

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

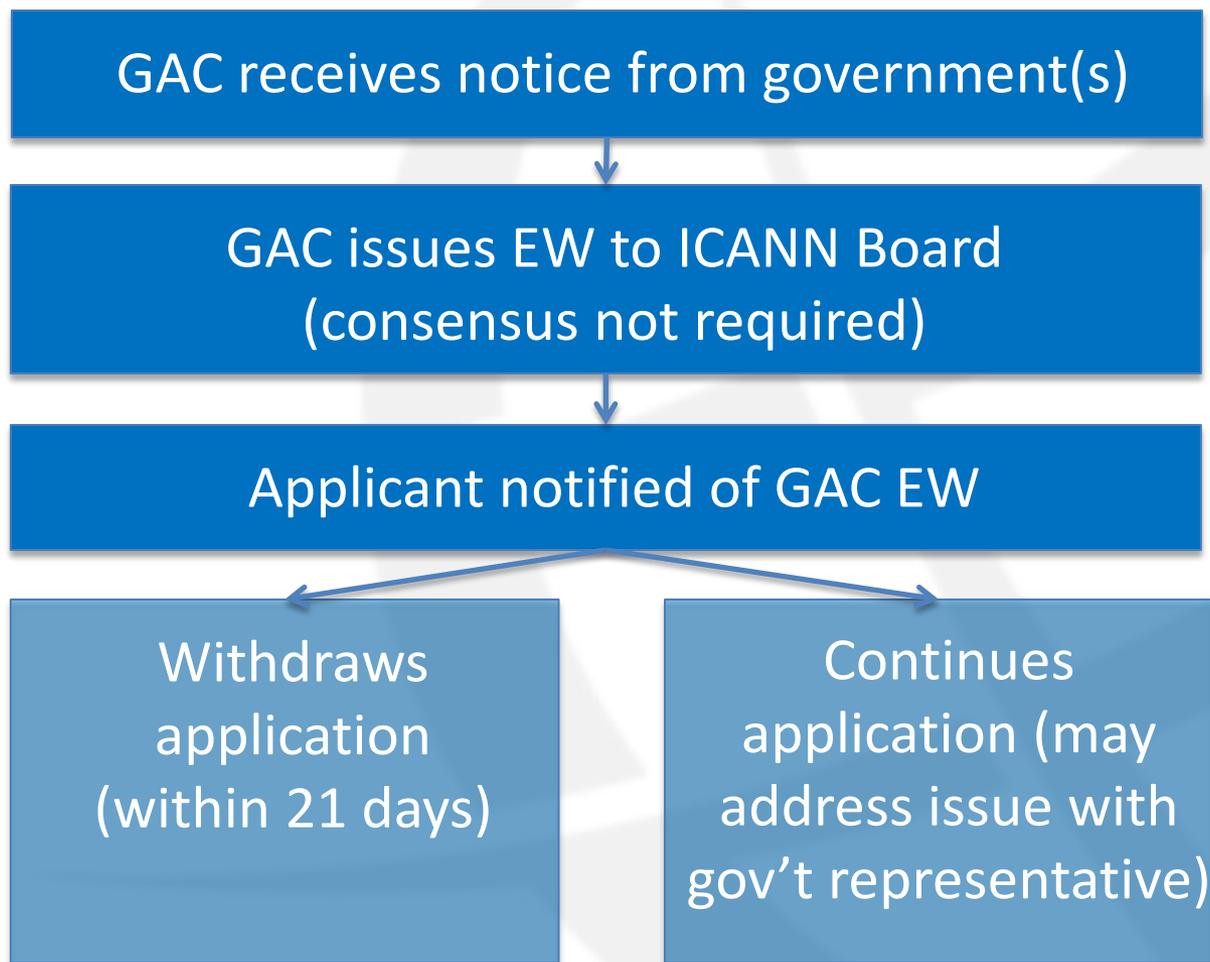
- Dates for Application Submission period
 - 12 Jan – 29 Mar 2012 user registration
 - 12 Jan – 12 Apr 2012 application submission
- Resources for Applicant Assistance

<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



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

January

Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7				1	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25
29	30	31					26	27	28	29			

