Background
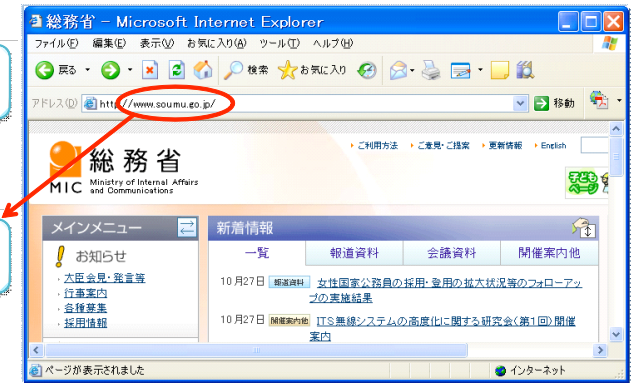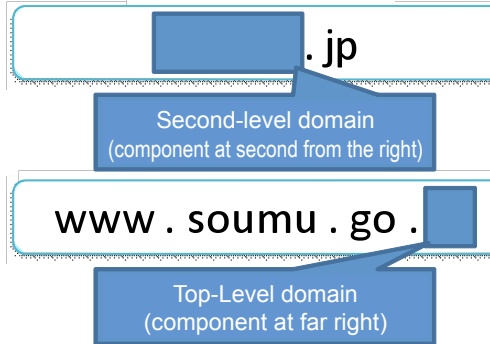
1. Domain names, equivalent to addresses on the Internet (e.g. www.soumu.go.jp, etc.), are solely managed by ICANN, international coordination organization (US not for profit corporation).

2. ICANN is considering internationalization and diversification of domain names. New domain names are expected to be available to be introduced as early as the end of 2009.

Sample domain name (MIC Web site)

. jp

Second-level domain
(component at second from the right)

www . soumu . go .

Top-Level domain
(component at far right)

(1) Japanese in Country-Code Top-Level Domains

- In addition to the currently available ".jp" format (managed by JPRS), introduction of the ".日本" format will be available.

  Usage of Japanese is already available for second-level domains or lower (e.g. "総務省.jp").
  There are 250 country-code top-level domains (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".

(2) Liberalization of Generic Top-Level Domains

- Approx. 20 generic top-level domains 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.

Discussion of issues to be considered in Japan regarding introduction of new top-level domains

Introduction of ".日本"

(1) Name of new country-code top-level domain
(2) Basic rules to manage ".日本"
(3) Method of selecting operator
(4) Monitoring system for ".日本"

Major Issues to be Discussed in the Telecommunications Council

Intro. of Top-Level Domain with Japanese Geographical Names

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

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Introduction of ".日本"
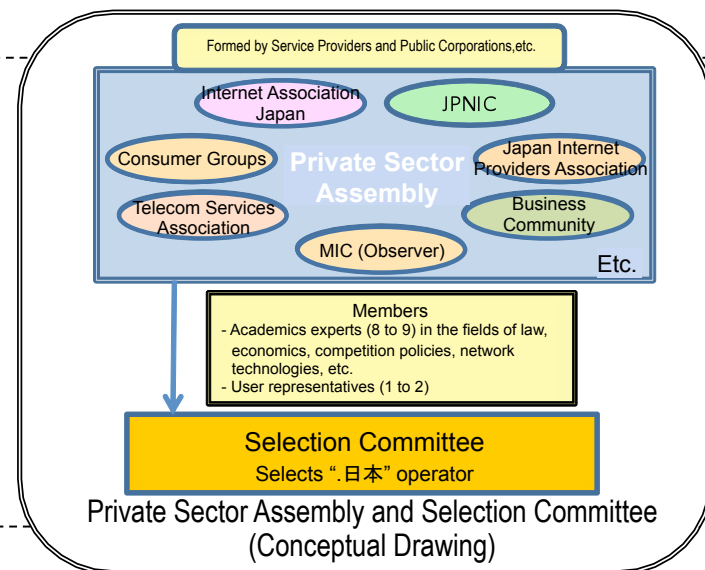
1. Name of New Country-Code Top-Level Domain

〇 ".日本" is appropriate as a domain name because it should be short and easy to remember.

2. Basic Rules for Managing ".日本"

(1) To make the basic rules of domains, the ".日本" Registry should hear the opinion of parties concerned and collect public comments.

