



# ICANN Registry Request Service

Ticket ID: R8U1P-5Q4F2

Registry Name: DOT KIWI LIMITED

gTLD: .kiwi

Status: ICANN Review

Status Date: 2014-08-27 14:50:41

Print Date: 2014-08-27 21:57:56

## Proposed Service

Name of Proposed Service:

*RSEP Request for 2 Character 2LD .KIWI names*

Technical description of Proposed Service:

*The proposed service will allow for registration and use of two-character Second Level Domains (SLD) labels within .kiwi that do not appear on the ISO 3166-1 alpha-2 list. Pursuant to our Registry Agreement, we request permission for the immediate introduction of two-character SLD labels in .kiwi that do not appear on the ISO 3166-1 alpha-2 list, whilst continuing to reserve two-character SLD labels that correspond to the two-character country code names or related governments. For the avoidance of doubt, this means that two-character ASCII labels that currently correspond to two-character country code TLDs are not be included in this RSEP.*

## Consultation

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

*Not applicable.\r\n*

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

*Not applicable.\r\n*

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

*Consultations with registries were not needed and we do not believe consultation with registrars or the registrar constituency was needed. Regardless, consultations with our contracted ICANN accredited registrars has been ongoing since January 2014. We continue to receive multiple requests that the two-character SLD labels be made available for registration, based on demand from their own clients and prospective registrants. We also note that this service request has been submitted by*



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*many other registries. We would like to associate ourselves with their requests to release two-character SLD labels as described in the proposed service section of this document.*

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?:

*Not applicable.*

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

*Dot Kiwi Limited endorses the introduction of this service, along with the other registries that have previously requested this service. This service has been requested by numerous prospective partners and registrants. We are, therefore, of the opinion that this is a service that would benefit the internet at large.*

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

*We are unaware of any objections to this service. We look forward to reviewing any concerns potentially raised during the public comment period.*

## Timeline

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

*As soon as possible, subject to timing restrictions from the Name Collision Occurrence Assessment plan where and if applicable.*

## Business Description



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Describe how the Proposed Service will be offered:

*Dot Kiwi Limited intends to responsibly promote the use of two-character SLD labels to individuals and organisations who are dedicated to building websites that have strong commitments to marketing, quality, creativity, and who have a desire to launch a website in a timely manner.*

Describe quality assurance plan or testing of Proposed Service:

*Minds + Machines, the registry services provider for .kiwi as well as for other TLDs, has conducted all necessary testing and will continue to ensure appropriate implementation. We will ensure that the two-character SLD names will receive the same protections as any other SLD name under .kiwi. \r\n*

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:

*.KIWI Registry Agreement Specification 5, Section 2.*

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

*We do not anticipate any effect on the reporting of data to ICANN as all two-character SLD names would be subject to the same reporting as that of greater-than-two-character SLD names.*

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

*We do not anticipate an effect on Whois reporting.\r\n*

## Contract Amendments



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

*The .KIWI Registry Agreement Specification 5, Section 2 should be modified to allow two-character SLD names that do not exist on the ISO 3166-1 alpha-2 list and for which there are no corresponding country codes or related governments.*

## Benefits of Service

Describe the benefits of the Proposed Service:

*The use of two-character SLD names will result in increased usage and awareness of new gTLD domain names--both in the .kiwi TLD and beyond into the new gTLD programme. It will also allow for increased choice for registrants and the internet community in general.*

## Competition

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

*Because of other registries' similar requests, we believe that the use of two-character SLD names will positively impact competition and choice in the new gTLD marketplace, allowing .kiwi to remain competitive.\r\n*

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

*New registrations of SLD names by high quality registrants, particularly, but not limited to, the New Zealand domain name market.\r\n*

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

*The following gTLD registry operators currently offer or have applied to offer two-character domain name registrations at the second level: Afiliis Limited (.info), NeuStar, Inc (.biz), RegistryPro, Ltd. (.pro), Public Interest Registry (.org), DotAsia Organisation Ltd. (.asia), Telnic Ltd. (.tel), Fundacio puntCAT (.cat), Tralliance (.travel), DotCooperation LLC (.coop), EmployMedia LLC (.jobs), Global Name Registry LTD (.name), Donuts (multiple new gTLDs), RSLC (.gop), .Club Domains LLC (.club).\r\n*



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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?:

*Not to our knowledge.\r\n*

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.:

*Our registry services provider, Minds + Machines will provide the technical ability for an ICANN accredited registrar to register these two-character SLD names on behalf of the prospective registrant.\r\n*

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.:

*Not applicable.\r\n*

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.\r\n*

## 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:

*We are not aware of any affect to the throughput, response time, consistency, or coherence of responses to internet servers or end systems. We have identified 43 two-character SLD names that this proposal requests be introduced that exist on the .kiwi collision list of SLD names to block (<https://www.icann.org/sites/default/files/tlds/kiwi/kiwi-apd-list-12nov13-en.csv>). Should this proposal result in the introduction of these 43 two-character SLD names, they will continue to be blocked until*



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*such time as they have completed the required controlled interruption measures.*

Have technical concerns been raised about the proposed service, and if so, how do you intend to address those concerns?:

*No technical concerns have been raised to our knowledge.*

## Other Issues

Are there any Intellectual Property considerations raised by the Proposed Service:

*Intellectual property considerations raised by the service are already, and will continue to be, addressed by the established rights protection mechanisms (including the UDRP and URS).*

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

*No.*

List Disclaimers provided to potential customers regarding the Proposed Service:

*Not applicable.*

Any other relevant information to include with this request:

*We would like to reiterate that this service will benefit registrants and the internet-using community as a whole by increasing competition and choice for domain names.*