New gTLD Program Update

26 Oct 2011
Agenda

- Applicant Guidebook
- Evaluation process
- Operations
- Issues under discussion
- Communications
Applicant Guidebook
Updates per Singapore Board Resolution

- IOC and Red Cross names
- GAC Early Warning and Advice processes
- URS loser pays threshold
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

http://newgtlds.icann.org/applicants/candidate-support
GAC Early Warning

• **WHEN:** Concurrent with 60-day Application Comment period

• **WHAT:** Notice only, not a formal objection

• **WHY:** Notice to GAC by 1 or more governments that application might be problematic
GAC Early Warning Process

1. GAC receives notice from government(s)
2. GAC issues EW to ICANN Board (consensus not required)
3. Applicant notified of GAC EW
   - Withdraws application (within 21 days)
   - Continues application (may address issue with gov’t representative)
Recommendations

• Take GAC Early Warning seriously (likelihood that application could be the subject of GAC Advice)

• Identify potential sensitivities in advance of application submission, and work with relevant parties beforehand to mitigate concerns
GAC Advice on New gTLDs

• To address applications that are identified by governments to be problematic, e.g., that potentially violate national law or raise sensitivities
  • GAC intention to develop standard vocabulary and set of rules for use in providing its advice
  • To be submitted by close of Objection Filing Period

• Applicant may submit a response before GAC Advice is considered by Board

• Board must provide reasons if it disagrees
Evaluation Process
# When Can I Apply?

## 2012

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Application not considered complete if:

- Received after deadline (12 April 2012)
- Evaluation fee has not been paid
- Application form is incomplete
Application Process

Application Period Module 1

Initial Evaluation Module 2

Extended Evaluation Module 2

Objection / Dispute Resolution Module 3

String Contention Module 4

Transition to Delegation Module 5
Basic Evaluation Path

- All Mandatory Questions Answered
- Required Supporting Documents in Proper Form

**Background Screening**

**Evaluation Panels**
- String Similarity
- DNS Stability
- Geographical Names
- Technical/Operational Capability
- Financial Capability
- Registry Services

**Transition to Delegation**
- Contract Execution
- Pre-Delegation Check

Delegations may occur as early as Jan 2013
### Key Dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>12 January</td>
<td>Application Window Opens</td>
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<tr>
<td>29 March 12 April</td>
<td>Initial Registration Due Applications Complete / Window Closes</td>
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<td>1 May</td>
<td>Strings Posted Opens:</td>
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<td>✓ Application Comment Process</td>
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<td>✓ GAC Early Warning</td>
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<td>✓ GAC Advice Period</td>
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<td>✓ Objection Period</td>
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<td>12 June</td>
<td>Initial Evaluation Begins</td>
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<td>30 June</td>
<td>Application Comment Process Closes</td>
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<td>GAC Early Warning Closes</td>
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<tr>
<td>12 November</td>
<td>Initial Evaluation Closes Results are Posted</td>
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# Key Dates

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<th>Date</th>
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<td>29 November</td>
<td>Last day to elect Extended Evaluation</td>
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<td>1 December</td>
<td>Begins:</td>
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<td>✓ Extended Evaluation</td>
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<td>✓ Transition to Delegation (for Clean Applications)</td>
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<td>✓ String Contention (for Applications not in Dispute Resolution or</td>
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<td>Extended Evaluation)</td>
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<td>GAC Advice Period Closes</td>
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<td>Last Day to file an Objection</td>
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<td>30 April</td>
<td>Extended Evaluation Closes</td>
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<td>Dispute Resolution Closes</td>
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<td>Results &amp; Summaries Posted</td>
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<tr>
<td>15 May</td>
<td>String Contention Opens (for Applications with Variables)</td>
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<td>30 May</td>
<td>String Contention Closes (for Clean Applications)</td>
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<td>→ Results Posted</td>
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2011

2012
Service Providers

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

- Quality Control
Evaluation Panels

• Currently negotiating Evaluation Panel services contracts with final candidates

• Working through simulation exercises on evaluation procedures
## Evaluation Panels

