

# DNS Hell

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OK, so while readin my news sources today I came across an article on PCWorld that truly worries me as a DNS (Domain Naming System) Admin.

The article entitled "**Get Ready For .Smith, .Sports or .Love On the Web**" states that ICANN (Internet Corporation for Assigned Names and Numbers) has past a resolution that would allow "individuals, companies or groups could apply to have any string of letters established as a domain name. It could be a vanity name, for example -- .smith -- or a category name like .sports or .perfume. A company could also change its domain to reflect its brand, so Apple.com could become Apple.mac, for instance."

From a strictly MARKETING perspective - I could see this as being something "really cool". From the ADMIN side of the house - I see this as a NIGHTMARE. Currently, when my company or one of my private consulting customers purchases a domain name - I advise them to get all 3 TLD (Top Level Domain) variants of their name (.COM, .NET, and .ORG). This reduces the likelihood of someone else purchasing one of the other versions and then either "camping" on it or using it in direct competition. With Domain names costing as low as \$7.95 - this is a cheap "safety maneuver". These new TLDs are going to add a whole NEW level of complexity to the equation.

My next question is - Once you get a new TLD approved (to the tune of a minimum of \$100,000) - how much added extra strain will these new TLDs put on the root servers (THE BIG GUNS on the Internet)? For those who don't understand, let me explain:

When you point your web browser to a website, a LOT of things occur at near lightning speed in the background. The web browser sends the site name (ex. www.google.com) to your computer's DNS Client (every internet capable computer has one of these). That client says - "Oh - this site ends in .COM" and goes out and talks to a "Root DNS Server" on the internet and says "I have a .COM site I want to go to - it's name is 'google' - who's in charge of it?" The root server sends your DNS client to go talk to Google's DNS server. Your client says to Google's server "I need to find your 'www' site - what is it's IP address?" Google's DNS server sends back the appropriate address - which you DNS client in turn sends back to you web browser and you web browser then sends its request for pages to that IP Address.

These Root DNS Servers keep the records of DNS Server IP Addresses for all of our currently more than 200 TLDs. I can see this GREATLY impacting them as well.

So I supposed my question here is - IS IT WORTH IT JUST FOR SOME MARKETING PLOY?

Sid Wing "I remember when the Internet was SAFE!"