

New gTLD Applicant Support Program

An Overview



ICANN

A graphic illustration of Costa Rica featuring a volcano with smoke, a parrot, and palm trees.

COSTA RICA

11-16 March 2012

Agenda

- Program Background
- Program Overview
- Pro bono 3rd party services
- Financial Assistance
- Support Applicant Review Panel (SARP)
- Applicant Support Fund
- Customer Services
- Call to Action
- More Information and Links



Program Background

- Seeks to serve the global public interest by ensuring worldwide accessibility to, and competition within, the New gTLD Program
- Created to assist potential new gTLD applicants seeking both financial and non-financial support



Program Overview

- Pro bono 3rd Party Services
- Financial Assistance
- Applicant Support Fund



Pro Bono 3rd Party Services

- Peer to peer community support connecting those seeking and offering pro bono services
- Directory maintained on ICANN site
- Peer to peer help with application, technical, legal, translation, etc

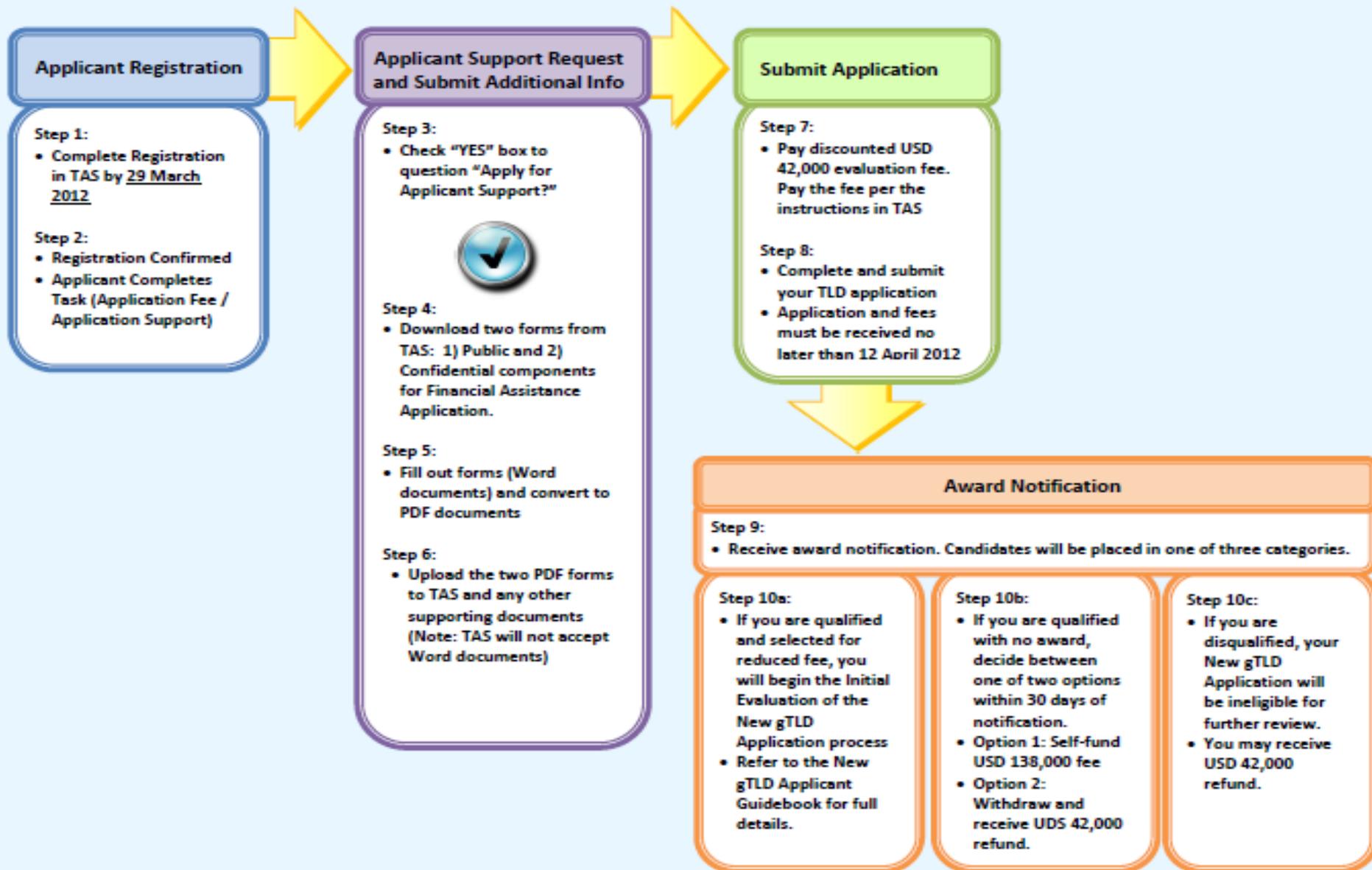


Financial Assistance

- Qualified candidates get fee reduction to **USD 47,000** or staggered payment option
- Additional step and info required in application
- Independent Support Applicant Review Panel (SARP) to review applications