<table>
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<th>Panel</th>
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<td>String Similarity</td>
<td>• InterConnect Communications</td>
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<td>DNS Stability</td>
<td>• Interisle Communications</td>
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<td>Registry Services</td>
<td>• Interisle Communications</td>
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<td>Geographic Names</td>
<td>• Economist Intelligence Unit</td>
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<td>• InterConnect Communications</td>
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<td>Financial / Tech / Ops</td>
<td>• Ernst &amp; Young</td>
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<td>• JAS Advisors</td>
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<td>• KPMG</td>
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<td>Community Priority</td>
<td>• Economist Intelligence Unit</td>
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<td>• InterConnect Communications</td>
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<td>Quality Control</td>
<td>• JAS Advisors</td>
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Background Screening

- RFP issued 30 August 2011
- 11 global firms responded
- Vendor selection currently underway
Quality Control Objectives

• Consistency
• Accountability
• Improvement
• Transparency
Quality Control Components

- Performing simulation exercises
- Initial sampling
- Blind re-evaluation (~15%)
- Random procedural reviews
- Independent report will be published
Program Governance

Oversight and program management to ensure effective program administration
Operations
Operational Readiness

• Study completed to:
  – identify key functions
  – capture current processes
  – determine the potential impacts
  – enable operational readiness

• Goals:
  – Addressing the effects and risks to operations
  – Anticipating and addressing the impact to existing operating processes
    • gTLD Program Office Legal
    • Finance IANA
    • Registry Liaison Registrar Liaison
    • Contractual Compliance
Operational Readiness

- **GPO**
  - Program Governance
    - Quality Control
    - Monitoring / Reporting
    - Resource Management
    - Ongoing Improvement
  - Service Providers
    - Evaluation Panels
    - Background Screening
    - Auction
    - Dispute Resolution
  - TAS
    - Application Submission
    - Application Evaluation
      - Security
  - Supporting Processes
    - Legal
    - Finance
    - Application Comments
  - Customer Service
    - Regional
    - Multi-lingual
    - Multi-channel
Procurement for Post-Delegation Activities

| Provider                                      | Function                                                                 | Status                                           |
|-----------------------------------------------|--------------------------------------------------------------------------|                                                 |
| Emergency Back-End Registry Operator (EBERO)  | Emergency provider to sustain critical registry functions during temporary failures or transition process | RFI open through 30 November 11                  |
| Trademark Clearinghouse                       | Data repository offering authentication and validation services for trademark data | RFI open through 25 November 11                  |
| Independent Objector (IO)                    | Objector to file and prosecute objections in public interest             | RFP expected mid-November – combined with recruiting activity |
| Uniform Rapid Suspension (URS)                | Provider(s) to administer URS complaints re: registered names            | RFP expected mid-November                        |
Issues under discussion
Registry-Registrar Cross-Ownership (Vertical Integration)

• For new gTLDs, registries will be able to compete as registrars, and registrars will be able to compete as registries

• For existing gTLDs, cross-ownership is deferred pending further discussions including with competition authorities
Batching: 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
Applicant Support

- Applicant Support Program can be found under the Applicants tab on: http://newgtlds.icann.org
  - Applicants seeking support and organizations offering support can find each other

- $USD 2 million allocated as seed funding to assist applicants from developing economies
  - Criteria and process for grant allocation will be posted to the new gTLD site once the information is available
Communications
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
  – New gTLD website
  – Applicants get priority
Communications Campaign

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

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

• Over 35 events in over 20 different countries raising awareness at events

• More outreach events planned: Moscow, Beijing, Jakarta, Mexico, Argentina, Chile

• View upcoming events and reports from previous events: http://newgtlds.icann.org/program-status/upcoming-events
Communications - Social & Traditional Media

• Traditional media
  — 5,800+ news articles on new gTLDs since 18 June 2011

• Twitter
  — 1,300+ followers. Up from ~400 a year ago
## Remaining New gTLD Sessions

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<td>Trademark Clearinghouse Work Session</td>
<td>Wed, 26 October 12:00 - 13:30</td>
<td>Chapiteau Tent</td>
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<tr>
<td>Operations Instrument (COI) - Discussion on RySG proposal</td>
<td>Thu, 27 October 09:00 - 10:30</td>
<td>Big Amphitheater</td>
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<tr>
<td>New gTLD Application &amp; Evaluation Process</td>
<td>Thu, 27 October 11:00 - 12:30</td>
<td>Chapiteau Tent</td>
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Thank You
Questions