(2) To ensure appropriate usage, the initial applicants for ".日本" should be limited to Japanese individuals and corporations.
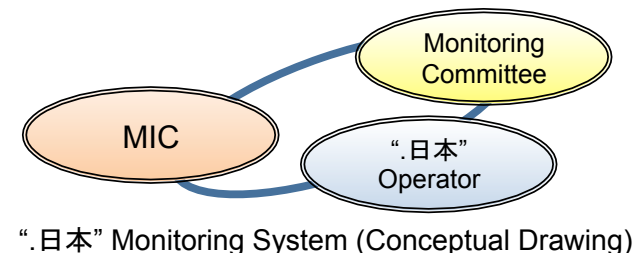
3. Method of Selecting the Operator

(1) The operator should be selected under the initiative of the private sector, and 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 advancement.

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

Formed by Service Providers and Public Corporations,etc.

Internet Association Japan

JPNIC

Consumer Groups

Private Sector Assembly

Japan Internet Providers Association

Telecom Services Association

Business Community

MIC (Observer)

Etc.

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" operator

Private Sector Assembly and Selection Committee (Conceptual Drawing)

4. Monitoring of ".日本" Management

(1) The private sector assembly to establish a "Monitoring Committee," and establish fair, neutral, and a transparent monitoring system in cooperation with the Government.

(2) The Monitoring Committee to review the operator management status (including handling of complaints and enquiries) once or twice a year and improve their performance, as necessary.

Monitoring Committee

MIC

".日本" Operator

".日本" Monitoring System (Conceptual Drawing)

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)

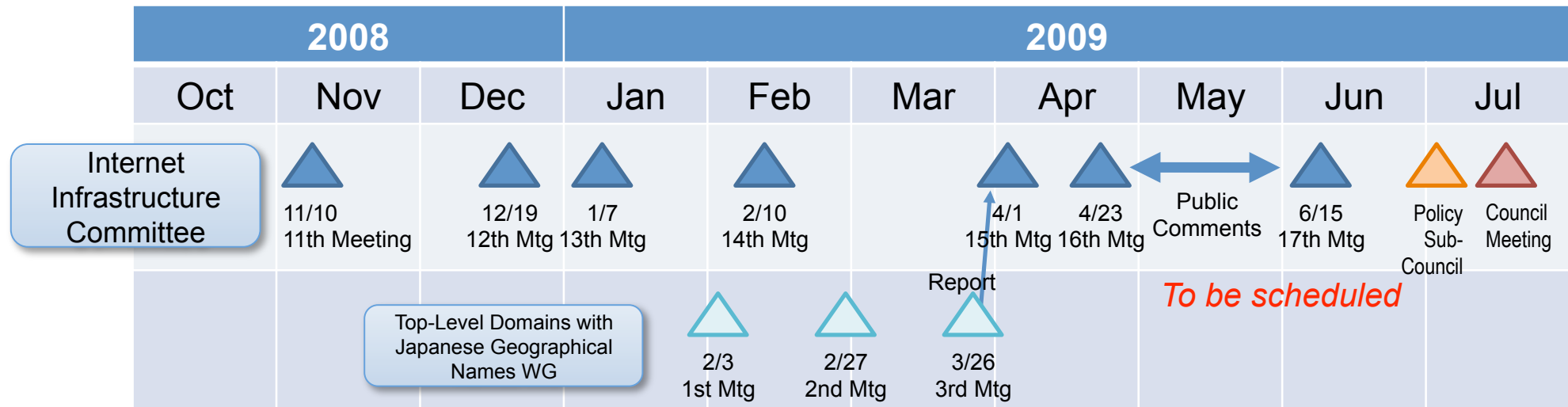"着物.京都" (kimono.kyoto)

"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

2008			2009						
Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul

Internet Infrastructure Committee

- 11/10 11th Meeting
- 12/19 12th Mtg
- 1/7 13th Mtg
- 2/10 14th Mtg
- 4/1 15th Mtg
- 4/23 16th Mtg
- Public Comments
- 6/15 17th Mtg
- Policy Sub-Council
- Council Meeting

To be scheduled

Report

Top-Level Domains with Japanese Geographical Names WG

- 2/3 1st Mtg
- 2/27 2nd Mtg
- 3/26 3rd Mtg

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 Umano — 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.

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