ICANN Registry Request Service

Ticket ID: W9M4O-7C5O1
Registry Name: AXA SA
gTLD: .axa
Status: ICANN Review
Status Date: 2015-02-08 03:27:06
Print Date: 2015-02-08 03:27:15

Proposed Service

Name of Proposed Service:

Release of Country and Territory Names .axa gTLDs

Technical description of Proposed Service:

\r\nDescribe how the Proposed Service will be offered:\r\n\r\nRegistration of those country and territory labels will be provided through .AXA existing second-label domain registration channels and will be offered to all eligible registrants in the AXA Group. AXA does not intend to sell .AXA domain names to the general public or to allow unaffiliated third parties to control the DNS records associated with domains in .AXA. AXA envisions country and territory labels second-level domain names would be used as part of a navigation scheme to point users to relevant, geo-targeted content. For instance, france.axa could be used to point users from France to AXA France product and service offerings.\r\n\r\nDescribe quality assurance plan or testing of Proposed Service:\r\n\r\nN/A\r\n\r\nPlease list any relevant RFCs or White Papers on the proposed service and explain how those papers are relevant.:\r\n\r\nN/A\r\n

Consultation

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

\r\nPlease describe with specificity your consultations with the community, experts and or others. What were the quantity, nature and content of the consultations?:\r\n\r\nRegistry Operator has not undertaken direct consultation with the community, experts or others. Registry Operator relies on the historical availability of such names in legacy domains, as well as the recent comments of the Governmental Advisory Committee in its March 27, 2014 Singapore Communiqué whereby it indicated no major concerns about brand owners seeking approval for the release of country names and two-letter and character codes at the second level. Registry Operator is a brand owner seeking approval for the release of country and territory names in the .AXA TLD, for which it has been accepted by ICANN to operate as a \".Brand\" TLD in accordance with Specification 13 to the Registry Agreement. Since such names will be used for the purposes of the representation of the AXA Group and its affiliates only, it is almost impossible to anticipate any abuse or misconduct, or that such domain name could be confusing to users or otherwise offensive to any country.\r\n\r\n\r\n\r\n

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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N/A

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

\r\nN/A

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

\r\nN/A

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

Registry Operator operates .AXA as a Brand TLD restricted to AXA Group entities and affiliates. Registry Operator relies on its business plans and marketing strategies in concluding that real demand and utility exists for the release of country and territory names to support its activities in the .AXA TLD.

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

Potential registrants in the .AXA TLD interested in country name labels would support this proposal and would benefit from this proposal.

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

\r\nIn light of the intended use of the .AXA TLD, the lack of objection from the GAC, and, if relevant, the consent of ICANN for the release of country and territory names, there does not appear to be any interested governmental authority, entity, or individual who would object to the release of country and territory names in accordance with this proposal. In the event that a relevant concern might be raised, Registry Operator is prepared to engage the related party in accordance with any process specially developed for such purpose or as otherwise required by ICANN.

Timeline

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

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Business Description

Describe how the Proposed Service will be offered:

Registration of those country and territory labels will be provided through .AXA existing second-label domain registration channels and will be offered to all eligible registrants in the AXA Group. AXA does not intend to sell .AXA domain names to the general public or to allow unaffiliated third parties to control the DNS records associated with domains in .AXA. AXA envisions country and territory labels second-level domain names would be used as part of a navigation scheme to point users to relevant, geo-targeted content. For instance, france.axa could be used to point users from France to AXA France product and service offerings.\r\n

Describe quality assurance plan or testing of Proposed Service:

\r\nN/A

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

\r\nN/A

Contractual Provisions

List the relevant contractual provisions impacted by the Proposed Service:

Registry Agreement, Specification 5, Section 4.

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

None

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

None

Contract Amendments

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

This request is pursuant to the proposed request provided in Specification 5, Section 4 of the Registry Agreement. This is a simple extension of the available namespace, anticipated by Specification 5 of the registry agreement. According to Specification 5, Section 4 the request may be implemented provided approval by ICANN. The release does not require any contractual amendment in order for implementation.

Benefits of Service

Describe the benefits of the Proposed Service:

AXA entities will benefit from the availability of these country and territory names in the .AXA TLD. Existing of upcoming insurance services with country and territory names could be made available for the benefit of AXA customers and partners.

Competition

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

Positive. Efficient navigation to country web pages related to Registry Operator activities and operations will enhance competition and choice in the global marketplace.

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

All markets as AXA is a global leader in insurance.\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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Incumbent gTLD registries (i.e. all pre-2010 registries) are already permitted to use country and territory names as domain names.

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.:

N/A

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

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

N/A

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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

Other Issues

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

\r\nNo. On the contrary, as a Brand TLD registry operator, .AXA will provide a space virtually free from all risk of intellectual property infringement as Registry Operator will be in full control of registrations and content for the TLD.\r\n

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

\r\nNo

List Disclaimers provided to potential customers regarding the Proposed Service:

\r\nN/A

Any other relevant information to include with this request:

\r\nNo