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Chapter 2 Exercise

### **Explain How Top-Level Web Domain Names are Proposed and Approved**

The process of proposing and approving new top-level domains (TLDs) is managed by ICANN (Internet Corporation for Assigned Names and Numbers). When ICANN opens application rounds, organizations can submit detailed proposals for new TLDs. These applications must demonstrate technical capability, financial stability, and legitimate use cases.

ICANN's evaluation process includes technical reviews to ensure the domain won't disrupt internet stability, background checks on the applying organization, and a public comment period where trademark holders and others can raise objections. String similarity reviews prevent confusingly similar TLDs from being approved.

If an application passes all evaluations and there are no competing applications for the same string, the applicant can proceed to contract negotiations with ICANN. Once contracted, they must establish their registry operations before the new TLD can go live.

Sources:

Schneider, G. (2017). Electronic Commerce (12th ed., p. 75).

<https://www.icann.org/en/beginners>

[https://www.wix.com/blog/what-is-tld?utm\\_campaign=e749bb6f-0643-40f4-9def-2e7e29bec14d%5E%5Esearch%20-%20other%20serps&experiment\\_id=%5E%5E6c6c7dcb-769d-4d67-9a8a-db3ef0699724%5E](https://www.wix.com/blog/what-is-tld?utm_campaign=e749bb6f-0643-40f4-9def-2e7e29bec14d%5E%5Esearch%20-%20other%20serps&experiment_id=%5E%5E6c6c7dcb-769d-4d67-9a8a-db3ef0699724%5E)