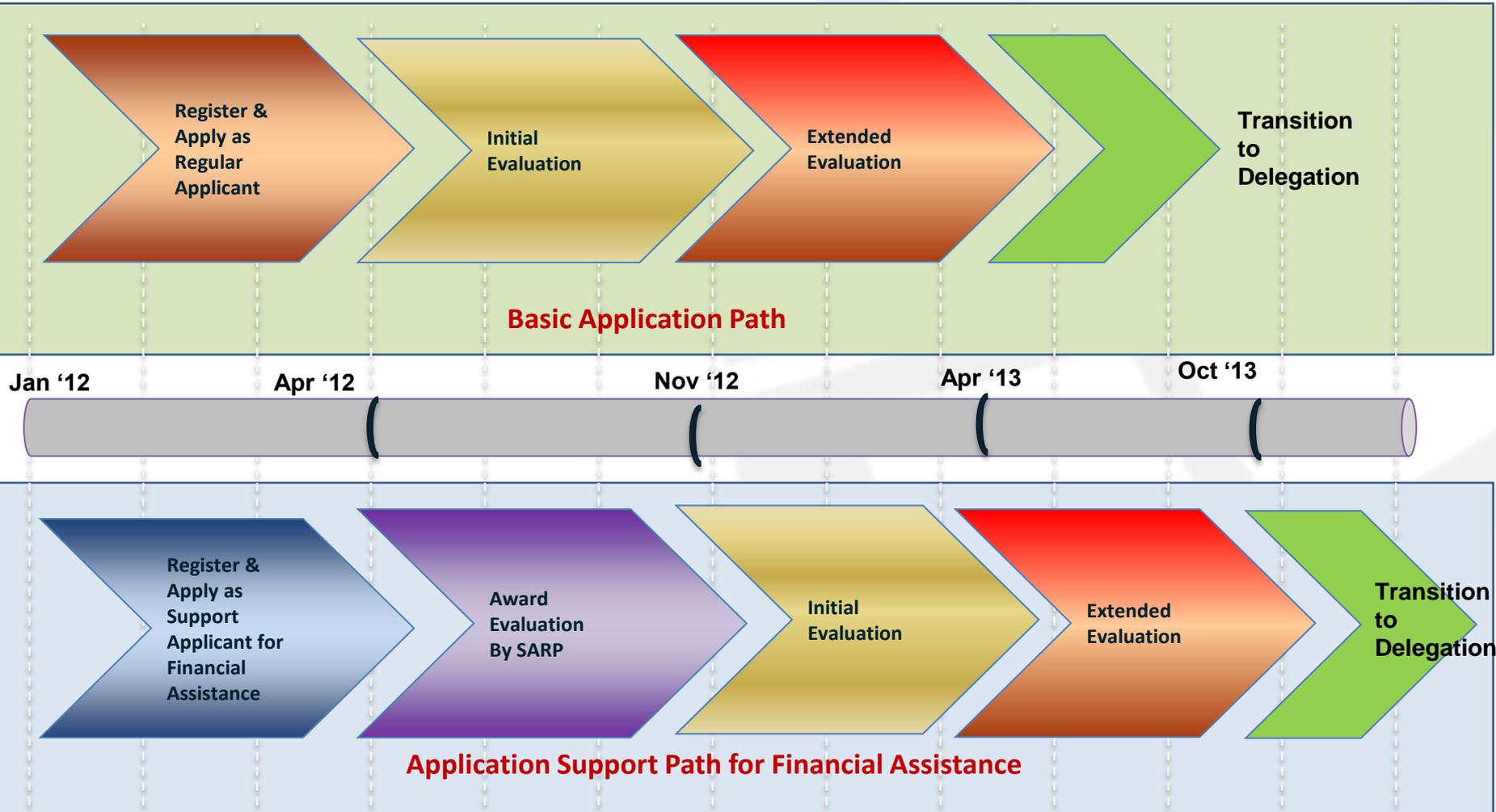


New gTLD Application Support Process



Relative Timeline for Application Support

Current Timeline with New gTLD Applications (assuming 500 or less applications)



Qualification Criteria

- **Public Interest Benefit**
 - ✓ must earn 5 of 9 possible points
- **Financial Need**
 - ✓ must earn 3 of 5 possible points
- **Financial Capabilities**
 - ✓ must earn 1 of 2 possible points



Important Note

If an application for Financial Assistance does not meet the threshold criteria, that application will be excluded from the entire New gTLD Program, not just the Financial Assistance component



Support Applicant Review Panel

S

- Independent volunteer panel

A

- Experience/Expertise in developing economies, serving public interest, grant awards

R

- Those outside of ICANN community encouraged to participate

P

- Evaluate per defined criteria
- Decisions are final



Recruiting SARP members

- Announced in January 2012
- Open until March 2012
- Selections in April
- Training in May
- Evaluation June to November 2012



Applicant Support Program Fund

- ICANN Board authorized **USD 2,000,000** for Applicant Support Program
- This initial fund will support 14 candidates
- Work ongoing to determine when third-party contributions can be accepted



Customer Service



- General program questions: <http://newgtlds.icann.org/en/applicants/customer-service>
- For pro bono 3rd party support and donation: candidate-support@icann.org
- For SARP contact sarp-eoi@icann.org



More info and links

- Program site:
