CTO - Factsheet

ICANN82 – New gTLD program

What is the new gTLD program?

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Generic top-level domains (gTLDs) present unique opportunities for brands, geographic regions, governments and businesses to enhance their presence on the Internet.

For the first time in over a decade, organisations around the world will have the chance to apply for a new gTLD. The "New gTLD Program: Next Round" is aimed at making the Internet more inclusive and more useful to more users.

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The Applicant Support Program

Applying for a gTLD is expensive (approx. $227,000 USD) and may be out of reach for many. The Applicant Support Program makes applying for a new gTLD more accessible by providing financial and capacity building support.

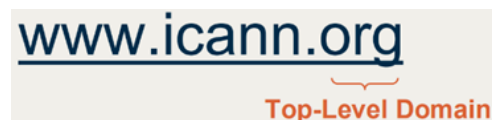Candidates for the applicant support program must be one of the following:

- Nonprofit, nongovernmental, and charitable organizations
- Intergovernmental organizations
- Indigenous/tribal peoples' organizations
- Micro and small businesses that are social enterprises or that operate in a less-developed economy

The Applicant Support Program offers a 75-85% reduction in applicable gTLD evaluation fees, bid credit, reduced/waived base registry operator fees, training and capacity development related to the program.

NEW gTLD PROGRAM: APPLICANT SUPPORT PROGRAM

A More Inclusive Internet: The New gTLD Applicant Support Program

Bringing Opportunity to Communities, Organizations, and Regions Around the World

What are TLDs?

Top-level domains form the last part of a domain name, appearing after the dot. For example, in the domain name icann.org, the characters 'org' identify the TLD.

www.icann.org
Top-Level Domain

The most common TLDs include **.com**, **.org**, **.net** but you may be surprised to know that there are more than 1200 TLDs.

Other examples of generic TLDs include: **.info**, **.asia**, **.travel**, **.new**, **.biz**, **.info**, **.museum…**

The potential advantages of owning a gTLD are as follows:

- Registry operators generate revenue through domain name registration fees.
- Businesses can build or extend brands.
- Entrepreneurs can create online markets for products or services.
- Regions and governments can highlight the unique offerings and culture of their regions and promote services to their citizens and visitors.
- Communities and businesses can expand reach through the use of local scripts.

Want to know more?

Use the following links, to find out more:

[New gTLD program: Next Round Info Sheet](#)

[Next Round: FAQs](#)

[Applicant Support Program: Info Sheet](#)

[Applicant Support Program: FAQs](#)