New gTLD Program Activities

GNSO

23 Oct 2011
Communications
Application Readiness
Procurement
Applicant Support
Batching
Communications

Subtitle
Communications Campaign

• Launched the New gTLD website 19 September [http://newgtlds.icann.org](http://newgtlds.icann.org)

• Resources available:
  
  o Factsheets in 6 UN languages
  
  o Educational videos
  
  o Calendar of upcoming events and event reports
Communications Roadshow

• Over 35 events in over 20 different countries raising awareness at events, such as:
  — Futurecom in Sao Paulo (20,000 attendees)
  — Gitex in Dubai (100,000 attendees)

• Upcoming outreach events: Moscow, Beijing, Jakarta, Mexico, Argentina, Chile

• View upcoming events and reports from previous events:
  http://newgtlds.icann.org/program-status/upcoming-events
Application Readiness

Subtitle
Customer Service

- **Mission:** Provide support in a transparent and objective manner

- **How:** FAQs and Knowledge Base

- **Accessing customer service:**
  - Online self-help tools
  - [newgtld@icann.org](mailto:newgtld@icann.org), New gTLD website
  - Applicants get priority
Guidebook Updates - Board resolution

- IOC and Red Cross names
- GAC Early Warning and Advice processes
- URS loser pays threshold
Applicant Guidebook - Additional Updates

• Dates for Application Submission period
  – 12 Jan – 29 Mar 2012 user registration
  – 12 Jan – 12 Apr 2012 application submission

• Resources for Applicant Assistance
### When Can I Apply?

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## Planned Key Dates

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<tr>
<th>Date</th>
<th>Event</th>
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<tr>
<td>12 January</td>
<td>Application Window Opens</td>
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| 29 March 12 April | Initial Registration Due  
                  | Applications Complete / Window Closes                                  |
| 1 May         | Strings Posted  
                  | Opens:  
                  | ✓ Application Comment Process  
                  | ✓ GAC Early Warning  
                  | ✓ GAC Advice Period  
                  | ✓ Objection Period                                           |
| 12 June       | Initial Evaluation Begins                                             |
| 30 June       | Application Comment Process Closes  
<pre><code>              | GAC Early Warning Closes                                              |
</code></pre>
<p>| 12 November   | Initial Evaluation Closes Closes Results are Posted                   |</p>
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>29 November</td>
<td>Last day to elect Extended Evaluation</td>
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| 1 December | Begins:  
   ✓ Extended Evaluation  
   ✓ Transition to Delegation (for Clean Applications)  
   ✓ String Contention (for Applications not in Dispute Resolution or Extended Evaluation)  
   GAC Advice Period Closes  
   Last Day to file an Objection |
| 30 April  | Extended Evaluation Closes  
   Dispute Resolution Closes  
   Results & Summaries Posted                                               |
| 15 May    | String Contention Opens (for Applications with Variables)                          |
| 30 May    | String Contention Closes (for Clean Applications)  
   Results Posted                                                               |
Customer (ICANN) Readiness

- Contractual Compliance - improvement initiatives
- Registry Liaison – Training, EBERO, staffing up
- Registrar Liaison – Training, RADAR upgrades, staffing up
- Finance – Finance system enhancement in works
- Human Resources – Globalization of staff and offices
Procurement

Subtitle
Service Providers

- Background screening
  - String Similarity
  - DNS Stability
  - Registry Services
  - Geographic
  - Technical/Ops
  - Financial
  - Community Priority

- Quality Control
## Procurement for Post-Delegation Activities

<table>
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<tr>
<th>Provider</th>
<th>Function</th>
<th>Status</th>
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<tr>
<td>Emergency Back-End Registry Operator (EBERO)</td>
<td>Emergency provider to sustain critical registry functions during temporary failures or transition process</td>
<td>RFI open through 30 November 11</td>
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<tr>
<td>Trademark Clearinghouse</td>
<td>Data repository offering authentication and validation services for trademark data</td>
<td>RFI open through 25 November 11</td>
</tr>
<tr>
<td>Independent Objector (IO)</td>
<td>Objector to file and prosecute objections in public interest</td>
<td>RFP expected mid-November – combined with recruiting activity</td>
</tr>
<tr>
<td>Uniform Rapid Suspension (URS)</td>
<td>Provider(s) to administer URS complaints re: registered names</td>
<td>RFP expected mid-November</td>
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Applicant Support

Subtitle
Board Resolution – Singapore

- $2 Million funding
- Create opportunities for others to add funds
- Consider GAC fee waiver recommendation
- Consider JAS Working Group advice
- Developing a “sustainable” support system before Round 1 applications open in January.
JAS Report Content

