

# Introduction to ICANN



**DNS Project Competition, July – August 2021**

Samiran Gupta | Head of India

# Introduction

- The Global Internet Today
- The DNS

# The Global Internet

JAN  
2021

## DIGITAL AROUND THE WORLD

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL  
POPULATION



**7.83**  
BILLION

URBANISATION:  
**56.4%**

UNIQUE MOBILE  
PHONE USERS



**5.22**  
BILLION

vs. POPULATION:  
**66.6%**

INTERNET  
USERS\*



**4.66**  
BILLION

vs. POPULATION:  
**59.5%**

ACTIVE SOCIAL  
MEDIA USERS\*



**4.20**  
BILLION

vs. POPULATION:  
**53.6%**



we  
are  
social



we  
are  
social

 Hootsuite®

8

**SOURCES:** THE U.N.; LOCAL GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJII; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY EARNINGS REPORTS; MEDIASCOPE. **\*ADVISORIES:** INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** TO DATA PUBLISHED IN PREVIOUS REPORTS. SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **♦ COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

# A Minute on the Internet in 2019

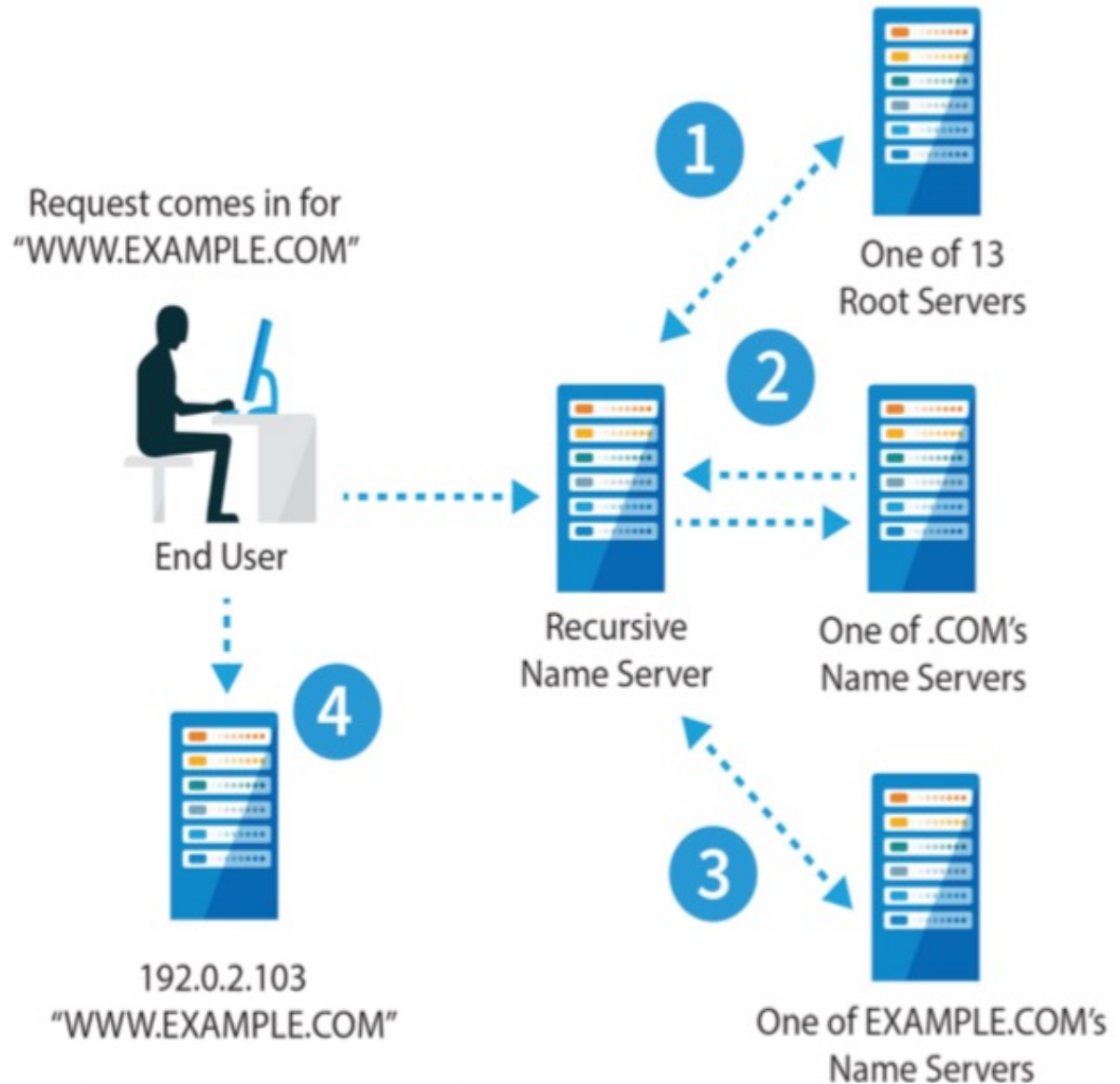
Estimated data created on the internet in one minute