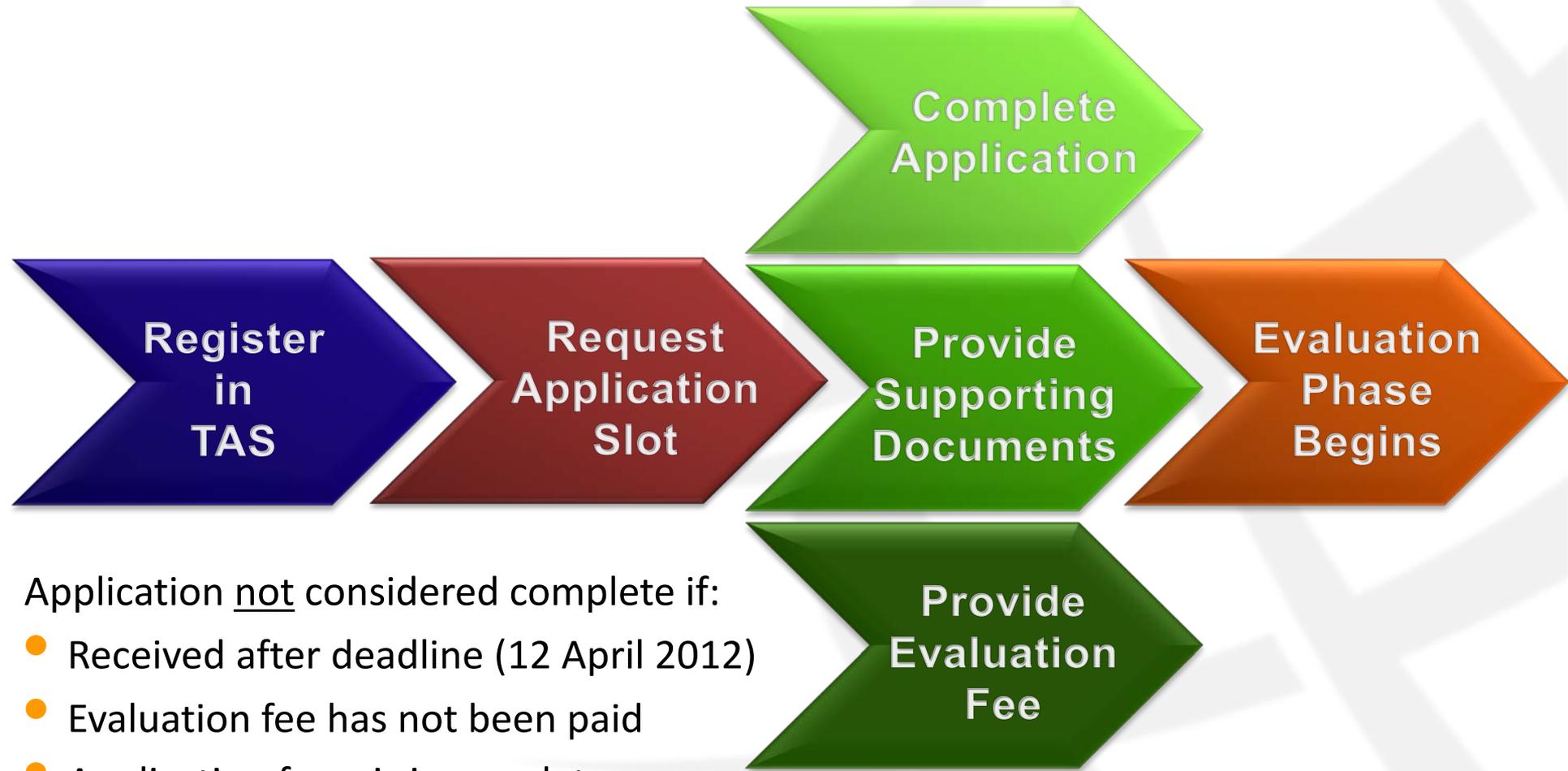
February

March

Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28
25	26	27	28	29	30	31	29	30					

