



Verified Top-Level Domains Consortium

WWW.VTLD.DOMAINS

April 2017



vTLD CONSORTIUM HISTORY & BACKGROUND

- **2011:** ICANN authorized the launch of the new gTLD program with the goal of enhancing competition and consumer choice.
- **January 2012:** ICANN received 1,930 applications for new gTLDs.
- **2016:** As of June 2016, there were 1,013 new gTLDs introduced into the Internet, 571 applications were withdrawn, 38 applications will not be approved and 308 applications are pending.
- **2016:** Not all new gTLDs are alike. In May 2016, a new consortium of generic Top-Level Domains (gTLDs) was established – **the Verified Top-Level Domains (vTLD) Consortium (www.vTLD.domains)**.



WHAT IS A VERIFIED TOP-LEVEL DOMAIN?

- **Verification prior to use.** Ensuring registrant identity and alignment with registry policies.
- **Adherence to standards.** Requiring registrant maintain credentials necessary; registrant abides by registration policies.
- **Autonomy to take back name.** Registry operators have discretion and authority to take back name given any violation of registration policies.
- **Ongoing verification.** Registry operators will ensure ongoing vTLD eligibility through reverification or audits.



VTLD CONSORTIUM

MISSION

The mission of the Consortium is to enhance public trust, online safety and Internet commerce by promoting the unique value and increasing the awareness of verified domain name extensions as trusted channels for products, services and communications online.



vTLD CONSORTIUM MEMBERS

Eight members representing 14 gTLDs:

- **Dominion Registries** – *.Autos, .Boats, .Homes, .Motorcycles, and .Yachts*
- **fTLD Registry Services** – *.Bank and .Insurance*
- **Medistry** – *.Med*
- **NAREIT** – *.Reit*
- **National Association of Boards of Pharmacy** – *.Pharmacy*
- **Public Interest Registry** – *.Ngo and .Ong*
- **Second Generation** – *.Realtor*
- **Dot Trademark TLD Holding Company Limited** - *.商标*
(A Chinese TLD, pronounced as “ShangBiao” and meaning “trademark”)

FaegreBD Consulting, Valideus, EnCirca and .JOBS are advisors to, not members of, the vTLD Consortium.

vTLD CONSORTIUM

Founding Members



vTLD CONSORTIUM ADVISORS:





THE vTLD CONSORTIUM

The vTLD Consortium will collaborate to:

1. Educate the public about the value of vTLDs.
2. Improve universal awareness and recognition of vTLDs and their value.
3. Develop collaborative activities with public and private sector stakeholders.
4. Share best practices.
5. Enhance the reputation of vTLD Registry Operators and vTLDs in general.
6. Harmonize processes, as appropriate.



VTLD CONSORTIUM MEMBERSHIP CRITERIA

All members of the vTLD Consortium require the following:

1. **Verification prior to use.** Registry Operator (RO) validates the registrant by verifying a publicly accessible credential or verifiable credential (e.g., license, accreditation, tax ID#) prior to use to ensure the registrant:
 - a. is the entity/person they purport to be, and
 - b. operates a business eligible for the vTLD as defined by the registration policies.



VTLD CONSORTIUM MEMBERSHIP CRITERIA

All members of the vTLD Consortium require the following:

- 2. Adherence to standards.** Requirement that the registrant maintain the credentials necessary to register a domain name in the vTLD and to abide by registration policies.
- 3. Autonomy to take back name.** RO has sole discretion and authority to take back a domain name for any violation of registration policies.
- 4. Ongoing verification.** RO will ensure ongoing vTLD eligibility by implementing a reverification or audit process.



ISSUES OF INTEREST TO vTLDs

- Universal Awareness
- Universal Acceptance
- WHOIS Accuracy and Transparency
- Search Engine Optimization of vTLDs
- Next Round of New gTLDs from ICANN
- Activities of the ICANN Public Safety Working Group and the Governmental Advisory Committee
- ICANN Contractual Enforcement



TAKEAWAY MESSAGE

When you think “vTLD”, think:

1. Trusted and more secure namespace for commerce and information,
2. Proactive and ongoing verification processes,
3. Enhancing safety online, and
4. Increasing consumer awareness with a unique namespace.





CONTACT US

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