@StatistaCharts Sources: Lori Lewis & Officially Chad via Visual Capitalist

statista

# How the DNS Works

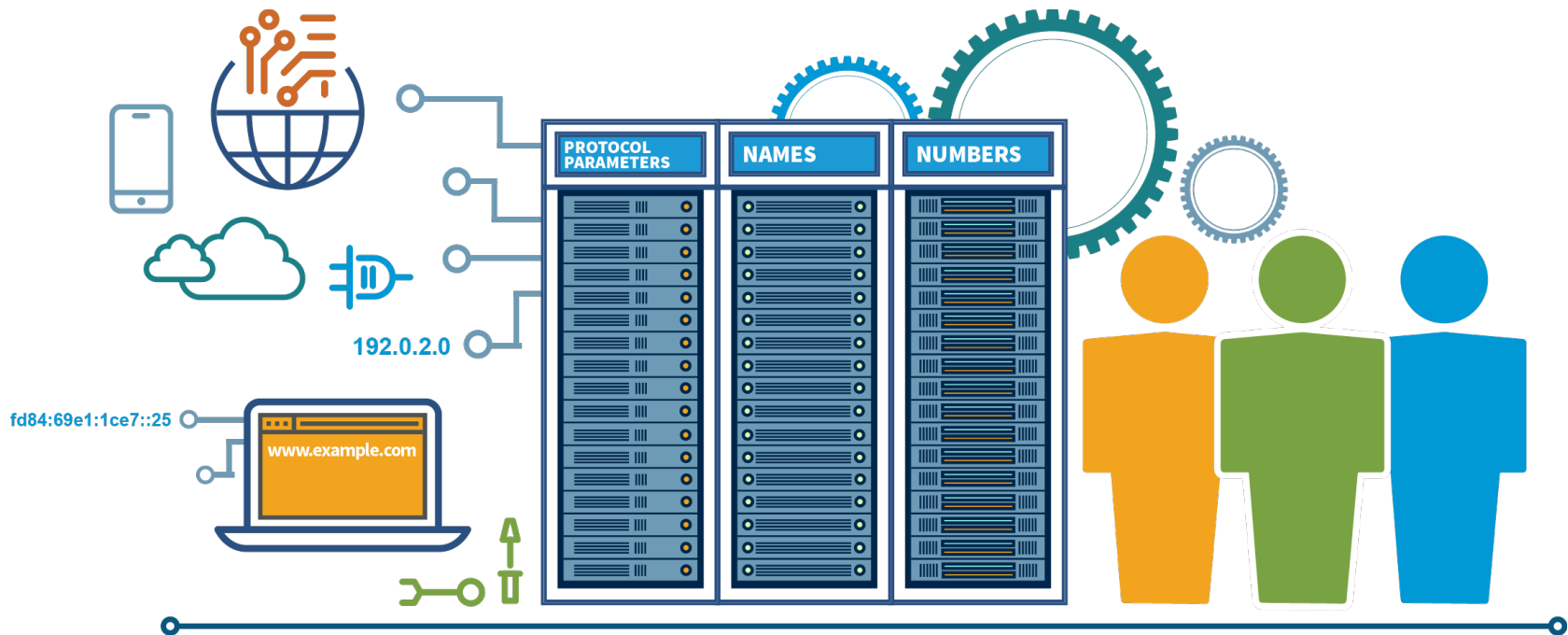


# About ICANN

- Overview
- Mission
- Eco-system
- Multistakeholder Community

# Overview

Coordinating with our partners,  
we help make the Internet work.



