



department for  
**culture, media  
and sport**

# Criteria to be applied when assessing an application for a letter of non objection to support an application for a geographical generic top level domain name (gTLD).

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Our aim is to improve the quality of life for all through cultural and sporting activities, support the pursuit of excellence, and champion the tourism, creative and leisure industries.

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# Chapter 1:

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The Internet Corporation for Assigned Names and Numbers (ICANN) has invited applications for new generic geographical top level domain names.

The ICANN applicants guidebook was published in September 2011 setting out the process by which ICANN will assess and approve applications for these new domain names.

The ICANN process requires that all applications for a new domain name that has a geographical connection to a country (i.e. a city, a province, a country) MUST obtain a letter of non-objection from the national government of that country BEFORE the application can be submitted to ICANN.

Further details of the complete application process can be found on the ICANN web site at <http://newgtlds.icann.org/en/> and the applicant guidebook can be found at <http://newgtlds.icann.org/en/applicants/agb>

The United Kingdom is entirely supportive of such a principle and hopes that the many cultural and economic benefits will flow from such a process.

In order to facilitate this, the DCMS is publishing the criteria that must be met for such a letter of non objection to be issued:

This criteria that must be satisfied before such a letter can be issued are set out below:

**Applicants must provide documentation that gives:**

- Details of the purpose of the domain,
- Details of the governance of the registry, and the policies to be followed by the registry
- Assurance on the action that would be taken should the domain be brought into disrepute, for instance through domain name abuse that could adversely affecting business and consumers.
- Assurance that the .gov.uk brand name for the delivery public services would be maintained, and that the .gov name should be reserved for UK government use;
- Details of how the above requirements will continue to be met on an ongoing basis (for example, in the event of a contract change).

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**Applicants should also provide evidence of:**

- An effective dispute resolution mechanism, over and above the standard ICANN model;
- A commitment to set up and advisory mechanism for giving external stakeholders a voice in the domain's policy development.



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