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ITWP2600

Chapter 2 Exercise #9

Prompt:

In about 100 words, explain how top-level Web domain names are proposed and approved.

Answer:

Top-level domain names (TLDs) are managed by the Internet Corporation for Assigned Names and Numbers (ICANN). Initially, ICANN carefully selected new generic TLDs based on strict criteria. However, in 2011, ICANN decided to relax its control, allowing individuals and businesses to apply for custom TLDs starting in 2012. Applicants must submit proposals detailing their intended use and technical capability. ICANN reviews applications, considering stability, security, and potential conflicts. Some TLDs, like sponsored TLDs, require oversight by recognized organizations. While this process expands domain options, it raises concerns over brand protection and governance in the growing domain space.

Source:

Schneider, Gary. Electronic Commerce. Available from: VitalSource Bookshelf, (12th Edition). Cengage Learning US, 2016.