Mission: To keep the Internet stable, secure and globally unified.

# ICANN's Mission

## Specifically, ICANN:

- ✓ Coordinates the allocation and assignment of **names in the root zone of the Domain Name System**
- ✓ Coordinates the development and implementation of **policies concerning the registration of second-level domain names in generic top-level domains (gTLDs)**
- ✓ Facilitates the coordination of the operation and **evolution of the DNS root name server system.**
- ✓ Coordinates the allocation and assignment at the top-most level of **Internet Protocol numbers and Autonomous System numbers**
- ✓ Collaborates with other bodies as appropriate to **provide registries needed for the functioning of the Internet** as specified by Internet protocol standards development organizations

The mission of the Internet Corporation for Assigned Names and Numbers (ICANN) is to **ensure the stable and secure operation of the Internet's unique identifier systems**

For more information



visit:  
[www.icann.org](http://www.icann.org)

## Commitments and Core Values

In performing its Mission, ICANN will act in a manner that complies with and reflects ICANN's Commitments and respects ICANN's Core Values

### These Commitments and Core Values include:

- ⦿ Preserving and enhancing **stability, security, resiliency, and openness** of the DNS and the Internet
- ⦿ Employing **open, transparent and bottom-up**, multistakeholder policy development processes that are led by the private sector
- ⦿ Operating with **efficiency and excellence**, in a fiscally responsible and accountable manner



