



ICANN Registry Request Service

Ticket ID: E2U0A-5L9R2
Registry Name: DERHomes, LLC
gTLD: .homes
Status: ICANN Review
Status Date: 2015-05-11 20:18:34
Print Date: 2015-05-11 20:18:39

Proposed Service

Name of Proposed Service:

Add specific IDNs to .homes TLD

Technical description of Proposed Service:

DERHomes, LLC would like to provide registration of domain names across a broader geographic market, to accommodate linguistic and cultural identity. To accomplish this, we hereby seek approval to add the following IDNs to our .homes TLD. The Registry Operator will fully adhere to the latest IDN implementation guidelines, Version 3.0 (https://www.icann.org/resources/pages/idn-guidelines-2011-09-02-en) released by ICANN in the formulation of IDN policies and development of technical systems, and shall fully comply with the specifications of the IETF protocols on IDNS in applications. IDNs to add are:

Arabic, Belarusian-BE, Bosnian-BS, Bulgarian-BG, Danish-DA, French-FR, German-DE, Hungarian-HU, Icelandic-IS, Italian-IT, Korean-KO, Latvian-LV, Lithuanian-LT, Macedonian-MK, Montenegrin-ME, Polish-PL, Portuguese-PT, Russian-RU, Serbian-SR, Simplified-Chinese-ZH-CN, Spanish-ES, Swedish-SV, Traditional-chinese-ZH-TW, Ukrainian-UK

[*Appendix A \(Arabic_Policy_IDN_sa_ar_2.0.pdf\)*](#)

Consultation

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

DERHomes, LLC has reviewed the large volume of IDNs offered by legacy TLD registry operators as well as registrars and has found that the vast majority of these organizations offer IDNs at the second level. In addition, and as part of its due diligence and discussions with Registrars, the majority specifically requested that the .homes TLD be made available in as many IDN's as are currently available via the DERHomes, LLC back-end provider, Afilias.

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



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.homes is not a sponsored TLD.

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

While formal consultations with gTLD registrars were not necessary, informal discussions with prospective registrars were conducted as part of the intended onboarding processes of this TLD. Discussions with these registrars and stakeholders called for IDNs to be included as part of the .homes TLD.

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

Not Applicable

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

Consultations with end users were not necessary.

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

As IDN's become more standard it has become an expectation that most domain names will eventually need to provide IDN's to maintain a sustainable business and support the integrity of the domain. DERHomes, LLC, in its discussions with Registrars has been informed by these registrars that registrants will expect the addition of IDNs to the .homes TLD. Prospective Registrants have also informally communicated the desire to include IDN's in the .homes TLD.

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

It is unlikely that anyone would object to the introduction of these IDN's to the .homes TLD. DERHomes, LLC also sees no reason why a constituency group would object to offering the registration of domain names in more languages.

Timeline



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

DERHomes, LLC, in coordination with Afilias, its back-end provider of services, intends to introduce these IDN's as soon as ICANN has approved this RSEP request.

Business Description

Describe how the Proposed Service will be offered:

The proposed IDN's will be offered in a phased approach in response to market demand. It is expected that the initial roll-out of these IDN's will include French, Spanish and Italian, with the remaining languages grouped for release according to market demand. In addition, the proposed IDN's will be available to all Registrars with which DERHomes, LLC has a signed agreement for the offering of domain names.

Describe quality assurance plan or testing of Proposed Service:

The IDN tables are already supported by the technical backend operator and already in use by already accepted TLDs. As such, the services required have already been approved by ICANN and passed Pre-Delegation Testing. Afilias, the registry services provider for .homes, as well as for other TLDs, has conducted all necessary testing and will continue to ensure appropriate implementation. Afilias has IDN experience. In addition to its IDN work in gTLDs, Afilias has also done specific work with IDNs at the country level. The following three examples demonstrate how Afilias is involved in the IDN development and implementation of three of the largest and most complicated script/language groupings in the world. For instance, Afilias has worked closely with the Government of India on its approved IDN ccTLD applications. With 22 official languages in 7 different scripts, Indian IDNs are arguably the most complex language/script implementation in the world. Together with .IN, Afilias will launch the support of an IDN TLD in the Hindi, Marathi, Konkani, Nepali, Dogri, Boro, Maithili and Sindhi languages utilizing the Devanagari script (string representation in English is "Bharat"; A-label representation is "xn--h2brj9c"). The pre-requisite to this launch has been 5 years of intense work in development of IDN technology and in particular mechanisms to support the IDN variant challenges. Registry Operator will handle variant IDNs as follows: By default variant IDNs (as defined in the Registry Operator's IDN tables and IDN Registration Rules) must be blocked from registration. Variant IDNs may be activated when requested by the sponsoring Registrar of the canonical name as described in the IDN Tables and IDN Registration Rules. Active variant IDNs must be provisioned in the TLD's DNS zone file as zone cuts using the same NS resource records as the canonical name. In 2006, Afilias convened the Arabic Script IDN Working Group (ASIWG), in cooperation with the United Nations Economic and Social Commission for Western Asia (UNESCWA), which focused on a first-ever, script level look at the many right-to-left languages in the world that use the Arabic script. The work resulting from that working group provided critical input to the revision of the IDNA protocol that focused on right-to-left script issue solutions, and created a framework of dealing with script-based issues that is now the



