



VERISIGN™

DATA SHEET

# VERISIGN® NEW GENERIC TOP LEVEL DOMAIN SERVICES

THE INTERNET CORPORATION FOR ASSIGNED NAMES AND NUMBERS (ICANN) HAS RECENTLY ANNOUNCED A TIMELINE FOR THE INTRODUCTION OF NEW EXTENSIONS BEYOND THOSE FAMILIAR TO EVERYONE ONLINE TODAY. ICANN IS EXPECTED TO OPEN THE APPLICATION PROCESS FOR GTLDS ON THE 12TH OF JANUARY 2012, AND POTENTIALLY AWARD GTLDS TO SUCCESSFUL APPLICANTS STARTING LATER THE SAME YEAR.

The availability of new generic Top Level Domain Names (gTLDs), unhampered by geographical, brand, or previously logical limitations, may provide businesses and organizations with unprecedented opportunities to acquire their very own gTLDs and enhance their brands online. As a result, developing a new gTLD strategy is critical for any organization conducting business or wanting to engage customers online.

Verisign new gTLD services provide organizations with the trusted support and “always on” reliable infrastructure needed to acquire and service new domain spaces. Verisign helps organizations to participate in this opportunity without having to invest in the critical infrastructure to do so on their own.

## THE NEW WORLD OF gTLDs

Today, the online world as we know it is defined by a relatively small number of generic Top Level Domain Names

(gTLDs) such as .com, .net and .org and hundreds of country code Top Level Domain Names (ccTLDs) such as .de, .fr, .nl, .co.uk, and .cn. Currently there are more than 250 ccTLD extensions.

As ICANN begins to approve applications for new gTLDs, there are expected to be hundreds of new extensions introduced representing cities, corporate entities, special interest communities, and more, including domain names which utilize non-English ASCII characters.

## A KEY NEW gTLD REQUIREMENT

Among the many requirements applicants will have to meet in order to be awarded a new extension is the requirement that they provide a secure, technically robust infrastructure on which to operate the gTLD. This is necessary to preserve ICANN's primary mission of maintaining DNS stability

and security. Applicants will also be required to demonstrate organizational, operational, and financial capability.

Many of the organizations that may benefit from a new gTLD – for example, geographically focused organizations or well-known brands – may not have the technical expertise or infrastructure to operate them, or the experience to manage the initial application process. This is where Verisign can help – by providing as much or as little assistance as needed to ensure success.

## OPPORTUNITIES

For companies that choose to be proactive there are many potential benefits, including marketing, brand management, and enhanced security. For example, organizations may choose to develop their own gTLD independent of other gTLDs and ccTLDs, to enhance their global presence. Companies that manage



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many products and services may enable their customers to find them more easily online and build online communities and partnerships, or build customized content.

New gTLDs may also enable companies to implement security features, such as DNSSEC, acceptable use policies, dispute resolution policies, and brand infringement regulations.

As an added benefit, new gTLDs may encourage development of new and different applications to extend brands online. VeriSign can help explore and realize these new options, thus enabling organizations to enhance their brand and online presence and provide consumers with easier access to products and services.

### **VERISIGN: A PROVEN PARTNER**

It's no simple task to acquire and operate a top level domain name extension. As the world's largest registry, VeriSign has an extensive history in operating the world's best-known extensions, .com and .net, and can help organizations throughout the entire accreditation process.

VeriSign provides premium end-to-end services to acquire, manage, and utilize your new gTLDs, including consulting and technical services. We can work with enterprise companies through their corporate domain name service provider or we can work directly with organizations as desired or practical. We also offer automated registration capabilities, directory services, security intelligence and fraud mitigation services, DDoS mitigation services, and many other services.

### **LEARN MORE**

For more information about VeriSign Registry Services go to [www.verisigninc.com/newgtlds](http://www.verisigninc.com/newgtlds) or email [newgtld@verisign.com](mailto:newgtld@verisign.com).

### **ABOUT VERISIGN**

VeriSign, Inc. (NASDAQ: VRSN) is the trusted provider of Internet infrastructure services for the networked world. Billions of times each day, VeriSign enables companies and consumers all over the world to connect online with confidence. Additional news and information about the company is available at [www.verisigninc.com](http://www.verisigninc.com).

## **KEY BENEFITS**

### **Global Network of Relationships**

Our relationships with carriers, ISPs and registrars around the world provide an additional level of security and expertise and distribution network.

### **Lower Costs**

Registry partners save time and money through operational efficiencies, support costs, and economies of scale.

### **Trained and Dedicated Professionals**

All employees undergo extensive training and rigorous background checks.

### **Responsiveness**

The VeriSign team is trained and ready to respond to any network or operational outage and can provide 24/7 assistance.

### **Massive Capacity and Scalability**

Infrastructure is globally distributed to protect against the largest DDoS attacks.

### **Guaranteed Availability**

VeriSign offers industry-leading service level agreements, ensuring DNS availability at the most critical moments.

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