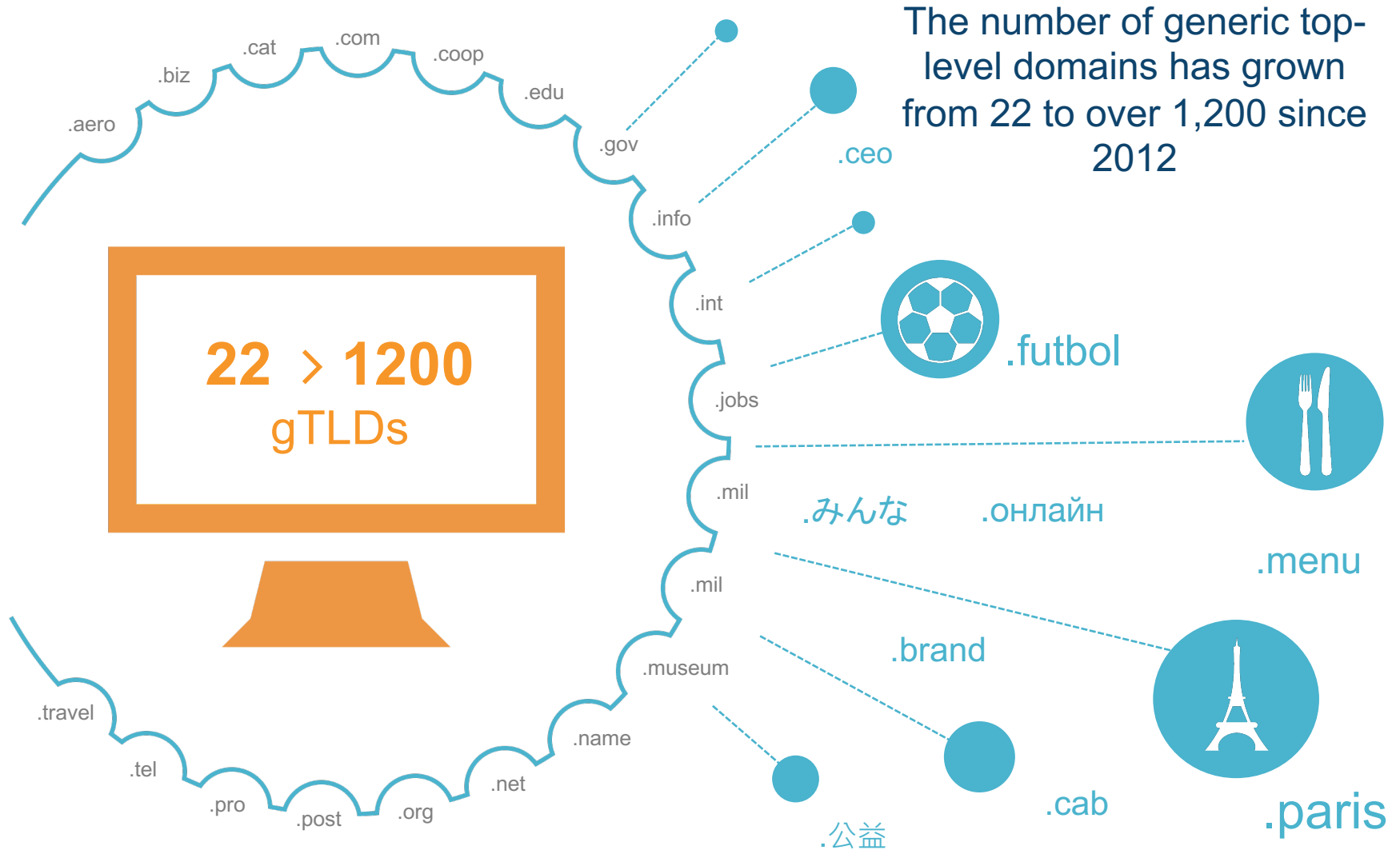
# The ICANN Ecosystem



# New Developments in the DNS space