April

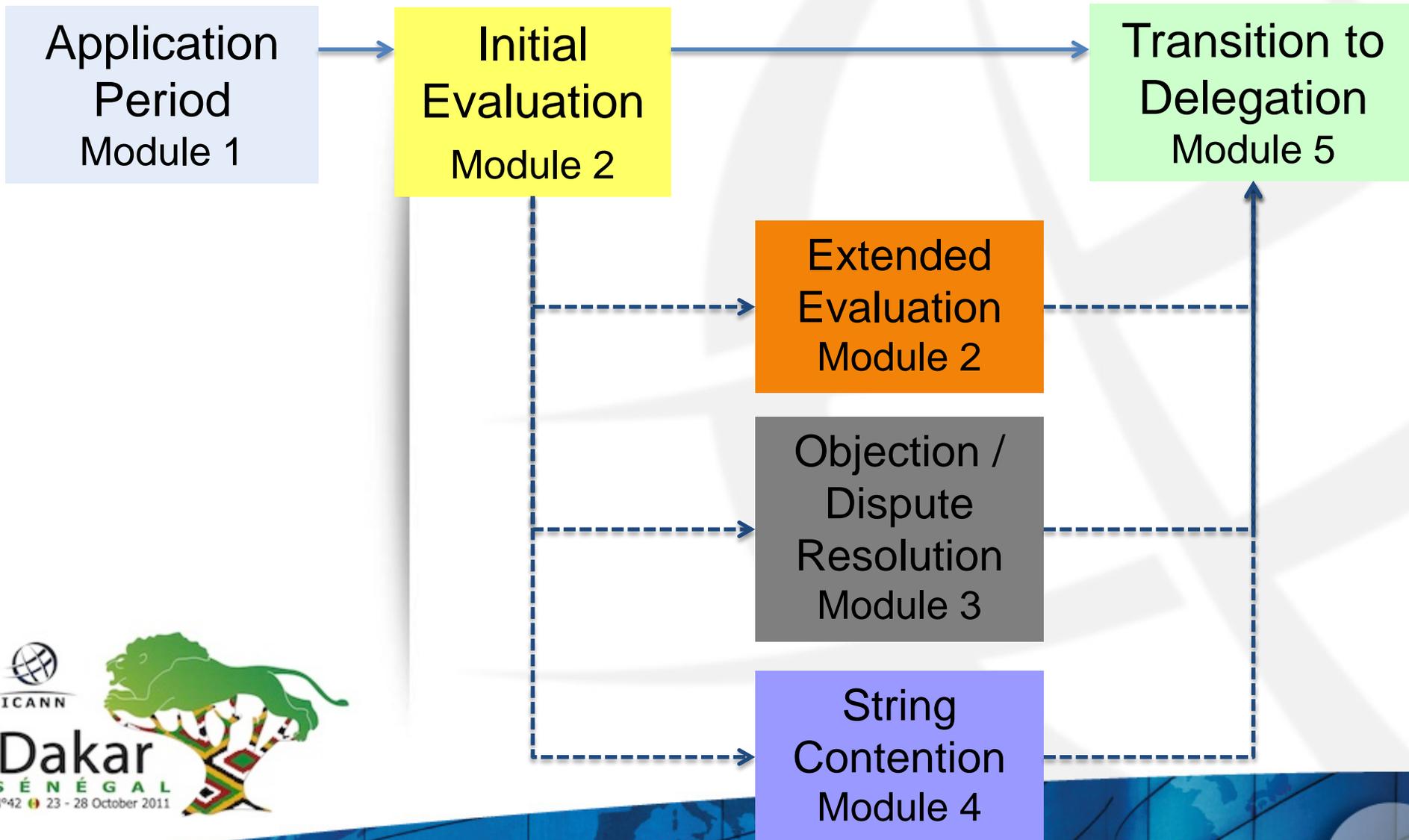
Application Process



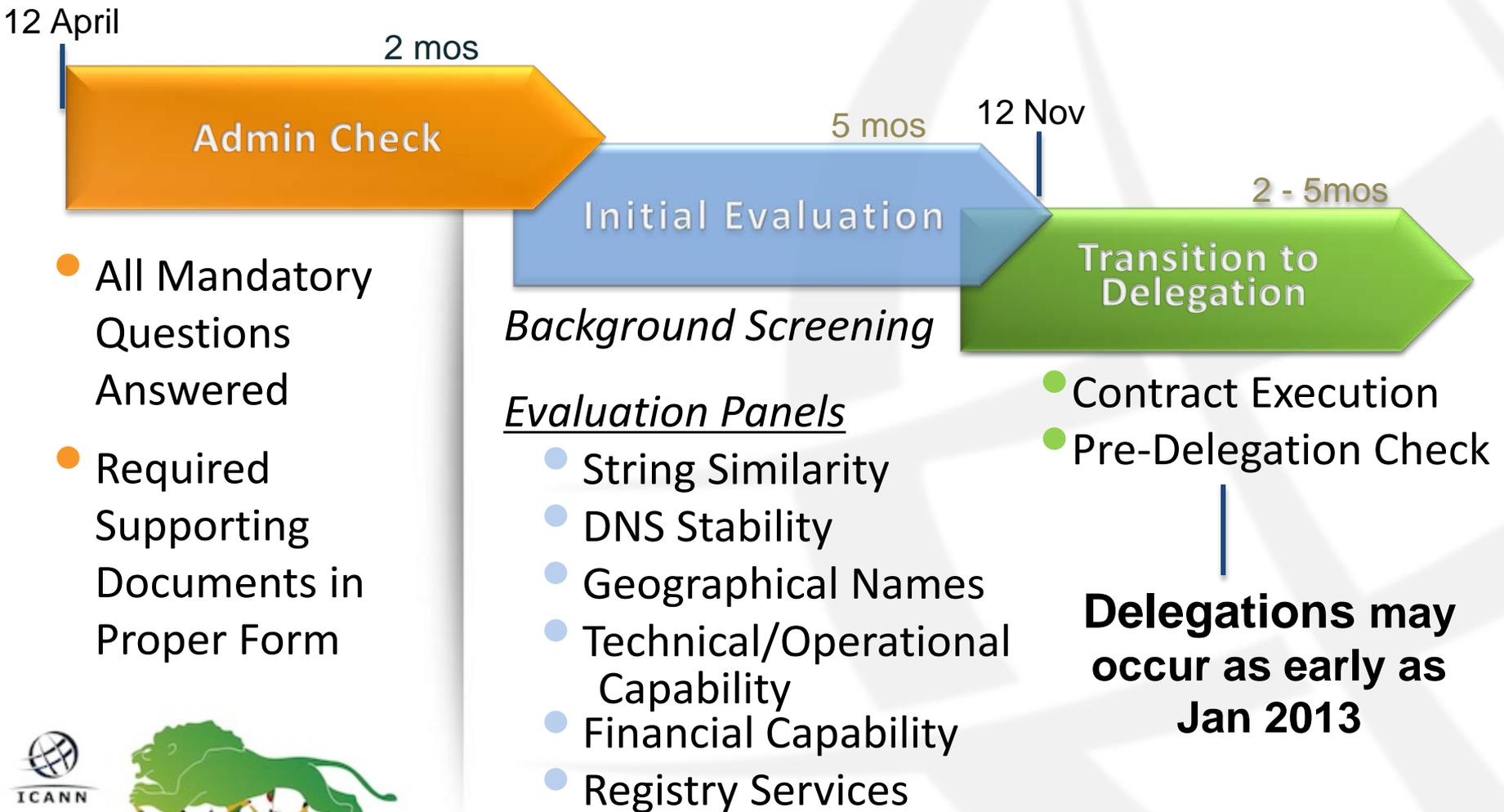
Application not considered complete if:

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

Application Process



Basic Evaluation Path



Key Dates

2011

12 January	Application Window Opens
29 March 12 April	Initial Registration Due Applications Complete / Window Closes
1 May	Strings Posted Opens: <ul style="list-style-type: none">✓ Application Comment Process✓ GAC Early Warning✓ GAC Advice Period✓ Objection Period
12 June	Initial Evaluation Begins
30 June	Application Comment Process Closes GAC Early Warning Closes
12 November	Initial Evaluation Closes → Results are Posted

Key Dates

2011

29 November

Last day to elect Extended Evaluation

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

2012

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



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

Panel	Service Providers
String Similarity	<ul style="list-style-type: none">• InterConnect Communications
DNS Stability	<ul style="list-style-type: none">• Interisle Communications
Registry Services	<ul style="list-style-type: none">• Interisle Communications
Geographic Names	<ul style="list-style-type: none">• Economist Intelligence Unit• InterConnect Communications
Financial / Tech / Ops	<ul style="list-style-type: none">• Ernst & Young• JAS Advisors• KPMG
Community Priority	<ul style="list-style-type: none">• Economist Intelligence Unit• InterConnect Communications
Quality Control	<ul style="list-style-type: none">• JAS Advisors

