



# ICANN Registry Request Service

Ticket ID: K4B2M-2X4A2

Registry Name: Amazon Registry Services, Inc.

gTLD: moi

Status: ICANN Review

Status Date: 2016-12-12 18:27:35

Print Date: 2016-12-12 18:28:02

## Proposed Service

Name of Proposed Service:

*Additional IDN Tables for Certain Amazon Registry Services, Inc. ("Amazon Registry") TLDs.*

Technical description of Proposed Service:

*Amazon Registry would like to provide registration of domain names in French and Arabic in the following TLDs:*

.AUTHOR  
.AWS  
.BOOK  
.BOT  
.CALL  
.CIRCLE  
.COUPON  
.FAST  
.GOT  
.JOT  
.JOY  
.LIKE  
.PIN  
.READ  
.ROOM  
.SAFE  
.SMILE  
.SONG  
.SPOT  
.TALK  
.TUNES  
.TUSHU  
.WANGGOU  
.XN--1CK2E1B  
.XN--BCK1B9A5DRE4C  
.XN--CCK2B3B



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.XN--ECKVDTC9D  
.XN--FCT429K  
.XN--GCKR3F0F  
.XN--JVR189M  
.YAMAXUN  
.YOU  
.ZERO  
.XN--ROVU88B  
.ZAPPOS  
.SILK  
.SAVE  
.PRIME  
.NOW  
.AUDIBLE  
.DEAL  
.FIRE  
.KINDLE  
.IMDB  
.SECURE  
.PAY  
.HOT  
.WOW  
.XN--GK3AT1E  
.FREE

*Amazon Registry proposes to add French and Arabic to the list of approved languages for Certain Amazon Registry TLDs. The French and Arabic language tables have been submitted via the GDD portal for ICANN's review. These French and Arabic language tables have been previously provided to and approved by ICANN, and have passed Pre-Delegation Testing for a delegated TLD.*

## Consultation

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

*Amazon Registry consulted with its backend provider, Neustar.*



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

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?:

N/A

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

N/A

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

N/A

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

*Amazon Registry believes that speakers of the French and Arabic languages would support the ability to register and use domain names in their respective language scripts.*

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

*Amazon Registry sees no reason why any constituency or stakeholder group would object to offering registration of domain names in more languages.*

## Timeline

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



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*Amazon Registry plans to offer these languages as soon as ICANN has approved this service.*

## Business Description

Describe how the Proposed Service will be offered:

*IDNs will be offered for registration through registrars accredited for the Certain Amazon Registry TLDs.*

Describe quality assurance plan or testing of Proposed Service:

*The proposed additional IDNs have been previously approved by ICANN and tested in PDT.*

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

*None.*

## Contractual Provisions

List the relevant contractual provisions impacted by the Proposed Service:

*Exhibit A, Section 4 will require amendment to reflect the new IDN languages.*

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

*None*

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:



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*The following language should be added to Section 4 of Exhibit A:*

*"4.3.17 French language.*

*4.3.18 Arabic language."*

## Benefits of Service

Describe the benefits of the Proposed Service:

*Amazon seeks to be the Earth's most customer-centric company. This goal applies also to our TLD registries and drives the decision to offer French- and Arabic- language domain names in Certain Amazon Registry TLDs by accredited registrars.*

*Allowing French-speaking customers to register domain names in the French language and Arabic-speaking customers to register domain names in the Arabic language - regardless of their geographic location -- allows them to celebrate their language by having a domain name in their own language. Over 200 million people globally speak French (including over 90 million people in Africa) and over 220 million people globally speak Arabic (including over 300 million people in Africa, where Arabic is an official language of 12 countries). French and Arabic are the second and third, respectively, most widespread languages in the world.*

## Competition

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

*Allowing Amazon Registry to offer these additional languages gives Amazon Registry and the Certain Amazon Registry TLDs a greater ability to compete with other TLDs*

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

*The addition of the French and Arabic languages would provide Amazon Registry with the opportunity to compete in many markets globally.*

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

*Many registry operators permit multiple language script registration in their TLDs. See <http://www.iana.org/domains/idn-tables>*



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*for a current list.*

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.:

*Yes. Amazon Registry has contracted with Neustar to provide the technical backend services for the Certain Amazon Registry TLDs. Consequently, Neustar will provide the technical functionality to permit the registration of domain names in the French and Arabic languages.*

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. Amazon Registry has communicated with Neustar, its technical backend provider.*

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?:

*Storage and input of Registry Data will not be altered.*

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

*None*



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

*None*

## 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:

*Any commercially reasonable disclaimers will be finalized and provided before the proposed service is offered to customers.*

Any other relevant information to include with this request:

*None*