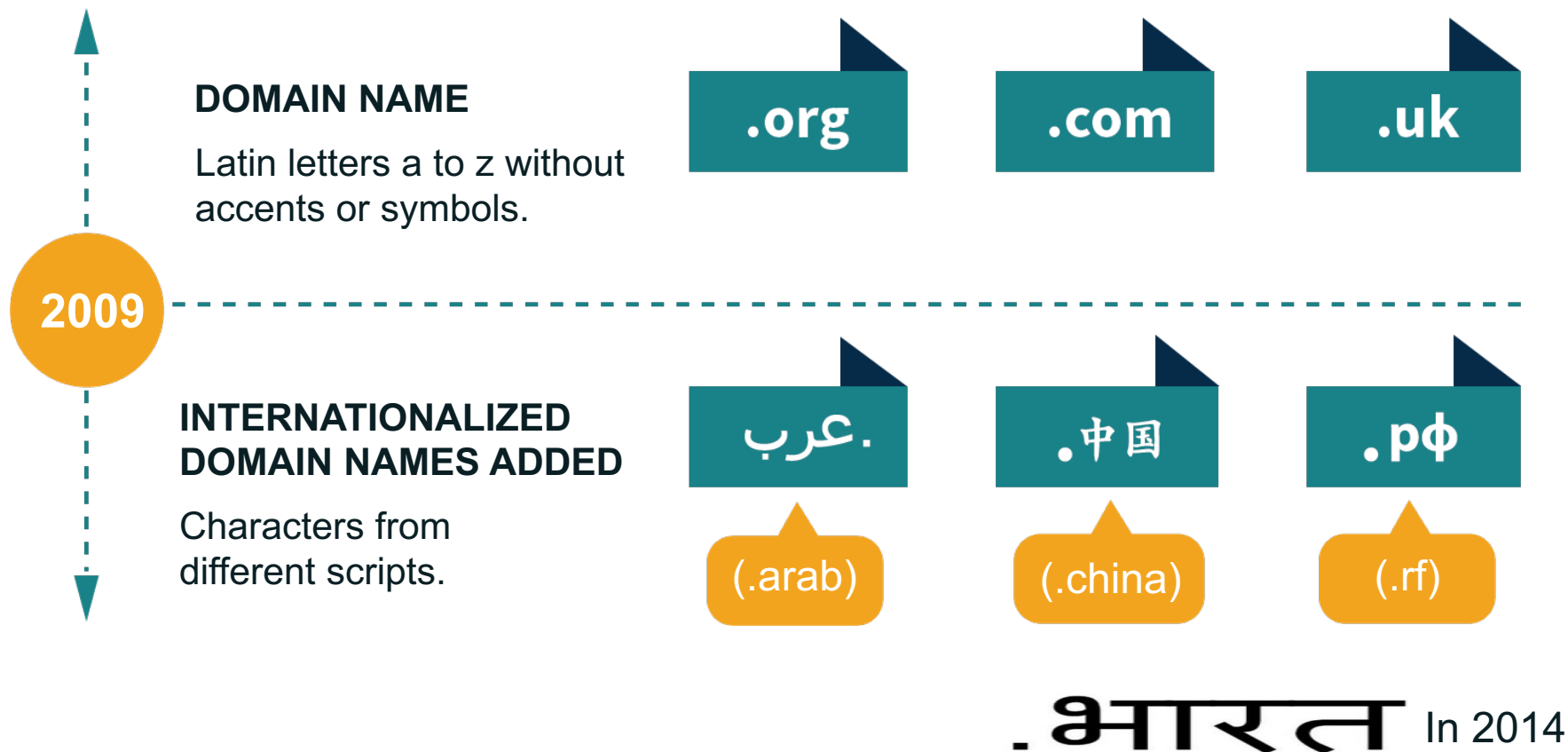
- New gTLDs
- Internationalized Domain Names
- Universal Acceptance

