



ICANN Registry Request Service

Ticket ID: C9A4B-0Z7J2

Registry Name: Sony Corporation

gTLD: .sony

Status: ICANN Review

Status Date: 2015-03-16 16:46:38

Print Date: 2015-03-16 16:46:48

consulted? What were the nature and content of the consultation?:

Not Applicable

c. Were consultations with other constituency groups appropriate? Which groups were consulted? What were the nature and content of these consultations?:

Not Applicable

d. Were consultations with end users appropriate? Which groups were consulted? What were the nature and content of these consultations?:

As .SONY will be a closed, .BRAND Registry, Sony Corporation and its Affiliates and Trademark Licensees will be the registrant for all country and territory names labels within .SONY. Though no other consultations were conducted, we believe the release of these labels will benefit end users by facilitating user navigation through short, meaningful, and memorable domain names.

e. Who would endorse the introduction of this service? What were the nature and content of these consultations?:

There is a high demand from end users for country and territory names to assist in user-friendly navigation in order to navigate the user to a web-page of our company in the applicable country and language. A number of countries have expressly welcomed the development of geotargeted content by .BRAND TLDs with a focus on their national economies or language groups. The release of country and territory names within .SONY would provide a clear platform upon which to develop and showcase content targeted toward specific national economies or language groups.

f. Who would object the introduction of this service? What were(or would be) the nature and content of these consultations?:

We are not aware of any specific objections but are fully prepared to engage in dialogue if any GAC Representative or other Government Authority raises concerns about their country or territory name being released in .SONY in response to this RSEP request. In such a case we propose that the related country or territory name be excluded from this RSEP request until the resolution of any such objection.

Timeline



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Please describe the timeline for implementation of the proposed new registry service:

Immediate

Business Description

Describe how the Proposed Service will be offered:

Sony Corporation intends to operate .SONY as a .BRAND Registry, in line with the requirements set forth in Specification 13. As such, all domains under .SONY will be registered to and controlled by Sony Corporation, its Affiliates, or its Trademark Licensees. Sony Corporation does not intend to sell .SONY domain names to the general public or to allow unaffiliated third parties to control the DNS records associated with domains in .SONY. The TLD will be used to feature e-commerce and other content particular to the Sony Corporation brand. We envision that country and territory names would be used as part of a navigation scheme to point users to relevant, geotargeted content. For instance, newzealand.SONY could be used to point users from New Zealand to local product and service offerings, or other locally-relevant content.

Describe quality assurance plan or testing of Proposed Service:

Not Applicable

Please list any relevant RFCs or White Papers on the proposed service and explain how those papers are relevant.:

Not Applicable

Contractual Provisions

List the relevant contractual provisions impacted by the Proposed Service:

Specification 5, Section 4: 4. Country and Territory Names. The country and territory names (including their IDN variants, where applicable) contained in the following internationally recognized lists shall be withheld from registration or allocated to Registry Operator at All Levels: 4.1. the short form (in English) of all country and territory names contained on the ISO 3166-1 list, as updated from time to time, including the European Union, which is exceptionally reserved on the ISO 3166-1 list, and its scope extended in August 1999 to any application needing to represent the name



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European Union; ¶no 4.2. the United Nations Group of Experts on Geographical Names, Technical Reference Manual for the Standardization of Geographical Names, Part III Names of Countries of the World; and ¶no 4.3. the list of United Nations member states in 6 official United Nations languages prepared by the Working Group on Country Names of the United Nations Conference on the Standardization of Geographical Names;¶n¶nprovided, that the reservation of specific country and territory names (including their IDN variants according to the registry operator IDN registration policy, where applicable) may be released to the extent that Registry Operator reaches agreement with the applicable government(s). Registry Operator must not activate such names in the DNS; provided, that Registry Operator may propose the release of these reservations, subject to review by ICANN's Governmental Advisory Committee and approval by ICANN. Upon conclusion of Registry Operator's designation as operator of the registry for the TLD, all such names that remain withheld from registration or allocated to Registry Operator shall be transferred as specified by ICANN. Registry Operator may self-allocate and renew such names without use of an ICANN accredited registrar, which the Agreement.¶"

What effect, if any, will the Proposed Service have on the reporting of data to ICANN:

None¶n

What effect, if any, will the Proposed Service have on the Whois?:

None¶n

Contract Amendments

Please describe or provide the necessary contractual amendments for the proposed service:

This request is pursuant to the proposed request provided in Specification 5, Section 4 of the Registry Agreement. This is a simple extension of the available namespace, anticipated by Specification 5 of the registry agreement. According to Specification 5, Section 4 the release of country and territory names may be approved by ICANN subject to review by ICANN's Governmental Advisory Committee (GAC). Sony Corporation proposes that Exhibit A of the .SONY Registry would be amended to read: ¶n¶n¶n"Notwithstanding Section 4 of Specification 5 of the Agreement, Registry Operator may offer registrations for and activate in the DNS the country and territory names (including their IDN variants, where applicable) contained in the following internationally recognized lists: ¶n¶n¶no the short form (in English) of all country and territory names contained on the ISO 3166-1 list, as updated from time to time, including the European Union, which is exceptionally reserved on the ISO 3166-1 list, and its scope extended in August 1999 to any application needing to represent the name European Union; ¶no the United Nations Group of Experts on Geographical Names, Technical Reference Manual for the Standardization of Geographical Names, Part III Names of Countries of the World; and-the list of United Nations member states in 6 official United Nations languages prepared by the Working Group on Country Names of the United Nations



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Conference on the Standardization of Geographical Names. The relevant country and territory names are listed in Attachment 1 to Exhibit A, which is incorporated herein by this reference.

Benefits of Service

Describe the benefits of the Proposed Service:

End users will benefit from the ability to navigate to these country and territory names. These names will add to consumer choice and competition in the marketplace. There is a high demand from end users for country and territory names to assist in user-friendly navigation in order to navigate the user to a web-page of our company in the applicable country and language.

Competition

Do you believe your proposed new Registry Service would have any positive or negative effects on competition? If so, please explain.:

Positive. Efficient navigation to country and language web pages appropriate for the end user will enhance competition and choice in the global marketplace.

How would you define the markets in which your proposed Registry Service would compete?:

All markets

What companies/entities provide services or products that are similar in substance or effect to your proposed Registry Service?:

All pre-2010 registries are already permitted to use country and territory names.

In view of your status as a registry operator, would the introduction of your proposed Registry Service potentially impair the ability of other companies/entities that provide similar products or services to compete?:

No. These domains will be used to facilitate user navigation by providing short, meaningful, and memorable domain names upon which Internet users can access Sony Corporation-branded content. These domain names will not be sold to third



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parties.\r\n

Do you propose to work with a vendor or contractor to provide the proposed Registry Service? If so, what is the name of the vendor/contractor, and describe the nature of the services the vendor/contractor would provide.:

Yes. Our registry services provider, ARI Registry Services, will provide the technical ability to register these names.\r\n

Have you communicated with any of the entities whose products or services might be affected by the introduction of your proposed Registry Service? If so, please describe the communications.:

Yes. We communicated with ARI Registry Services, our registry services provider. They provide all technical backend services associated with the .SONY and would be directly responsible for implementing the release of country and territory names within .SONY.\r\n

Do you have any documents that address the possible effects on competition of your proposed Registry Service? If so, please submit them with your application. (ICANN will keep the documents confidential).:

Not Applicable\r\n

Security and Stability

Does the proposed service alter the storage and input of Registry Data?:

No\r\n

Please explain how the proposed service will affect the throughput, response time, consistency or coherence of responses to Internet servers or end systems:

The proposed service will have no effect.\r\n

Have technical concerns been raised about the proposed service, and if so, how do you intend to address those concerns?:

No technical concerns have been raised.\r\n



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Other Issues

Are there any Intellectual Property considerations raised by the Proposed Service:

The proposal does not increase any risk of intellectual property infringement. On the contrary, as a .BRAND registry, .SONY will provide a space virtually free from all risk of intellectual property infringement as Sony Corporation will be in full control of registrations and content for the TLD.

Does the proposed service contain intellectual property exclusive to your gTLD registry?:

No

List Disclaimers provided to potential customers regarding the Proposed Service:

None

Any other relevant information to include with this request:

Not Applicable