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Prof. Wanner

Exercise #9

How do top-level web domain names get proposed and approved?

According to *Electronic Commerce,* by Gary P. Schneider, since 1998, the Internet Corporation for Assigned Names and Numbers (ICANN) has had the responsibility of managing domain names and coordinating them with the IP address registrars. ICANN is also responsible for setting standards for the router computers that make up the Internet.

New TLDs

Some new TLDs are generic top-level domains (gTLDs), which are available to specified categories of users. ICANN itself is responsible for the maintenance of these types of domains. Other new domains are sponsored top-level domains (sTLDs), which are TLDs for which an organization other than ICANN is responsible. The sponsor of a specific sTLD must be a recognized institution that has expertise regarding and is familiar with the community that uses the sTLD.

Although ICANN has always chosen new gTLDs after careful consideration, many people have been highly critical of the selections. In 2011, ICANN decided to stop managing the addition of new gTLDs so tightly. Since 2012, individuals and businesses have been able to petition for almost any TLD they would like.

Source: Schneider, G. (2017). *Electronic Commerce* (12th ed.). Cengage Learning.