



# ICANN Registry Request Service

Ticket ID: G4F3R-0F0A6

Registry Name: Tralliance Corporation

gTLD: .travel

Status: ICANN Review

Status Date: 2009-05-18 16:39:52

Print Date: 2009-05-18 16:39:58

## Proposed Service

Name of Proposed Service:

*.TRAVEL Single and Two-Character Names Registration Service*

Technical description of Proposed Service:

*Tralliance Registry Management Company, LLC. ("Tralliance" or the "Registry") has reserved all single and two-character domain names (which terms here include single letter, two-letter as well as single digit and two-digit forms and which shall be collectively referred to here as the "Reserved Domain Names") at the second level of the .travel top level domain. These domain names are not presently available for registration in accordance with the Tralliance/ ICANN contract of May 5, 2006 (see Appendix 6, <http://www.icann.org/en/tlds/agreements/travel/travel-appendix-6-12apr06.htm>)*

*Tralliance now proposes to release and allocate all single and two-character domains on the second level in an equitable manner as described under the heading Business Description below (the "Release"). The Release will increase awareness of the .travel TLD among registrars and potential registrants as well as making the Registry competitive with other registries that have received approval for such allocation.*

*To commence the allocation process the domains would, in the first instance, be entered into the zone file and moved to a 'holding account' within the Registry database. Tralliance would temporarily be listed as the Registrant of record, without name resolution at this stage, until such time as the registration credentials for the domains are awarded and transferred and the names are registered by the successful applicants under the selected registrar's account, pursuant to usual business procedures.*

*This is a release of additional domain names in the .travel domain space. As such, there is no unique, technical aspect or complexity to the Release.*

## Consultation

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



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*Tralliance has consulted with its community, as detailed below. Tralliance is also aware of the GNSO New TLDs Committee / Reserved Names Working Group Report, issued May 2007 (<http://gnso.icann.org/issues/new-gtlds/final-report-rn-wg-23may07.htm>). That Working Group recommended that single and two-letters and digits be released at the second level in future gTLDs and that those names currently reserved in existing gTLDs should be released. That release should, according to the Report, be contingent upon the use of appropriate allocation frameworks.*

*The Working Group concluded that the historical technical reasons for reserving single-character names at the second level were no longer present.*

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

*Tralliance has consulted with and solicited the comments of the board of The Travel Partnership Corporation ("TTPC"), on the scope and nature of this proposal. TTPC is the body to which Tralliance has delegated certain policy and community outreach activities. TTPC is a volunteer body made up of industry trade associations. The function of TTPC is to provide policy and business advice and consultation to Tralliance in the development of the .travel TLD. Details concerning membership and management of TTPC can be found at: <http://www.ttpc.travel>.*

*Tralliance also consulted with members of the .travel Authentication Providers group ("APs), self-selected travel industry associations that assist Tralliance by authenticating the eligibility of their members to hold a .travel domain name.*

*TTPC and the APs have not raised a single objection to the Release.*

*Tralliance has also given both TTPC and the APs notification that an opportunity will be available for public comment on this proposal.*

*Since its launch Tralliance has received a great many requests from potential registrants for single and two-character domain names. Most such customers are not aware that such registrations are not possible and do not understand the reason for such restrictions, particularly when they see such registrations in other TLDs.*



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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 this proposal will have no negative or special technical impact on registrars, Tralliance has informed its group of accredited registrars of this proposal. Tralliance's registrars are well-aware of the promotional and content value that a carefully implemented program of release of Reserved Domain Names may have for any TLD.*

*All registrars accredited to .travel were also invited to comment prior to and during the public comment period. Registrars are very familiar with releases of reserved names such as this and their role in this release would present no new development for them.*

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

*While TTPC is the representative body for the travel industry in its relations with Tralliance, the Registry also consulted with the industry associations that are most closely involved with the ongoing operations of the TLD, the APs, as noted above. The Registry has informed them of the proposed release of the Reserved Domain Names and has solicited their comments on the plan. No negative comments have been received.*

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

*End user interests are actively represented in TTPC and among the APs and these groups have been contacted. The general base of registrants will be invited to participate during the public comment period.*



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

*The Tralliance sponsored community, as represented by TTPC and the APs, will endorse this service. See above for details of the consultation process.*