<http://newgtlds.icann.org/en/applicants/candidate-support>
- Applicant Support Program Fact Sheet:
<http://newgtlds.icann.org/en/about/program/materials>
- SARP EOI Announcement:
<http://www.icann.org/en/announcements/announcement-3-03feb12-en.htm>
- FAQ: <http://newgtlds.icann.org/en/applicants/candidate-support/faqs>



Call for Action!

- Spread the word on the Applicant Support Program
- Recruit volunteers for SARP



Communications

Update



11-16 March 2012

Online Advertising Campaign

- Google Ad Campaign☑
 - Seven weeks/145 countries
 - Specific campaign targeting CMOs in dev economies
 - Resulted in nearly 22,000 visitors from 136 countries to the new gTLD website delivering more than 5,550,000 impressions



Social Media - Facebook & Twitter



- Regular Facebook updates
- Tweets 5-8 times/day
- Twitter followers grew from 8,000 in October to ~45,000 from all over the world
- Twibbon campaign for the Applicant Support Program



facebook



Global Press

- Over 10,000 global news articles about the program
 - ~2,500 articles in developing economies
- Coverage from high-profile news outlets such as: BBC, NBC, Reuters, WSJ, Guardian...



Live Events

- 59 live events
 - Spokespeople included: Board members, staff, and community members
- Reached ~14,500 people across five geographic regions



Program Materials

<http://newgtlds.icann.org/en/about/program/materials>

- Fact Sheets
 - Applicant Support, IDN, Government, Objection & Dispute Resolution, Rights Holders
- Presentations
 - Application & Evaluation Process, Applicant Support Program



Thank You

