

## .music Applicant Comparison

	DotMusic Limited	.music LLC	Amazon S.a.r.l	Charleston Road	dot Music Limited	Victor Cross	Entertainment Nam	Dotmusic Inc
"Also Known As"	.MUSIC™	Far Further	Amazon	Google	Famous Four Media	Donuts	Minds and Machines	Radix
Application ID	<a href="#">1-1115-14110</a>	<a href="#">1-959-51046</a>	<a href="#">1-1316-18029</a>	<a href="#">1-1680-18593</a>	<a href="#">1-1175-68062</a>	<a href="#">1-1571-12951</a>	<a href="#">1-994-99764</a>	<a href="#">1-1058-25065</a>
Total Top-Level Domain Applications	1 (Focused)	1 (Focused)	76 (Portfolio)	101 (Portfolio)	60 (Portfolio)	307 (Portfolio)	71 (Portfolio)	31 (Portfolio)
Type of Application	Community (Restricted)	Community (Restricted)	Standard	Standard (Open)	Standard (Open)	Standard (Open)	Standard (Open)	Standard (Open)
.music-focused Social Media Presence	Extensive	Negligible	No	No	No	No	No	No
Governance Structure	Multi-stakeholder Music Community	Corporate (Private)	Corporate (Private)	Corporate (Private)	Corporate (Private)	Corporate (Private)	Corporate (Private)	Corporate (Private)
Policy Advisory Board	Yes	Yes	No	No	Yes	No	No	No
Community Member Organization Requirement	Formation <u>before</u> 2007 and <u>after</u> 2007.	Formed <u>before</u> 2007 only	No	No	No	No	No	No
Community Member Organization Resellers	Formation <u>before</u> 2007 and <u>after</u> 2007.	Formed <u>before</u> 2007 only						
Registry-Registrar Structure	Equal access non-discrimination model	Sole registrar model	Exclusive Access					
Accreditation Application & Requirements	Yes	No						
Who Can Register (Eligibility)	Entire Music Community	Portion of Music Community <sup>1</sup>	Only Amazon	Anyone	Anyone	Anyone	Anyone	Anyone
Community Member Verification	Yes	Yes	No	No	No	No	No	No
Phone & Email Authentication	Yes	No	No	No	No	No	No	No
Protect Famous Music Artist/Brand Names	<a href="#">Music Globally Protected Marks List (GPML)</a>	No	No	No	No	No	No	No
Domain Naming Conditions	Yes. 1. Entity name (or portion of); or	No	No	No	No	No	No	No
	2. Doing Business As; or	No	No	No	No	No	No	No
	3. Acronym (AKA); or	No	No	No	No	No	No	No
	4. Name recognizing entity; or	No	No	No	No	No	No	No
	5. Name describing entity	No	No	No	No	No	No	No
Use:								
Only Legal Activities	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Only Music-Related Activity Usage	Yes	Any Usage	Any Usage	Any Usage	Any Usage	Any Usage	Any Usage	Any Usage
Prohibits registering of domain								
with established artist's/brand's name	Yes	No	No	No	No	No	No	No
Content:								
Only Music-Related Content	Yes	Any type. No Formatting.	Any type	Any type	Any type	Any type	Any type	Any type
Quality Control (No Parking Pages)	Yes	No	No	No	No	No	No	No
Enforcement & Appeals Mechanisms	Extensive	Extensive	Generic	Generic	Generic	Generic	Generic	Generic
IP, Registration Policy Compliance & Appeals Provider	<a href="#">National Arbitration Forum (NAF)</a>	None	None	None	None	None	None	None
Policy/Trademark/Copyright Dispute Resolution	<a href="#">MPCIDRP</a>	None developed	None	None	None	None	None	None
Premium Channels for Registrants	Yes	No	No	No	No	No	No	No
Song Registry for Legal Music Licensing	Yes	No	No	No	No	No	No	No
Community Support*	Majority <sup>2</sup>	Majority <sup>2</sup>	No	No	No	No	No	No
.music-focused Social Media Engagement	Extensive. 5+ million across all media	Negligible	No	No	No	No	No	No
.music Community TLD Support Petition	1.5+ million signed petition	No	No	No	No	No	No	No
Public Community Outreach Campaign	200+ public events (2008-Present)	No	No	No	No	No	No	No
Trademark for .music	Yes. Over 40 countries and regions	No	No	No	No	No	Yes. 1 country	No
Press <u>before</u> Application Submission	Extensive. Major Publications.	No	No	No	No	No	No	No
.music Branding <u>before</u> Submission	Extensive. Media, Sponsorships & Events	No	No	No	No	No	No	No
Formal Objection or Relevant Opposition	None	Objections and Opposition	Objections	Objections	Objections	Objections	Objections	Objections

<sup>1</sup> Excludes legitimate music community members belonging to legitimate Music Community Member Organizations formed after 2007

<sup>2</sup> Both Community Applicants have overlapping memberships since majority of Community members have memberships with many Music Community Member Organizations

For More Info on .MUSIC™ (DotMusic):

[www.music.us](http://www.music.us)