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

*To Tralliance's knowledge, no parties have objected to or would reasonably object to the introduction of this service.*

## Timeline

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

*Following anticipated approval at the end of June, 2009, Tralliance plans to launch the implementation and allocation process during Q3/Q4 of 2009, or as soon as operationally feasible.*

## Business Description

Describe how the Proposed Service will be offered:

*Tralliance will implement the release of the Reserved Domain Names in four or, potentially, five blocks as follows:*

*1. The identification of a block of Reserved Domain Names, to be held by the Registry itself, that are likely to benefit the promotion of the Registry and its use and expansion in the Internet, by offering the Registry highly-visible and unique domain name vehicles for its own promotion. The selection of these names will follow these criteria:*

*a. Not more than ten (10) such domain names;*

*b. Selection in consultation with TTPC;*

*c. Retention of such 10 names by the Registry for its use in operating the top level domain or by its successor in such operation; and*



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*d. Announcement and allocation of all such names to the Registry on the date that the full implementation plan for the Reserved Domain Names is made public.*

*2. Identification of a block of Reserved Names for allocation pursuant to auction. This block will be identified and listed at the time of publication of the implementation plan for the allocation of the Reserved Domain Names. The auction will take place through a process whose implementation will be handled through a third-party auction manager having experience in domain name auctions. The Registry will reserve the right to establish a reserved price and auction period. All registrations will take place through registrars accredited for .travel, each such registrar selection to be determined by the bidder prior to the date of transfer of any allocated name. All registrations will be for one year, taking effect on payment of the auction fee.*

*3. Allocation of a block a Reserved Domain Names by RPF. This block of names will not be identified in advance, but will consist of all names not initially identified pursuant to items (1) and (2) noted above. The selection of these names will follow these criteria:*

- a. Payment of an application fee;*
- b. The applicant must be an entity that has been approved as eligible to hold a .travel name prior to its submission;*
- c. Commit to the .travel registration agreement;*
- d. Propose use of the name in a manner that brings the maximum global exposure, financial commitment, innovative use, long-term commitment and marketing expertise to the domain name, the TLD and the industry;*
- e. Commitment to use of the name as a primary website, or offer a use that is equally beneficial to the Registry;*
- f. Technical expertise of the applicant; and*
- g. Support by the applicant of the travel industry and TTPC.*

*4. All Reserved Domain Names that have not been identified and allocated pursuant to the terms of items (1), (2) and (3) above in this section will be made available for registration through an auction process whose implementation will be handled through a third-party auction manager having experience in domain name auctions. The Registry will reserve the right to establish a reserved price and auction period. All registrations will take place through registrars accredited for .travel each such registrar selection to be determined by the bidder prior to the date of transfer of any allocated name. All registrations will be for one year, taking effect on payment of the auction fee.*

*5. Any names unallocated and unregistered pursuant to the above processes will be released on a publicly-announced release date and will be available for registration pursuant to normal open, first-come, first-served business rules.*

*In seeking to minimize any confusion with county codes, Tralliance will initially place all two-letter country code names, as listed in the ISO 31-66 list, in the RFP allocation round and will seek expressions of interest from all country code managers for their respective two-character names. Tralliance will allocate two letter country codes to any corresponding country code managers (as listed at: <http://www.iana.org/domains/root/db/>) that desire to register their name, with no restriction other than payment of normal registration fees and a commitment to use the registered name.*



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*In the case of the RFP allocation set out in (3) above, once the applications have been evaluated by Tralliance's internal review team, Tralliance will notify the winning applicants that, subject to reaching agreement on a binding contract, they will be offered registration credentials for these domains. Contracts with the applicants will be designed to ensure that the applicants will fulfill their obligations to use the domain name in accordance with their underlying proposal.*

*In the case of such RFP allocation, Tralliance will transfer registration credentials shortly after contract execution.*

*For domain names proposed to be allocated by RFP, Tralliance may elect to allocate registration credentials in multiple RFP allocation rounds, depending on market demand and interest.*

*Tralliance may also elect not to allocate registration credentials for some or all of the Reserved Names released under this proposal.*

Describe quality assurance plan or testing of Proposed Service:

