

Source: Nokia
Title: Generic Mobile TLD
Document for: Discussion
Agenda Item:

1 Introduction

Nokia Corporation invites the mobile industry to continue discussion on the opportunity and potential of a generic Mobile TLD. This contribution includes a slide set in order to facilitate further discussion and analysis.

2 Proposal

3GPP Partners, its Members, and its Market Representation Partners are invited to further analyze the Generic Mobile TLD as a business concept, including potential enhanced or new technical solutions, mobile oriented content and services and implications of those in standards work

3 Further information

More information on TLD matters can be found at <http://www.icann.org>

For further information regarding this proposal please contact Reidar Wasenius (reidar.wasenius@nokia.com) and Kari Lang (kari.j.lang@nokia.com).

The following presentation is an outline of the Mobile TLD application that was submitted to ICANN by Nokia in October 2000.

Its goal is to evoke discussion on the topic so that views can be shared on what common business interests should be considered.

For those interested, it's also an open invitation to join in the creation of the new Mobile TLD.

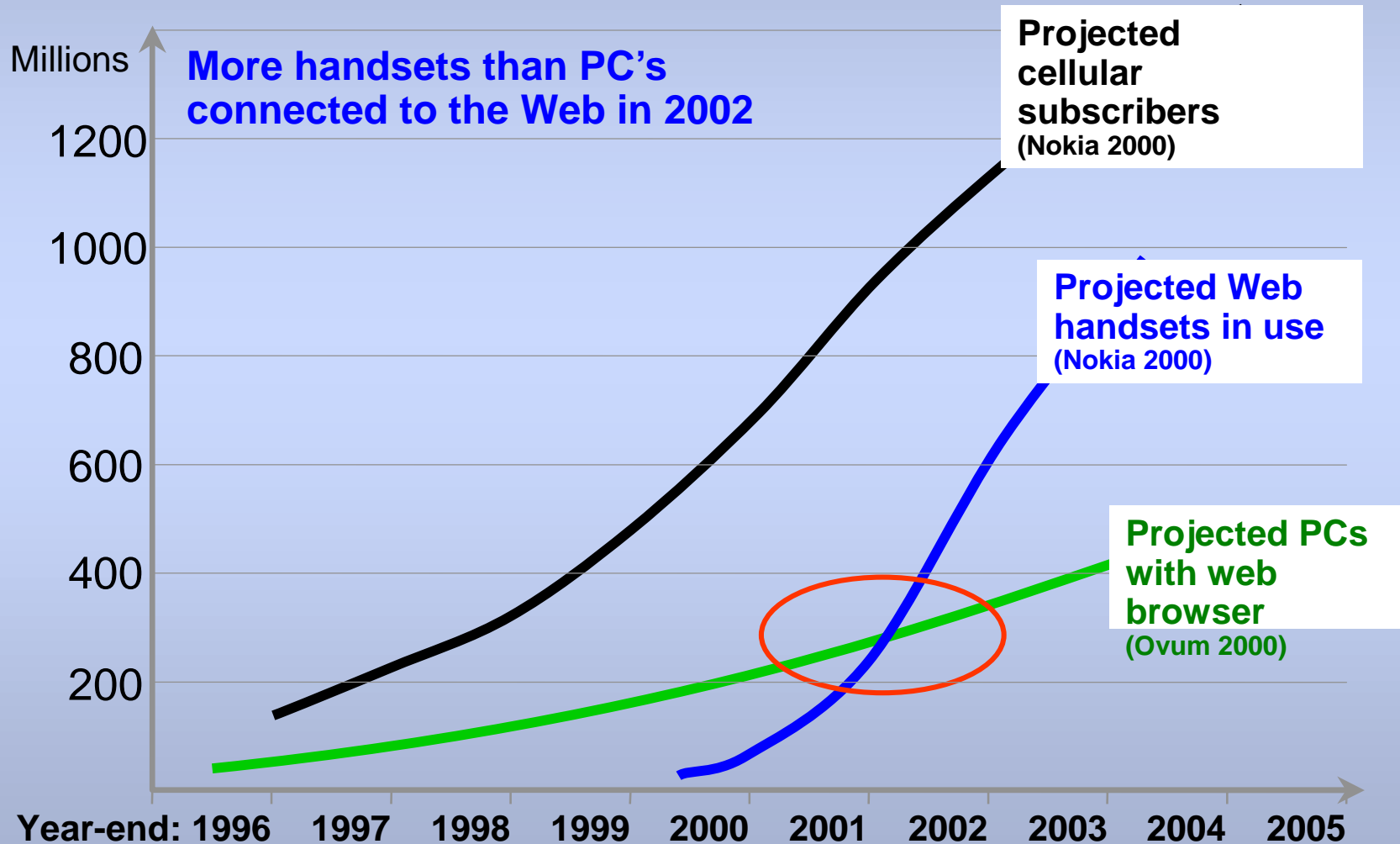
Any and all comments are warmly welcomed!

The Mobile TLD

- a new top-level domain (TLD), in which the domain name system is optimized for mobile devices and mobile Internet access

Mobile Internet outlook

This slide was presented by Matti Alahuhta at Nokia's Capital Markets Days in London at the beginning of December 2000



User benefits of a mobile TLD

- a trusted label of quality for content formatted for mobile use (markup language, size, coloring, layout, typography...)
- a label of quality for services optimized for mobile use (location, time, situation and user specific)
- an address (or a package of them) that is cool, personal and easy to remember for all modes of mobile communication
- more value added (e.g. reachability) services bundled with new types of mobile subscriptions offered by operators
- facilitated mobile IP communication directly P2P when the TLD has an enhanced mobile DNS

The Mobile TLD Forum

- The new top-level domain will be operated on a non-profit basis
- Its operations are governed by a new association to be formed
- It is to be international policy making body for the mobile top-level domain and its domain name system in the interest of the Internet community
- Companies and organizations are invited to join

The challenge

- Due to the distinct character and untraditional usage situations and patterns of mobile applications and services, the Mobile Internet will always have its particular needs.
- Technical solutions do not yet exist for ensuring updated routing information and a relevant name base connection for mobile hosts in a domain name system accommodating millions of constantly moving devices, which can be randomly switched on and off.
- This will be an interesting challenge for the developers of future Internet and mobile communications technologies.

More information on the Mobile TLD and the proposed Mobile TLD Forum

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