

3GPP/PCG#8 Meeting
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Source: UMTS Forum

Title: An Internet top-level domain optimized for mobile use (mTLD)

Agenda item: 9

Document for:

Decision	
Discussion	
Information	X

An Internet top-level domain optimized for mobile use (mTLD)



The UMTS Forum mTLD SG

UMTS Forum mTLD 'starter group'

- Has been given the task to create concrete recommendations on how the UMTS Forum should go forward with the creation of an Internet top-level domain (TLD) optimized for mobile use.
- Will present its recommendations at the UMTS Forum GA#26 in June in Philadelphia and continue its work according to what is decided then.
- Consists of both operators and equipment vendors. Chaired by Reidar Wasenius (Nokia), vice chair Alan Price (Telnic).



Why is an mTLD important?

- Naming is a mandatory component in all larger packet networks for operative optimization and for identification
- Naming is a key control function
- Dedicated naming supports image building and business differentiation of mobility
- In IP, naming can be compared to international phone numbering: Common agreements are needed for smooth interoperability of operators' services



Benefits from an mTLD

Make access to services and mobile content creation easier for the mobile customer

Improve service quality to facilitate faster take up by mobile customers

Ensure that name registration of the mobile realm resides within the industry

Ensure that mobile services can be charged at a premium to fixed services

Increase the number of mobile websites through the mTLD and thereby increase the overall market size of Mobile Internet services

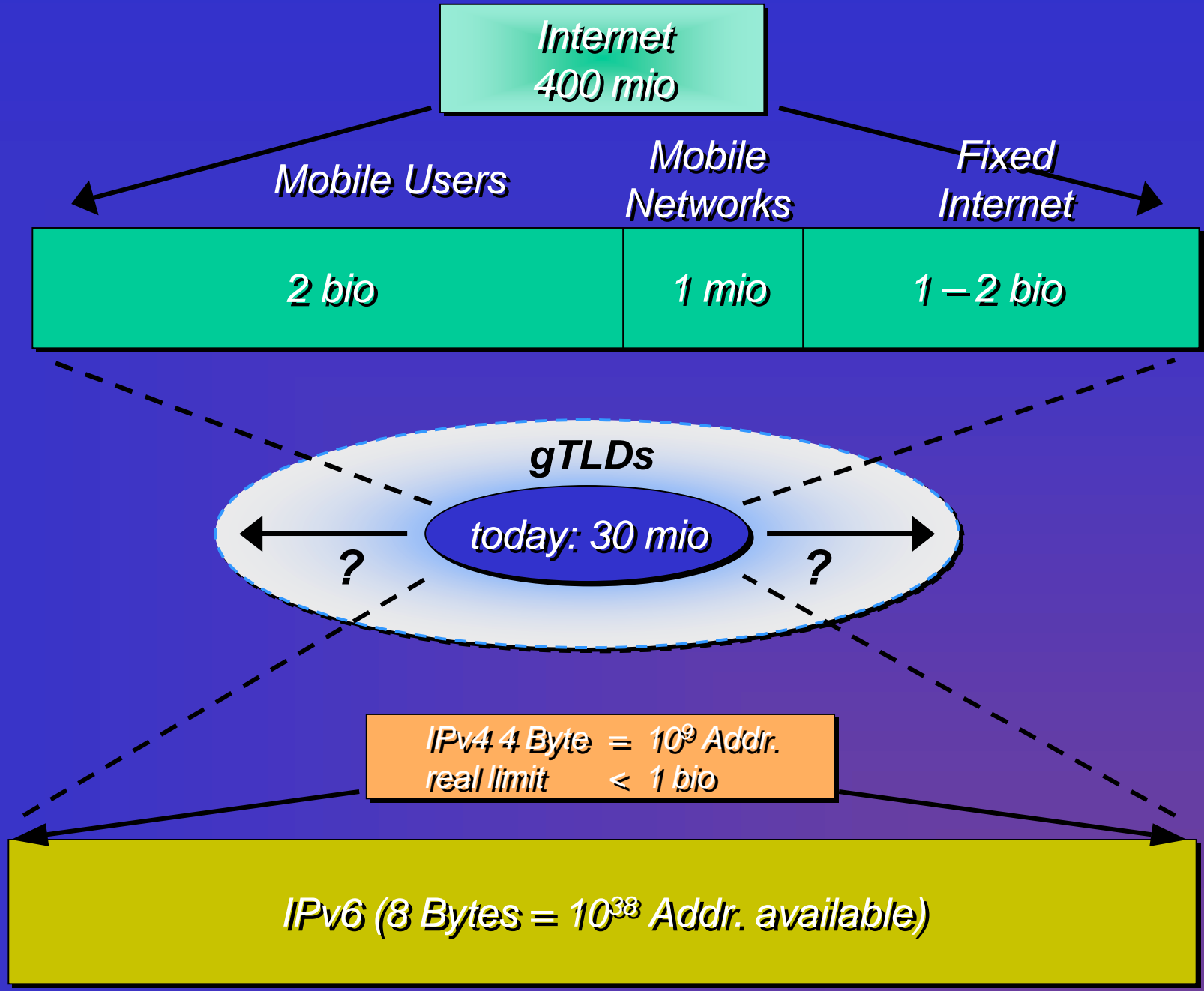
- A simple and intuitive naming structure allows identification of contents and services suitable for a mobile user
- The mobile industry controlling DNS server locations and operating the mTLD DNS service, ensures improved service quality through faster and more reliable DNS lookups
- Lack of freedom in pricing and defining the naming practices would be a business burden for the mobile industry
- Sub-optimal pricing decisions and registration practices could significantly slow down mobile services market growth
- A single common TLD for mobile use can preserve the current differentiation between mobile and fixed line communications also in future IP based networks
- Higher numbers of mobile content developers will benefit from greater visibility to the mobile world through mTLD identifiers
- The needs of **application roaming** are important



Today:

Entities
2010

Physical
Addr.
Cap.



DNS – bottleneck for Mobiles?

