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BUSINESSES DEMAND DATE FOR SECOND GTLD APPLICATION ROUND

21 November 2011

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Edward Conlon, London

Global businesses have urged Ican to say when a second round of gTLD applications will open so that registrants are not forced into a panicked decision next year

The Coalition Against Domain Name Abuse (Cadna) said the first round has been chaotic because brands are worried about not applying and then being left behind by competitors for an unknown period of time.

Icann has not yet named a date for future application rounds because the Governmental Advisory Committee requested a review of the first round, which lasts from January 12 to April 12 2012.

Cadna's president, Josh Bourne, **wrote to Ican chief executive** Rod Beckstrom to explain the coalition's concerns.

He said that by not announcing a date, Ican had created a "condition of scarcity that will inevitably result in a massive landrush" of applications.

"Our ultimate goal is to make the New gTLD Program less detrimental to brand owners, who will undoubtedly make up a significant portion of new gTLD applicants," Bourne said.

According to Bourne, some brand owners would wait and see how successful gTLDs were and then make a decision on their own applications.

The letter also highlights the coalition's displeasure at the inadequate time businesses have had to prepare an effective gTLD strategy.

"To ICANN, the New gTLD Program has been around for years. But to businesses, Internet users and others, the Program only became a reality when it was approved on June 20 2011," Bourne said.

He said that if Ican adopted Cadna's proposal then Ican would "quell the animosity that has developed towards it among the business community".

This animosity was highlighted recently by nearly 90 brand owners that **sent a signed petition** to the US Department of Commerce, calling for a halt to the "destructive and unwanted" gTLD programme.

Cadna is represented by companies such as Lego, Morgan Stanley and HSBC.

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