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foundation for many other script-based approaches. Afilias is an invited member of the Chinese Domain Name Consortium (CDNC) and coordinates closely with members of the consortium to design and execute on the latest advances in deployment of Chinese scripts across several languages that use the scripts. As an IDN leader, Afilias brings the following experience and capabilities to the table: * Demonstrated ability to support IDNs in among others, the world's major languages and scripts; * Compliance with the Internationalizing Domain Names in Applications (IDNA) standards; * Active involvement in IDN community, development, and standards groups; * Demonstrated ability to support IDNs with variant characters and normalization routines, and ; * Demonstrated ability to formulate and publish IDN tables and policies, in coordination with language and script authorities. Afilias will maintain the resolution for all registered IDNs transparently in the same manner as all ASCII (i.e., LDH -- "Letter, Digit, Hyphen") domains. In the implementation of the IDN registration and resolution services, Afilias will adhere to the relevant IETF standards, including RFCs 5890, 5891, 5892, and 5893, as well as the ICANN IDN Implementation Guidelines (including the 3.0 version announced for implementation on 22 November 2011: <http://www.icann.org/en/announcements/announcement-3-22nov11-en.htm>). .INFO, operated by Afilias, was the first TLD to register a language-table at the IANA IDN Language-Table registry and was the first gTLD to launch fully standards-compliant IDN registrations.

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:

Exhibit A of the existing Registry Agreement between DERHomes, LLC and ICANN will need to be modified to include the requested IDN's.

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

There will be no effect on the reporting of data to ICANN if this proposed service is approved.

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

The proposed IDN service will have no effect on the Whois.



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Contract Amendments

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

Please see attached document for details.\r\n

[Appendix B \(IDN_Contract Amendments.pdf\)](#)

Benefits of Service

Describe the benefits of the Proposed Service:

Permitting the .boats TLD to include these additional languages/IDN's will allow a DERHomes, LLC, as new gTLD registry operator, to compete in the global market. In addition, It will further DERHomes, LLC's goal of creating a targeted/defined space on the internet for boating enthusiasts and businesses by enriching content with global perspectives.\r\n

Competition

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

Permitting the .homes TLD to include these additional languages/IDN's will allow a DERHomes, LLC, as new gTLD registry operator, to more fairly compete in the global market. Currently, legacy TLD registry operators are permitted to offer multiple languages for their TLDs without the need for an official RSEP. Approval by ICANN of these IDN's for .homes would ensure that a competitive environment exists. In addition, the inclusion of the IDN's would both allow Registrars to offer and Registrants to obtain more distinctive domains that promote both global and local recognition. With the availability of IDN's in the .homes TLD, consumers will not be restricted to other TLD's that offer domain names that are more relevant to their culture, language or geography.\r\n

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

These additional languages/ IDNs would provide DERHomes, LLC with the opportunity to more readily compete in markets across the world. These markets are self-defined by linguistic familiarity and identity.\r\n

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



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Legacy TLD registry operators (loosely defined as those registry operators who existed prior to the introduction of the new TLD applicant process) permit multiple language script registration in their TLDs. A list can be found on the IANA website: <http://www.iana.org/domains/idn-tables>.

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.:

No

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.:

Yes. We have had discussions with registrars who are eager to provide their customers with the ability to register domain names in their local languages.

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).:

No

Security and Stability

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

No

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



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Not applicable

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:

No

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

No

List Disclaimers provided to potential customers regarding the Proposed Service:

None

Any other relevant information to include with this request:

No