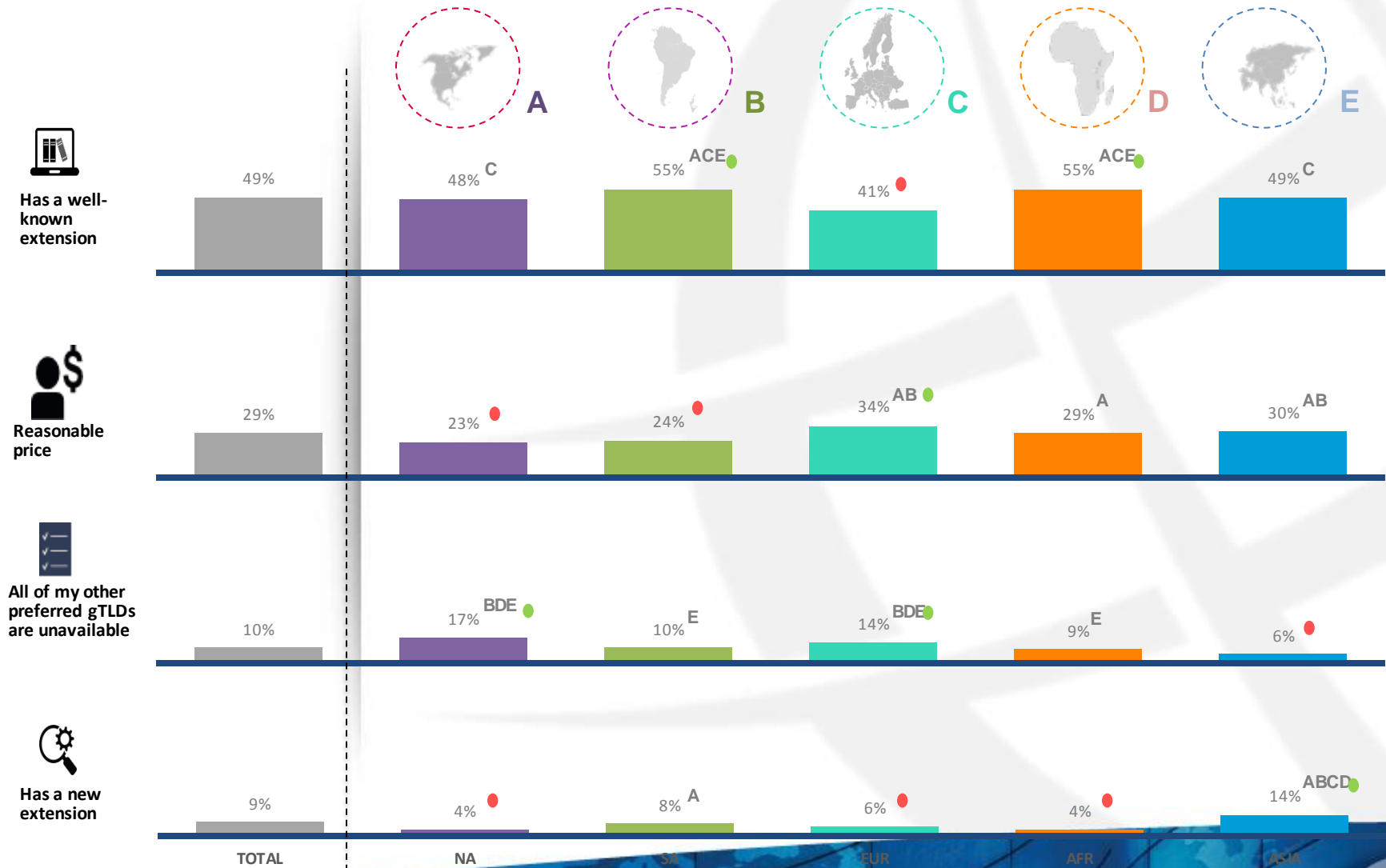
Region vs. Tot ●

Higher Lower

Respondents were shown a list including a fixed set of gTLDs and some targeted to the individual region.

Factors in gTLD purchase

Having a well-known extension is the main factor across the board in determining which gTLD to purchase.



Letters indicate significantly higher than region. Region vs. Tot ● Higher Lower



Questions?

accredit@icann.org



Thank You