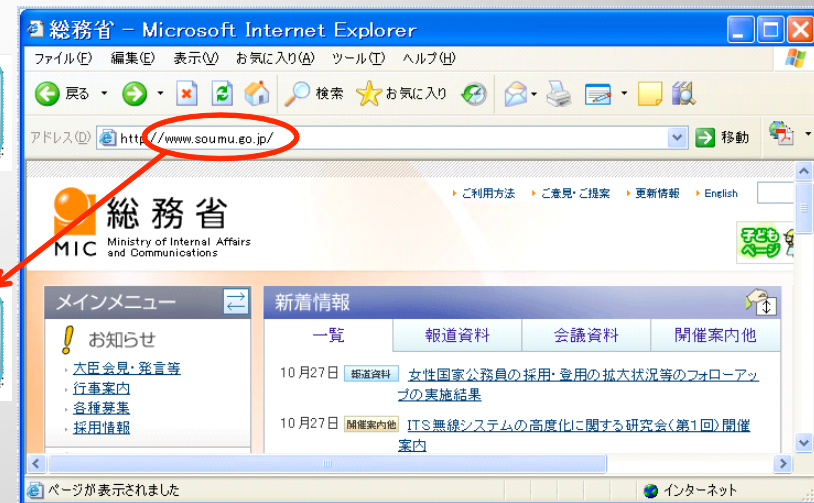
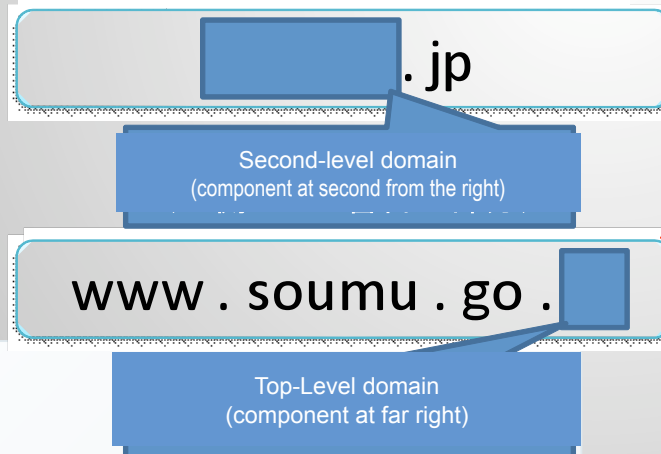


Background

- 1 Top-level Domains, addressing system on the Internet (e.g. www.soumu.go.jp, etc.), are managed by ICANN, international coordination organization.
- 2 ICANN is introducing internationalization and diversification of TLDs. New TLDs expected to be introduced as early as the end of 2009 to 1Q 2010.

Sample domain name (MIC Web site)



(1) Japan's IDN ccTLD

- In addition to the current “.jp” (managed by JPRS), “.日本” will become available. Japanese is already available for second-level domains or lower (e.g. “総務省.jp”). There are 250 ccTLDs (e.g. “.cn”, “.fr”, etc.)
- ICANN is organizing the application procedure (details under discussion)

Note: Govt's endorsement is required to apply for usage of “.日本”.

Introduction of “.日本”

Major Issues to be discussed in
the Telecommunications Council



- (1) Name of new country-code top-level domain
- (2) Basic rules to manage “.日本”
- (3) Method of selecting the new registry
- (4) Auditing system for “.日本”

(2) Liberalization of Generic Top-Level Domains

- Approx. 20 gTLDs are currently available (e.g. “.com”)
- ICANN is organizing the application procedure (details under discussion)

Note: To apply for top-level domains that use geographical names (e.g. “.tokyo”), “support” from the relevant country and local government is required.

Introduction of TLDs with Japanese Geographical Names

Major Issues to be Discussed in the Telecommunications Council



- (1) Local government management policy
- (2) Government’s management policy
- (3) Coordination policy between government and local governments
- (4) Support for local governments

Introduction of “.日本”

1. Name of New Country-Code Top-Level Domain

“.日本” is appropriate as a domain name because it is short and easy to remember.

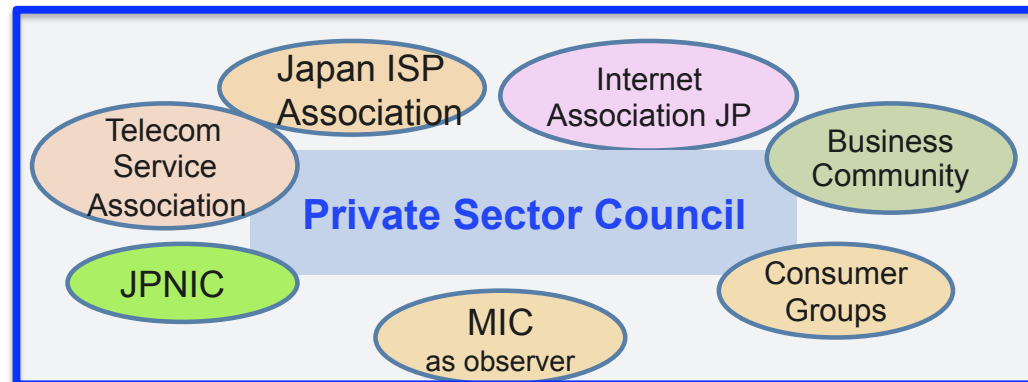
2. Basic Rules for Managing “.日本”

- (1) To make the basic rules of the domain, the “.日本” Registry should listen to the opinions of stakeholders and collect public comments.
- (2) To ensure appropriate usage, the initial registrants for “.日本” should be limited to Japanese individuals and corporations.