- In time for first round
- $2MM to be administered via foundation
  - Reimburse applicant fees
  - Fund applicant infrastructure
- Fee reductions from $185 K to $47K (in addition)
- Staggered fees
- Applicant to pay back
- Relaxation of technical / operating req’ts
- Evaluation panel: mix of community and ICANN-hired experts
• Governments should be able to participate
• $2MM to fund applicant infrastructure
• Fee reductions to $47K in addition
• In-kind support
• Applicant to pay back
• Relaxation of continuing operating instrument requirement
• Bundling IDN string requests
Challenges

• Difficult timing for first round
  – to solicit contributions
  – to set up foundation (bank account sufficient)
  – retain panel

• Applicant qualification based on need, serving public benefit

• Dealing with constrained resources
  – all qualified to some type support
  – most deserving of those receive financial support

• Perception: would not meaningfully, nor sustainably, support applicants
Batching

Subtitle
Considerations/Requirements

• Fair and objective for all potential applicants
• Comply with applicable laws
• Should be consistent with AGB
• Delegations must not exceed 1,000 per year
• Address potential abuses
• Makes sense: e.g., keep similar and identical strings in same batch
Possible approaches to:

• Reduce need for batching:
  – “Opt In/Opt Out”
  – Lengthen initial evaluation to accommodate more applications in one batch

• Batching:
  – Random selection
  – Secondary Time stamp
  – Charity auction
IDN Variant Issues Project

IDN Variant Issues Project Phases

- Arabic Case Study Report
- Chinese Case Study Report
- Cyrillic Case Study Report
- Devanagari Case Study Report
- Greek Case Study Report
- Latin Case Study Report

Integrated Issues Report

Development of Solutions

Public Comment

Dakar, Sénégal
23 - 28 October 2011
Integrated Issues Report

IDN Variant Issues Project - Second phase

- Development of an Integrated Issues Report, based on the 6 Case Study Reports
- Summarizes and synthesizes the issues identified by the case study teams.
Integrated Issues Report

Team:

• A Coordination Team comprised of representatives from the case study teams, and

• ICANN staff and consultants

http://www.icann.org/en/announcements/announcement-4-03oct11-en.htm
Integrated Issues Report

Issues Report
Coordination Team

Harald Alvestrand
Raiomond Doctor
Neha Gupta
Sarmad Hussain
Manal Ismail
Akshat Joshi
Cary Karp
Mahesh Kulkarni
Xiaodong Lee

Evangelos Melagrakis
Alexey Mykhaylov
Panagiotis
Papaspiliopoulos
Vaggelis Segredakis
James Seng
Vladimir Shadrunev
Alexei Sozonov
Joseph Yee
Integrated Issues Report

Two sections.

• Common issues across the cases studied

• Issues particular to specific cases
Also to provide:

• Roadmap that can be used for study and development of additional case study reports
Objectives:

• Identify the set of issues that require solutions for a common IDN variant TLD mechanism
• Identify any sets of issues to be solved for specific scripts
• Classify issues according to type (e.g., technical, policy, other) and priority
Integrated Issues Report

(Objectives):

• Identify appropriate groups/processes to resolve these issues

• Identify areas where further study is needed, if any

• Document the levels of support for conclusions
Integrated Issues Report

(Objectives):

• Document the analysis and rationale undertaken for conclusions reached

• Create “roadmap for additional cases”
Integrated Issues Report

Key Stakeholders:

• The ICANN Board of Directors and the Board Variants Working Group (BV-WG)

• Policy groups (including the GNSO, ccNSO) and advisory committees

• Potential TLD requestors/applicants
Integrated Issues Report

Working Practices:

• ICANN Project team staff will perform the drafting and editing

• The Coordination Team will have an advisory and reviewing role and liaise with the 6 case study teams
Integrated Issues Report

(Working Practices):

• The Community Wiki will be regularly updated with the relevant materials
  https://community.icann.org/display/VIP/Home

• The Coordination Team will meet by teleconference - frequency to be determined by the Team
Integrated Issues Report

Proposed Timeline:

• 3 Oct 11: 6 Case Studies public comment period starts

• 22 Oct 11: Coordination Team meets in Dakar

• 14 Nov 11: Public comment closing date
(Proposed Timeline):

• 14 Nov 11: Case Study Teams begin analysis of comments. (Revised reports from the teams are not required)

• 28 Nov 11: Case Study Team analysis to ICANN.
Integrated Issues Report

(Proposed Timeline):

- 5 Dec 11: Draft Integrated Issues Report is circulated to team for review
- 15 Dec 11: Integrated Issues Report is posted for public comment
Integrated Issues Report

(Proposed Timeline):

• 30 Jan 12: Public comment period closes
• 20 Feb 12: Integrated Issues Report is published
• Mar 12: ICANN Board considers at ICANN Costa Rica
Thank You
Questions