*No specific testing is deemed necessary. Registrars, auction managers and registry operators are all well-versed in the technical and management tasks required by this proposal.*

Please list any relevant RFCs or White Papers on the proposed service and explain how those papers are relevant.:

*The relevant RFCs and White Papers have been thoroughly canvassed in similar proposals by other top level domains, noted later herein. No additional issues are raised by this proposal.*



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## Contractual Provisions

List the relevant contractual provisions impacted by the Proposed Service:

*The relevant contractual provisions in the Tralliance agreement of May 5, 2005 are:*

*1. Article 3 (d) (i) (C) of the Tralliance Agreement requires the Registry operator to reserve and not register any strings appearing on the list of reserved TLD strings, attached as Appendix 6, from registration at the second level.*

*2. Appendix 6 reserves the relevant strings as follows:*

*"B. Additional Second-Level Reservations. In addition, the following names shall be reserved at the second level:*

*o All single-character labels.*

*o All two-character labels shall be initially reserved. The reservation of a two-character label string shall be released to the extent that the Registry reaches agreement with the government and country-code manager, or the ISO 3166 maintenance agency, whichever appropriate. The Registry may also propose release of these reservations based on its implementation of measures to avoid confusion with the corresponding country codes."*

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

*Tralliance does not expect to add any additional reports to ICANN for this service and will simply report on any domain transfers carried out by virtue of the allocation process, as is standard.*

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



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*The Whois will, in the initial stages, include data to show that the single and two-character names are held by Tralliance. Once the domain names are transferred, the registrants will update the Whois data as is standard and required.*

*A note currently appearing on Tralliance's Whois service stating that single and two-character registrations are not permissible will be amended to state that registration is permitted pursuant to the allocation plan implemented by Tralliance.*

## Contract Amendments

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

*Appendix 6 must be amended to give effect to the release of the Reserved Domain Names as follows:*

*[old text]*

*"B. Additional Second-Level Reservations. In addition, the following names shall be reserved at the second level:*

- o All single-character labels.*

- o All two-character labels shall be initially reserved. The reservation of a two-character label string shall be released to the extent that the Registry reaches agreement with the government and country-code manager, or the ISO 3166 maintenance agency, whichever appropriate. The Registry may also propose release of these reservations based on its implementation of measures to avoid confusion with the corresponding country codes."*

*[new text]*

*"B. All single and two-character labels that were previously reserved by the Registry under the Registry Agreement may be allocated through ICANN accredited registrars, pursuant to implementation of the Allocation Program as set forth below.*

*Tralliance may implement a .TRAVEL One and Two, and Character Allocation Program (the "Allocation Program"). The domain names included within the scope of the Allocation Program shall be limited to one and two, character .TRAVEL domain names. Tralliance reserves the right not to allocate all one, and two character .TRAVEL domain names.*

*Pursuant to the Allocation Program, Tralliance may elect, from time to time, to allocate some or all of the domain names*





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*covered by the Allocation Program by applying one or more of the following processes: 1) limited allocation of up to 10 such domain names to the registry for its own use, 2) auction, 3) request for proposals and allocation based on evaluation criteria, or 4) first come, first served registration."*

## Benefits of Service

Describe the benefits of the Proposed Service:

*Registration of domain names with high levels of use and with quality content is very important at this stage in the growth of the .travel top level domain. In addition, broader domain name registration is important for increased visibility of the travel industry in the Internet in general. The release of the Reserved Domain Names would create a significant impact on .travel customer awareness and domain name use. Members of the Tralliance community are supportive of the release for these reasons.*

*At present, single and two-character domain names in the Tralliance Registry are sitting 'idle' and provide no benefit to the .travel registrant community or their customers.*

*Allocation of Reserved Domain Names based on the above processes will make new content, new services and features available to travel industry Internet users and consumers. This usage, together with the associated marketing and awareness campaigns, will help drive adoption of the .travel domain as well as travel industry Internet usage in general.*

*Consultations with members of the sponsored community point to the fact that as well as offering content to end users, single and two-character domains will provide search benefits and marketing and promotional opportunities for content providers.*

*Because shorter domain names are particularly valuable in any TLD, the release of the Reserved Domain Names will attract significant interest from travel consumers.*