Introduction of “.日本”

3. Selection Method for the Registry

Formed by Trade Association & non profit entities



Private Sector Council & Selection Committee (Conceptual Drawing)

Members

- Academics experts (8 to 9) in the fields of law, economics, competition policies, network technologies, etc.
- User representatives (1 to 2)

Selection Committee selects “.日本” registry

Selection of new IDN ccTLD registry

(1) The registry should be selected under the initiative of the private sector; the Government, in principle, should accept the selection and send an endorsement to ICANN.

(2) Specifically, a private sector assembly to establish a “Selection Committee,” and conduct fair, neutral, and transparent comparative evaluation & selection.

Selection Criteria: Technological expertise, financial stability, reliability on fair and transparent business management, compliance system, user support system, international capability, and contribution to Internet development.

(3) Applications from existing operator will be accepted; however, consideration will be given to new applicants to enable them to compete equally.

Introduction of Top-Level Domains with Japanese Geographical Names

Issues to Be Discussed

1. Local Government Management Policy

- Local governments to retain the authority to choose their operators based on the selection policy of the “.日本” operator.

2. Government's Management Policy

- (1) The Govt. to accept the operators selection made by a local government.
- (2) However, the Government can lodge an objection if any serious problem is identified concerning the selected operator.

3. Coordination Policy between the Government and Local Governments

- (1) Information concerning applications to ICANN must be shared among the government and local governments.
- (2) A system to check whether applications are being granted for top-level domains that use Japanese geographical names without being authorized by the Government or a local government should be established (the Government and local governments shall file objections together, if necessary).

4. Support for Local Governments

- To provide sufficient information and know-how to local governments to help them assess applications for top-level domains that use Japanese geographical names, it will be essential to prepare a “Handling Manual” and establish a “Support Desk.” These should be operated by the private sector assembly mentioned above.

Issues to Be Discussed

- (1) Discussion of necessary measures to promote fair development of the domain name market.
- (2) Discussion of other monitoring functions of the “.日本” Monitoring Committee, such as monitoring existing “.jp” domains.
- (3) Discussion of expansion of international contributions to Internet-related activities, such as ICANN activities.

Sample Domain Names

“hotel.tokyo”

“おみやげ.大阪”

(souvenir.osaka)

“着物.京都” (kimono.kyoto)

“観光.広島”

(sightseeing.hiroshima)

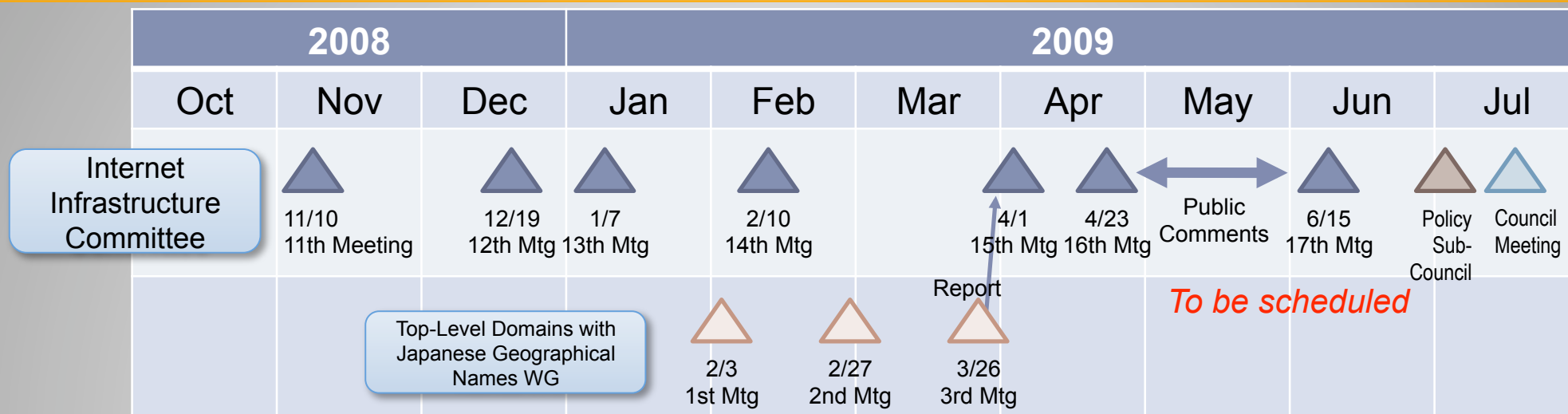
“visit.kurashiki”

“ski.karuizawa”

Effect:

- (1) Encourage familiarity with affection for local areas.
- (2) Eye-catching effect of travel info and local products with high-impact domain names.

Progress in the Telecommunications Council



Internet Infrastructure Committee Members *(honorifics omitted)*

Irregular Council Member

(Head) Jun Murai Professor, Faculty of Environmental Information, Keio University & Former board member of ICANN

Regular Committee Members

	Izumi Aizu	Professor, Institute for InfoSocinomics, Tama University
	Masanao Ueda	Manager, Information Group, Industrial Affairs Bureau II, Nippon Keidanren
	Koji Umamo	Media Strategy Bureau, Tokyo Headquarters, The Yomiuri Shimbun
	Hiroshi Ezaki	Professor, Graduate School of Information Science and Technology, The University of Tokyo
	Toshiko Sawada	Director, EC Network
(Dep. Head)	Masayuki Funada	Professor, College of Law and Politics, Rikkyo University
	Hiroyuki Morikawa	Professor, Research Center for Advanced Science and Technology, The University of Tokyo
	Kimiko Yamakami	Executive Director, Japan Association of Consumer Affairs Specialists
	Ryuji Yamamoto	Professor, Faculty of Law, The University of Tokyo

* The Committee shall collect opinions from Internet-related organizations.