

.MUSIC Applicant Comparison Chart: DotMusic Limited vs. Other .MUSIC Applicants



	DotMusic Limited	.music LLC	Amazon S.a.r.l	Charleston Road	dot Music Limited	Victor Cross	Entertainment Names	Dotmusic Inc
"Also Known As"	.MUSIC™	Far Further	Amazon	Google	Famous Four Media	Donuts/Rightside	Minds and Machines	Radix
Application ID	1-1115-14110	1-959-51046	1-1316-18029	1-1680-18593	1-1175-68062	1-1571-12951	1-994-99764	1-1058-25065
Total Top-Level Domain Applications Filed	1	1	76 (Portfolio)	101 (Portfolio)	60 (Portfolio)	307 (Portfolio)	71 (Portfolio)	31 (Portfolio)
Type of Application	Community	Community	Standard (Closed)	Standard (Open)	Standard (Open)	Standard (Open)	Standard (Open)	Standard (Open)
Policy Advisory Board & Multi-Stakeholder Governance	Yes.	Yes. Board still pending.	No	No	Limited Board	No	No	No
Community Member Organization Resellers/Partners	Yes	Yes	No	No	No	No	No	No
Music Organization Accreditation Requirements	Yes. Eligible organizations get priority in MCMO Phase(1)	No. Invite-only.	No	No	No	No	No	No
Who Can Register (Eligibility)	Entire global Music Community	Only those belonging to 42 organizations	No	No	No	No	No	No
Phone & Email Two-Step Authentication	Yes	No	No	No	No	No	No	No
Protect Famous Music Artist/Brand Names	Music Globally Protected Marks List (GPML)	No	No	No	No	No	No	No
Domain Naming Conditions	Yes. 1. Entity name (or portion of); or	No. Open	No. Open	No. Open	No. Open	No. Open	No. Open	No. Open
	2. Doing Business As; or	No. Open	No. Open	No. Open	No. Open	No. Open	No. Open	No. Open
	3. Acronym (AKA); or	No. Open	No. Open	No. Open	No. Open	No. Open	No. Open	No. Open

	4. Name recognizing entity; or	No. Open	No. Open	No. Open	No. Open	No. Open	No. Open	No. Open
	5. Name describing entity	No. Open	No. Open	No. Open	No. Open	No. Open	No. Open	No. Open
Use:								
Only Legal Music Activities	Yes. Only legal music activities allowed	No. Open	No. Open	No. Open	No. Open	No. Open	No. Open	No. Open
Only Music-Related Activity Usage	Yes. Only music usage allowed	No. Open	No. Open	No. Open	No. Open	No. Open	No. Open	No. Open
Prohibits registering of domain								
with established artist's/brand's name	Yes	No. Open	No. Open	No. Open	No. Open	No. Open	No. Open	No. Open
Content:								
Only Music-Related Content	Yes. Only music content allowed	No. Open	No. Open	No. Open	No. Open	No. Open	No. Open	No. Open
Quality Content Control (Parking Pages)	Yes. Parking pages are not allowed	No. Open	No. Open	No. Open	No. Open	No. Open	No. Open	No. Open
Policy, IP & Copyright Infringement Enforcement	Extensive enforcement measures constituting a coherent set	No. General	No. General	No. General	No. General	No. General	No. General	No. General
Enforcement & Appeals Mechanisms	Appropriate appeals mechanisms	No. General	No. General	No. General	No. General	No. General	No. General	No. General
Independent Dispute Resolution Provider	Yes. National Arbitration Forum (NAF)	None specified	None	None	None	None	None	None
Music-Focused Registration Policy Dispute Resolution	MPCIDRP	Partial. Only for Eligibility (MEDRP)	No	No	No	No	No	No
Music-tailored Copyright Protection Provisions	Extensive enhanced safeguards and copyright provisions (2)	No. General.	No. General.	No. General.	No. General.	No. General.	No. General.	No. General.
Community Definition	Organized & delineated logical alliance of music communities	Segments from 42 organizations	Open	Open	Open	Open	Open	Open
Community Support	Majority. Coalition represents over 95% of global music consumed	Minority. Only 4 million members.	Open	Open	Open	Open	Open	Open
Community Objection	There has been no	Objection.	Objection.	Objection.	Objection.	Objection.	Objection.	Objection.

	Community Objection or relevant opposition (3)							
Music-Tailored Public Interest Commitments (PIC)	Public Interest Commitments with Clarifications (4)	No	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)	Negligible	No	No	No	No	No	No
.music-focused Social Media Engagement	Extensive. 5+ million across all media	Negligible	No	No	No	No	No	No
Trademark for .MUSIC™	Yes. Over 40 countries/regions	No	No	No	No	No	1 country	No
Community Premium Channels	Yes. Sorted by Type, Genre, Language, Geography, Keyword (5)	No	No	No	No	No	No	No
Global Legal Song Licensing Registry based on DNS	Yes	No	No	No	No	No	No	No

(1) DotMusic gives priority to members of Music Organizations during MCMO Phase. During General Availability all Community members (including non-MCMO members) can register a .MUSIC domain.

(2) DotMusic has more enhanced safeguards than all .MUSIC applicants combined. DotMusic has incorporated all IFPI/RIAA IP protection provisions that include stopping domain hopping, takedown policies, authorizations, permanent blocks, privacy/proxy, true name/address and trusted sender complaint policies.

(3) DotMusic addressed all concerns/comments raised by the Music Community and filed the PIC which clarifies how the Application serves the Community and the public interest. According to the ICANN New gTLD Program Applicant Guidebook: "To be taken into account as relevant opposition, such objections or comments must be of a reasoned nature. Sources of opposition that are clearly spurious, unsubstantiated, made for a purpose incompatible with competition objectives, or filed for the purpose of obstruction will not be considered relevant." (Community Priority Evaluation Guidelines, P.20)

(4) By filing these Public Interest Commitments with ICANN, DotMusic commits to serve the Music Community and Public Interest as clarified and may be held accountable via the PICDRP.

(5) The Premium Channels available to all validated community members are sorted/delineated according to NAICS community type (Musician/Band/Professional/Company), Genre (e.g. www.Rock.music), Language (e.g. French.music), Geography (e.g. London.music / France.music) and Keywords (e.g. Lyrics.music).

Note: DotMusic has partnered with Afilias, the backend registry provider of .ORG. Afilias is the second largest registry in the world with over 20 million domains under management, which is more than all other .MUSIC applicants combined (See <http://www.afilias.info/about-us>).