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## **VeriSign New gTLD Services: A New gTLD for the Charitable and the NGO Sector**

Tobias Wann





# What this means for .ngo sector – Benefits

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## Clarity



- Consumers will grow to expect charities to have a .ngo gTLD
- Consumer education would help establish
- Can be as simple as explanation on your site

## Security



- Expected to reduce some types of fraud, open to other attacks as any gTLD
- Will impact Phishing but not cure it. DNSSEC as standard
- Could impact “major disaster” related fraud

## Control



- Community gTLD, sector sets Entry Criteria
- Strict Eligibility criteria
- Tighter control





# What this means for .ngo sector – Business Case

This is an initial attempt at creating a business case for implementing which requires validation\*

ASSUMPTIONS	VALUE	SOURCE
<b>Size of the problem</b>		
Charitable fraud in the UK	<b>£680 million</b>	Fraud Advisory Panel <sup>1</sup>
Percentage of which is online	<b>10% (£68 million)</b>	VeriSign estimate <sup>2</sup>
<b>Implementation costs</b>		
Cost to implement .ngo	<b>£115,000</b>	ICANN Application Fee <sup>3</sup>
Annual running costs of .ngo	<b>£15,500</b>	ICANN Annual Fee <sup>4</sup>
<b>Potential Fraud Reduction</b>		
Potential reduction in fraud in year 1	<b>10% (£6.8 million)</b>	VeriSign estimate <sup>5</sup>
Potential reduction in fraud in year 2	<b>15% (£10.2 million)</b>	VeriSign estimate <sup>6</sup>
Potential reduction in fraud in year 3	<b>20% (£13.4 million)</b>	VeriSign estimate <sup>7</sup>

- 1 Fraud Advisory Panel - Charity Fraud Occasional Paper January 2008
- 2 Conservative estimate based on 2004 South Asian Tsunami Relief online donation proportion of 33% recognised as a high proportion (Source: "Network for Good: Impulse on the Internet: How Crisis Compels Donors to Give Online")
- 3 ICANN application costs stated only, does not include registry and administration costs, £ value is representative of ICANNs stated \$185,000 application fee
- 4 ICANN annual fees stated only, does not include registry and administration costs, £ value is representative of ICANNs stated \$25,000 annual fee for domains with less than 50,000 registrations
- 5 Based on an estimated adoption rate for .ngo amongst Charities and NGOs of 40% in year one combined with a consumer awareness of 25% from appropriate PR activities
- 6 Based on an estimated adoption rate for .ngo amongst Charities and NGOs of 50% in year one combined with a consumer awareness of 30% from appropriate PR activities
- 7 Based on an estimated adoption rate for .ngo amongst Charities and NGOs of 60% in year one combined with a consumer awareness of 33.5% from appropriate PR activities

\*The above example does not include significant application preparation costs, possible dispute fees etc





## What this means for .ngo sector – If sector does apply

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### Q1: Can you get cross sector support?

#### Who is your community ?

- Industry associations?
- Major charities?
- Umbrella groups?

#### Do they want this ?

- Valid business case?
- Big enough benefits?
- Risks in not applying?

#### Globally co-ordinated ?

- Different language gTLDs?
- Existing global body?
- If not, who?

Article  
Development + Disaster Relief





## What this means for .ngo sector – If sector does apply

### Q2: What could the gTLD be? (some examples)

#### ■ .charity

- Clear message
- Excludes NGO
- Not international

#### ■ .ngo

- Most inclusive
- Well known
- International

#### ■ .give

- Clear message
- Memorable
- Not international

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- Could be all 3 (or any others) but would take multiple applications
  - Dependant on community, could include internationalised versions



# What this means for your sector – Funding

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## Q3: How could it be funded?

### Corporate Donations?

- CSR is high profile
- Provide application fee
- Provide running costs

### Investors?

- Potentially profitable gTLD
- Investors may be interested
- Does business case support?

### Associations?

- Provide policy oversight
- Best representatives
- Spread the cost





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