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

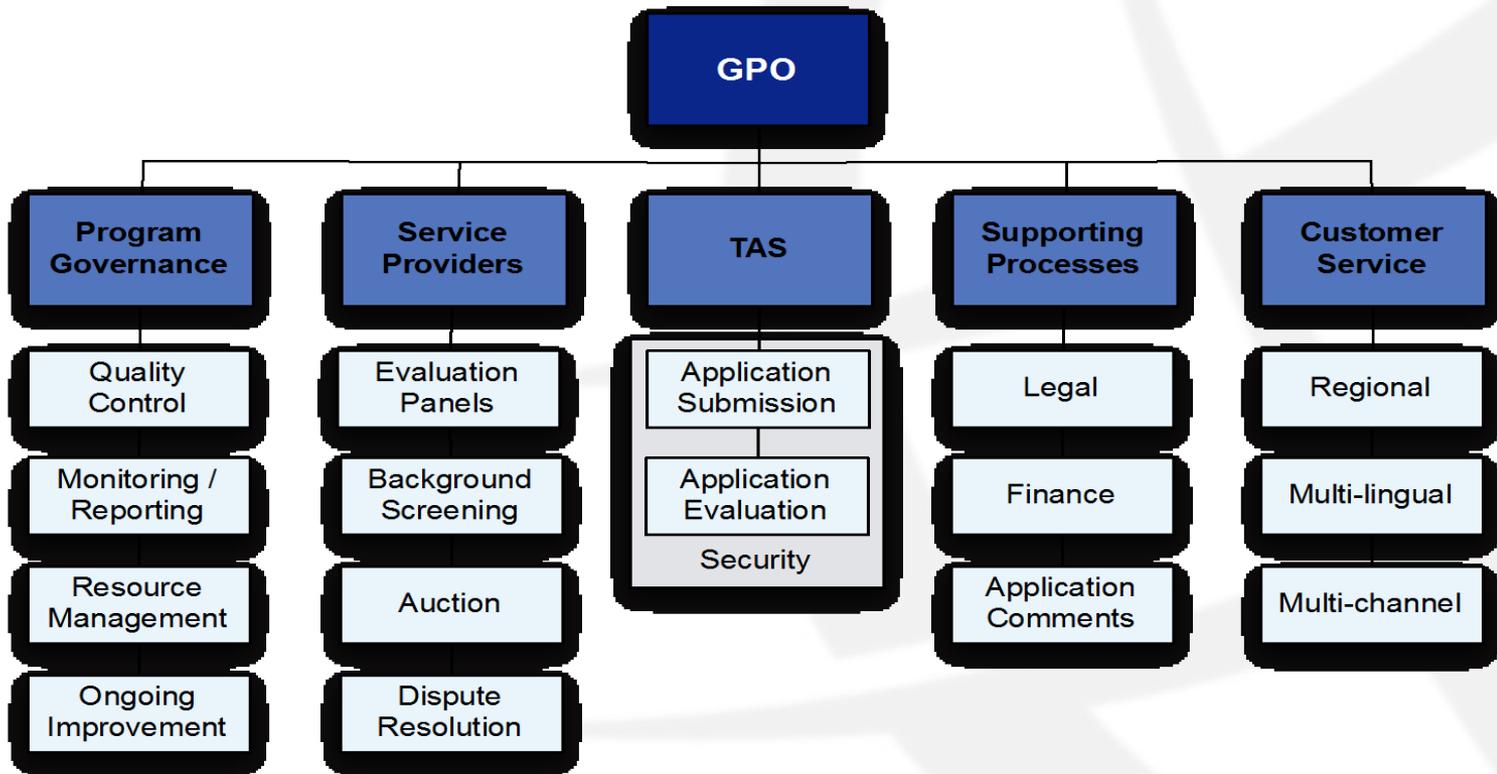


Operations

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



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>
- 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

Session	Date	Location
Trademark Clearinghouse Work Session	Wed, 26 October 12:00 - 13:30	Chapiteau Tent
Operations Instrument (COI) - Discussion on RySG proposal	Thu, 27 October 09:00 - 10:30	Big Amphitheater
New gTLD Application & Evaluation Process	Thu, 27 October 11:00 - 12:30	Chapiteau Tent

Thank You



Questions

One World

One Internet

