

# AusRegistry

New 2LD Process Response



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## 1. New 2LD Process Response

### 1.1. New 2LD Process

In November 2009, AusRegistry made a submission to auDA for two new 2LDs. For one of the proposed new 2LD, *blog.au*, auDA's official feedback regarding the proposal was that AusRegistry needed to provide "strong evidence" of support (ie. undertake substantial research) from the wider community for this proposed new 2LD.

Whilst not disputing that this information has relevance in auDA's Selection Criteria for new 2LDs, AusRegistry does have an issue with the onus for this information being placed on the party submitting the proposal for the 2LD.

### 1.2. AusRegistry's Concerns

auDA's requirement that the party submitting the proposal for the new 2LD also provide "strong evidence" of support for the 2LD is as mentioned not supported by AusRegistry. To provide this type of "strong evidence" requires among other things, professional research to be undertaken and therefore a sizeable cost being incurred.

It is also noted that "strong evidence" is not clearly defined and therefore hard to gauge.

AusRegistry believes that this process is inappropriate and commercially unsound because of the following reasons:

- A. The party incurring the research costs has no guarantee that auDA will approve their 2LD proposal however good the supporting research they provide.
- B. The party incurring the research costs does not own the 2LD should it be approved by auDA
- C. The party incurring the research costs has no way of benefiting financially from the new 2LD in the event that it is approved by auDA.

### 1.3. Summary

The current process stifles innovation and deters most entities from participating. When the sizable costs parties incur to meet auDA's "strong evidence" requirement for any new 2LDs they propose are viewed against the parties' inability to benefit themselves financially from any new 2LD, one has to question whether process is sound and has considered commercial realities.

AusRegistry doesn't believe the current process is adequate and believes the process involved has most likely contributed to very few proposals being received by auDA (2 in total) for new 2LDs.

Alternatives are available and auDA could, itself, establish a Panel that decided which names, as suggested by the community, deserved further research to show the required "strong evidence". It is certainly within auDA's mandate to perform such work as they are the caretaker of the .au namespace.

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