

DotMusic Limited: .MUSIC Community Application Specifications

	DotMusic Limited
"Also Known As"	.MUSIC™
Application ID	1-1115-14110
Total Top-Level Domain Applications Filed	1
Type of Application	Community (Restricted)
Policy Advisory Board & Multi-Stakeholder Governance	Yes.
Community Member Organization Resellers/Partners	Yes
Music Organization Accreditation Requirements	Yes. Eligible organizations get priority in MCMO Phase(1)
Who Can Register (Eligibility)	Entire global Music Community
Phone & Email Two-Step Authentication	Yes
Protect Famous Music Artist/Brand Names	Music Globally Protected Marks List (GPML)
Domain Naming Conditions	Yes. 1. Entity name (or portion of); or 2. Doing Business As; or 3. Acronym (AKA); or 4. Name recognizing entity; or 5. Name describing entity
Use:	
Only Legal Music Activities	Yes. Only legal music activities allowed
Only Music-Related Activity Usage	Yes. Only music usage allowed
Prohibits registering of domain with established artist's/brand's name	Yes
Content:	
Only Music-Related Content	Yes. Only music content allowed
Quality Content Control (Parking Pages)	Yes. Parking pages are <u>not</u> allowed
Policy, IP & Copyright Infringement Enforcement	Extensive enforcement measures constituting a coherent set
Enforcement & Appeals Mechanisms	Appropriate appeals mechanisms
Independent Dispute Resolution Provider	Yes. National Arbitration Forum (NAF)
Music-Focused Registration Policy Dispute Resolution	MPCIDRP
Music-tailored Copyright Protection Provisions	Extensive enhanced safeguards and copyright provisions (2)
Community Definition	Organized & delineated logical alliance of music communities
Community Support	Majority. Coalition represents over 95% of global music consumed
Community Objection	There has been no Community Objection or relevant opposition (3)
Music-Tailored Public Interest Commitments (PIC)	Public Interest Commitments with Clarifications (4)
.music Community TLD Support Petition	1.5+ million signed petition
Public Community Outreach Campaign	200+ public events (2008-Present)
.music-focused Social Media Engagement	Extensive. 5+ million across all media
Trademark for .MUSIC™	Yes. Over 40 countries/regions
Community Premium Channels	Yes. Sorted by Type, Genre, Language, Geography, Keyword (5)
Global Legal Song Licensing Registry based on DNS	Yes

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

(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).

For More Info on .MUSIC™ (DotMusic) visit: <http://www.music.us>

.MUSIC Supporting Organizations: <http://www.music.us/supporters>

E-Support the .MUSIC Community Application: <http://www.music.us/sign>

