

## ICANN Announce New gTLD Timeline

*New gTLDs could appear from end of August*

Worcester, UK - 6 June, 2013 - ICANN (Internet Corporation for Assigned Names and Numbers), the body responsible for managing and coordinating the Internet's Domain Name System, last night made a surprise announcement that the first new gTLD could go live in the internet as early as August 28<sup>th</sup> 2013 and we may see the first registrations from 28<sup>th</sup> September 2013.

ICANN unveiled their new preliminary timeline, referred to as "best case scenario", in a Webinar and it plots out key events throughout the summer leading to the next level of the new gTLD program. According to the timeline, the Sunrise notice period, where trademark holders could be made aware of the new gTLD, will run from August 29<sup>th</sup> to September 27<sup>th</sup>. Then from September 28<sup>th</sup>, the actual Sunrise period would open and the trademark and rights holder could actually submit registrations for their domain name(s) in Sunrise.

On completion of Sunrise, the new gTLD's may have a land rush period for those willing to pay premium amounts for domain names not taken in Sunrise. Then the new gTLD would open up for "General Availability" meaning domains could be registered live to whoever gets there first. ICANN were keen to reiterate that the new plan is a "best case scenario" and is subject to change dependent on a number of factors.

Kelly Salter, Domain Product Specialist at [names.co.uk](http://names.co.uk), one of the UK's top domain name registrars, today warns, "ICANN have been plagued by delays and obstacles since the inception of the new gTLDs program. With so much uncertainty and questions surrounding when these new extensions will actually be available, it appears to be a desperate measure by ICANN to try and bring the program back on track."

Ms Salter is skeptical things will go according to plan but if it does go ahead smoothly she predicts, "The first gTLD, although at an advantage for being the first mover, will also be under serious pressure as they will be in the spotlight and a guinea pig in many ways. Whatever happens, the program is still moving forward so it's just a waiting game now."

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