# Expansion of gTLDs



# Internationalized Domain Names

## Internationalized Domain Names



# What Is Universal Acceptance?

All domain names should be treated equally.



пример.рф

Internationalized  
Domain Names



site.example

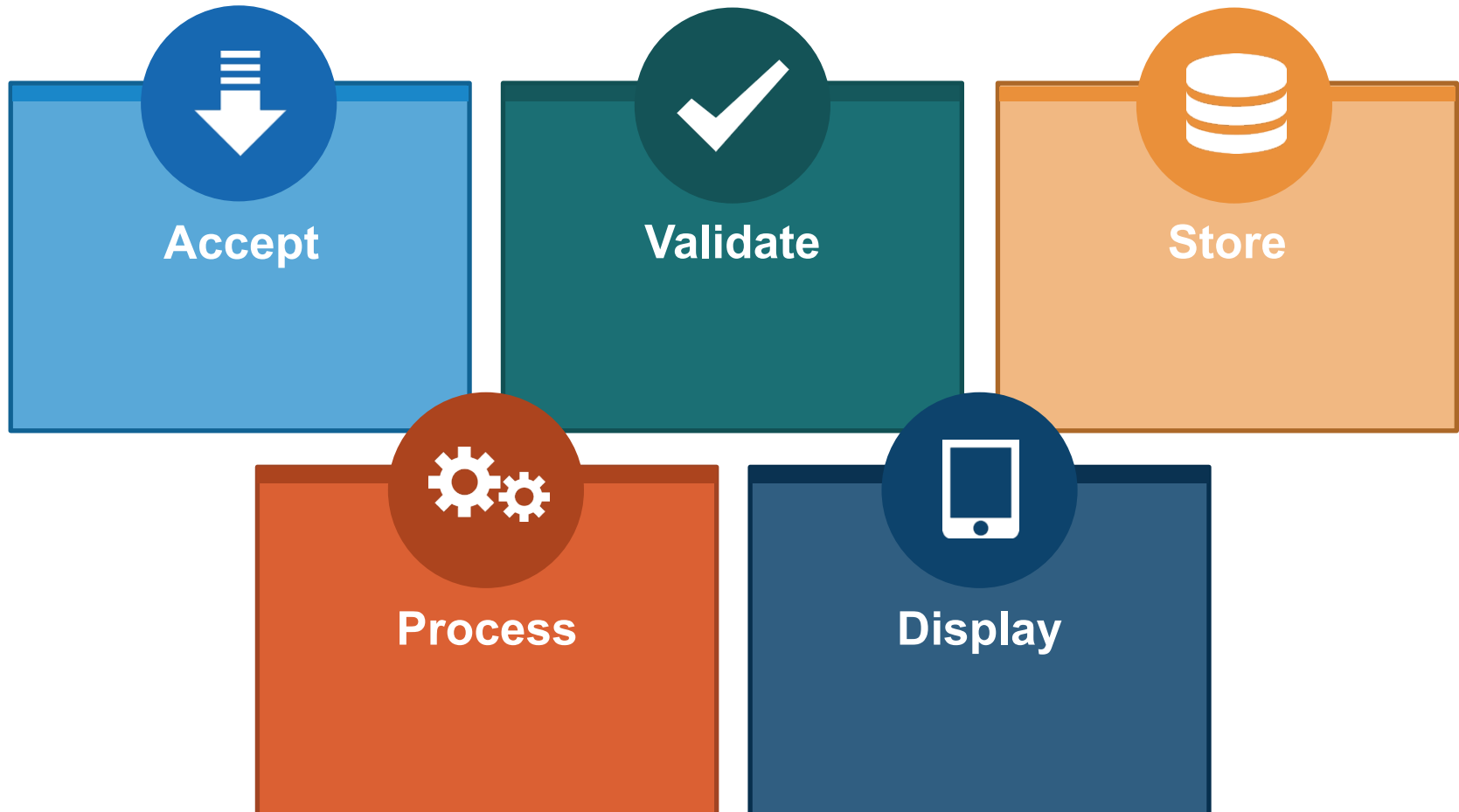
New gTLDs



名称@网站.域名

Internationalized  
Email Addresses

# Key Principles of UA Readiness



# Economic Benefits of UA of IDNs and gTLDs



**Growth Opportunity  
in Online Revenue**

**Annual opportunity from software  
systems working in harmony with the  
common Internet infrastructure**

**\$3.6**  
**Billion USD**  
Existing users  
using the new  
domain names

**\$6.2**  
**Billion USD**  
New Internet  
users coming  
online through  
IDNs

*White Paper/ Report by Analysys Mason, Commissioned by UASG in April 2017. Conservative metrics, do not take into account potential future growth in e-commerce spend, or in the registrations of the new domains.*

# The DNS Project Competition



# The DNS Project Competition

---

## What is the DNS Project Competition?

The DNS Project Competition encourages students to solve challenges using the DNS. Challenges could include measuring the performance of the DNS under different operating conditions, developing solutions related to Universal Acceptance, and using the DNS for new activities.

After entries close, seven teams' proposals will be selected by a jury to make full presentations. The top four teams will be funded for six months to develop their projects. As prizes, from amongst the finalists, NASSCOM will offer internship opportunities to some; ICANN will offer a couple of special fellowships.

## Why is ICANN supporting the DNS Project Competition?

As the Internet continues to expand (India has 600 million users), it is increasingly important to involve the younger generations, who are digital natives, in Internet governance discussions. The youth represent future leaders, and we encourage them to take an active role in shaping how the Internet is used as well as policy development. The experience of participating in this competition will help students to understand the DNS better and encourage further participate in local and regional Internet governance events.

The competition website: [www.dnscompetition.in](http://www.dnscompetition.in)

---

# Get Involved with ICANN

# Get Involved and Informed



**Attend an ICANN Public Meeting.** Three times a year, ICANN holds free and open public meetings in different regions around the world. Visit [meetings.icann.org](https://meetings.icann.org) to learn more.



Visit [go.icann.org/journey](https://go.icann.org/journey) to learn how you can attend an ICANN Public Meeting as part of the NextGen@ICANN or ICANN Fellowship programs.



Take a free online course at [learn.icann.org](https://learn.icann.org).



Attend events in your region.



Find and participate in an ICANN community group by visiting [icann.org/community](https://icann.org/community).



Sign up for ICANN news alerts and regional newsletters.



One World, One Internet

Visit us at [icann.org](http://icann.org)



[@icann](https://twitter.com/icann)



[facebook.com/icannorg](https://facebook.com/icannorg)



[youtube.com/icannnews](https://youtube.com/icannnews)



[flickr.com/icann](https://flickr.com/icann)



[linkedin/company/icann](https://linkedin/company/icann)



[slideshare/icannpresentations](https://slideshare/icannpresentations)



[soundcloud/icann](https://soundcloud/icann)