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*Since .travel's launch, the Registry has made it clear on its web-site and through its registrars that registrations must be three characters or longer, in compliance with its contract with ICANN. Notwithstanding this notice the Registry has received many requests for registration of the Reserved Domain Names. These potential registrants will be benefited by the proposed service.*

## Competition

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

*This new service is necessary to maintain, and expected to enhance, competition among registries, particularly since this service has been permitted for many registries prior to this date and is anticipated to be permitted for others now in the review stage.*

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

*The service will compete in all markets in which its current name registrations compete. More specifically, under the proposed allocation process emphasis will be placed on companies and individual businesses within the travel community that propose vigorous promotion, or through their auction commitments provide such promotion.*

*Registrants under this allocation will, by virtue of auction and RFP requirements, be among the most active and energetic in the.travel community and can be expected to compete against each other to offer innovative services and products in connection with their domain name.*

*In addition, innovation in single and two-character allocation methods will enhance competition among registries in general.*



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

*The service proposed here is not substantially different from that proposed by other top level domains and to that extent this proposal identifies a product or service similar in substance or effect. However, given the nature of the .travel charter and its eligibility rules, no other company or entity is able to offer a product or service that is the same in substance or effect as the proposed service here.*

*Registration of single and two-character domain names has been approved for dotCoop and dotMobi and is anticipated for both .BIZ and .PRO. More limited, but similar, proposals have been approved for both .Jobs and .Name.*

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. See above.*

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.:

*Tralliance will work with its technical service provider, NeuStar Limited and with a third-party auction manager, not yet identified.*

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.:



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*Tralliance is not aware of any entities that would be uniquely affected by the availability of a small number of additional second level domains.*

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).:

N/A

## Security and Stability

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

*No alteration is anticipated. The single and two-character names would initially be registered in the name of the Registry prior to allocation.*

*No special storage or input requirements, that might otherwise be imposed by a first-come-first-served land rush for the domain names, will occur in this implementation.*

*Operation of any second level domains registered following the identified processes would be subject to ICANN stability and security policies.*

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

*Tralliance anticipates no adverse impact in any area.*



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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 concerning the allocation of single and two-character domain names by top level domains that have received approval for such release. This proposal is the same as those proposals at the technical level. No additional technical concerns have been raised concerning this proposal by any party.*

## Other Issues

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

*There are no intellectual property concerns or issues raised by this proposal that have not been identified and dealt with in prior similar proposals. All intellectual property concerns will be handled in the same manner as all such concerns are now handled for domain name registrations.*

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

*No*

List Disclaimers provided to potential customers regarding the Proposed Service:

*N/A*



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Any other relevant information to include with this request:

*This is a proposal for a service substantially similar to that proposed by prior applicants for release of single and two-letter domain names. Specific reference may be made to the following proposals and approvals:*

1. dotCoop of May 29, 2008 (<http://www.icann.org/en/registries/rsep/coop-request-29may08.pdf>) and the approval by the ICANN board of November 7, 2008 ([http://www.icann.org/en/minutes/resolutions-07nov08.htm#\\_Toc87682552](http://www.icann.org/en/minutes/resolutions-07nov08.htm#_Toc87682552));

2. The single-character release proposal by dotMobi of May 29, 2008 (<http://www.icann.org/en/registries/rsep/mobi-proposal-29may08.pdf>) and the approval by the ICANN board of November 7, 2008 (see link for dotCoop above);

3. The two-character release proposal by dotMobi of November 2, 2008 (<http://www.icann.org/en/registries/rsep/mobi-proposal-02nov08.pdf>) and the approval (<http://www.icann.org/en/registries/rsep/mtld-domains-letter-14nov08.pdf>)

4. The proposal by .BIZ of February 13, 2008 (<http://www.icann.org/en/registries/rsep/biz-proposal-13feb09.pdf>) and the preliminary determination (<http://www.icann.org/en/registries/rsep/neustar-letter-14nov08.pdf>); and

5. The proposal by .PRO of April 8, 2009 (<http://www.icann.org/en/registries/rsep/registry-pro-08apr09-en.pdf>) and the preliminary determination (<http://www.icann.org/en/registries/rsep/registrypro-letter-21apr09-en.pdf>)