

How Top-Level Web Domain Names are Proposed and Approved

The Internet Corporation for Assigned Names and Numbers (ICANN) is responsible for managing domain names and coordinating them with the IP address registrars. Anyone anywhere in the world can apply to create and operate a generic top-level domain registry.

To propose a top-level Web the applicant must wait until ICANN opens application rounds for new generic TLDs. Once the rounds open, the applicant must register on ICANN's application portal, submit the required information, then pay the application fee.

After applying, ICANN evaluates all applications through the Initial Evaluation process. This process includes string similarity, reserved names, DNS stability, geographic names, demonstration of the applicant's technical and operational capability, demonstration of the applicant's financial capability, and registry services reviews for DNS stability issues. To pass the Initial Evaluation, an applicant must pass all of the elements. If an applicant does not pass the Initial Evaluation, they may request the Extended Evaluation which is normally the same criteria as the Initial Evaluation.

Sources:

<https://newgtlds.icann.org/sites/default/files/evaluation-procedures-04jun12-en.pdf>

<https://newgtldprogram.icann.org/en/application-rounds/round2/interested-in-applying/new-gtld-application>

Schneider, Gary P. *Electronic Commerce*. 12th ed., Cengage Learning, 2017.