

News Corporation
Reply Comments regarding
New gTLD Board Committee Consideration of GAC Safeguard Advice
Submitted: June 4, 2013

News Corporation¹ appreciates the opportunity to comment on the Government Advisory Committee (GAC) Safeguard Advice with regard to new gTLDs.

News Corporation is a global media and entertainment company headquartered in the United States. News Corporation companies own and promote their offerings (e.g. films, audio-visual programming, books, newspapers, etc.) under numerous globally recognized and famous trademarks, such as FOX, 20th Century Fox, FX, Fox News, The Wall Street Journal, HarperCollins, and other brands. News Corporation companies actively engage in the advertising, marketing, promotion, distribution and/or sale of their respective offerings via the Internet and invest substantial human and financial resources in the development, protection, and enforcement of their respective brands and related offerings on a worldwide basis in an effort to defend and enhance their valuable intellectual property rights and protect consumers from confusion and fraud.

News Corporation fully supports the six safeguards on new gTLDs recommended by the GAC:

1. WHOIS Verification and Checks
2. Mitigating abusive activity
3. Security checks
4. Documentation
5. Making and Handling Complaints
6. Consequences

The need and call for these safeguards should not surprise anyone, as developing appropriate safeguards has been part of the new gTLD discussion from day one. Indeed the GAC has called for enhanced protections from the outset of the policy development process. Similarly, News Corporation, along with many others in the business community, have repeatedly commented that the protection of intellectual property (IP), and its resulting consumer benefit through the protection of brands and the trust that they engender, is essential to the successful introduction of new gTLDs. We are appreciative of the GAC's more detailed recommendations which undoubtedly became necessary given the lack of responsiveness to the higher-level GAC advice to further enhance safeguards. We therefore urge ICANN to welcome and implement this GAC advice as a key element to creating a successful new gTLD program.

ICANN, the new gTLD program, and stakeholders would benefit from ICANN incorporating the GAC advice. These safeguards will increase competition and consumer choice, while reducing abusive registrations and the fraud that may result from them. The GAC safeguards are especially crucial to TLDs that are at a higher risk of abuse to cause harm to consumers, which includes sectors under the Intellectual Property category. The GAC safeguards are common sense procedures that any responsible

¹ On June 28, 2012, News Corporation announced that it intends to pursue the separation of its publishing and its media and entertainment businesses into two distinct publicly traded companies.

registry operator should be in a position to support and implement. ICANN should embrace the opportunity to work toward a safe, secure, and stable Internet for all stakeholders.

Thank you for all of the work that has been done to improve protections for brands and consumers with regard to the new gTLD program. We look forward to continuing to be part of this exciting time, and stand ready to help as the process continues to move forward.