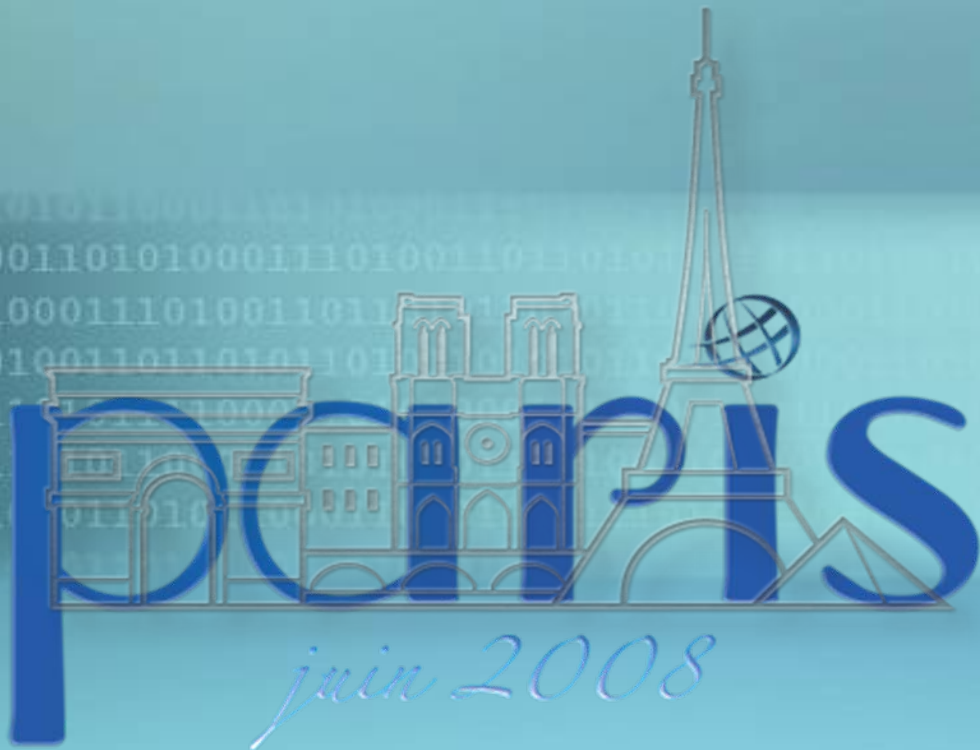
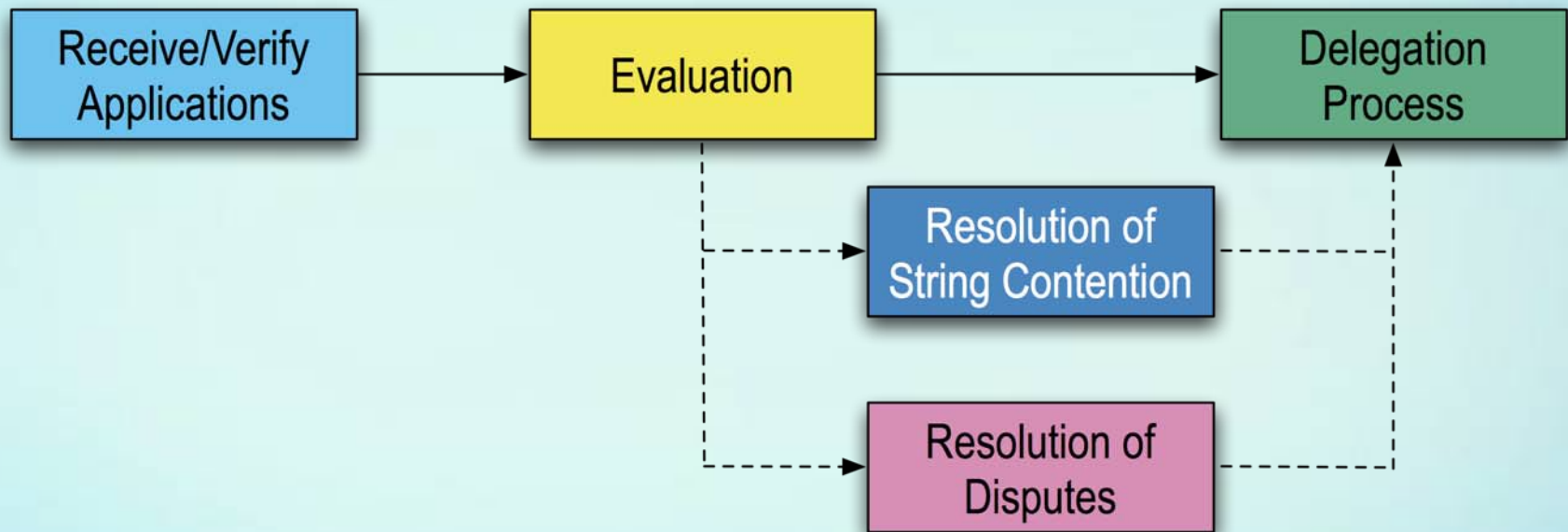


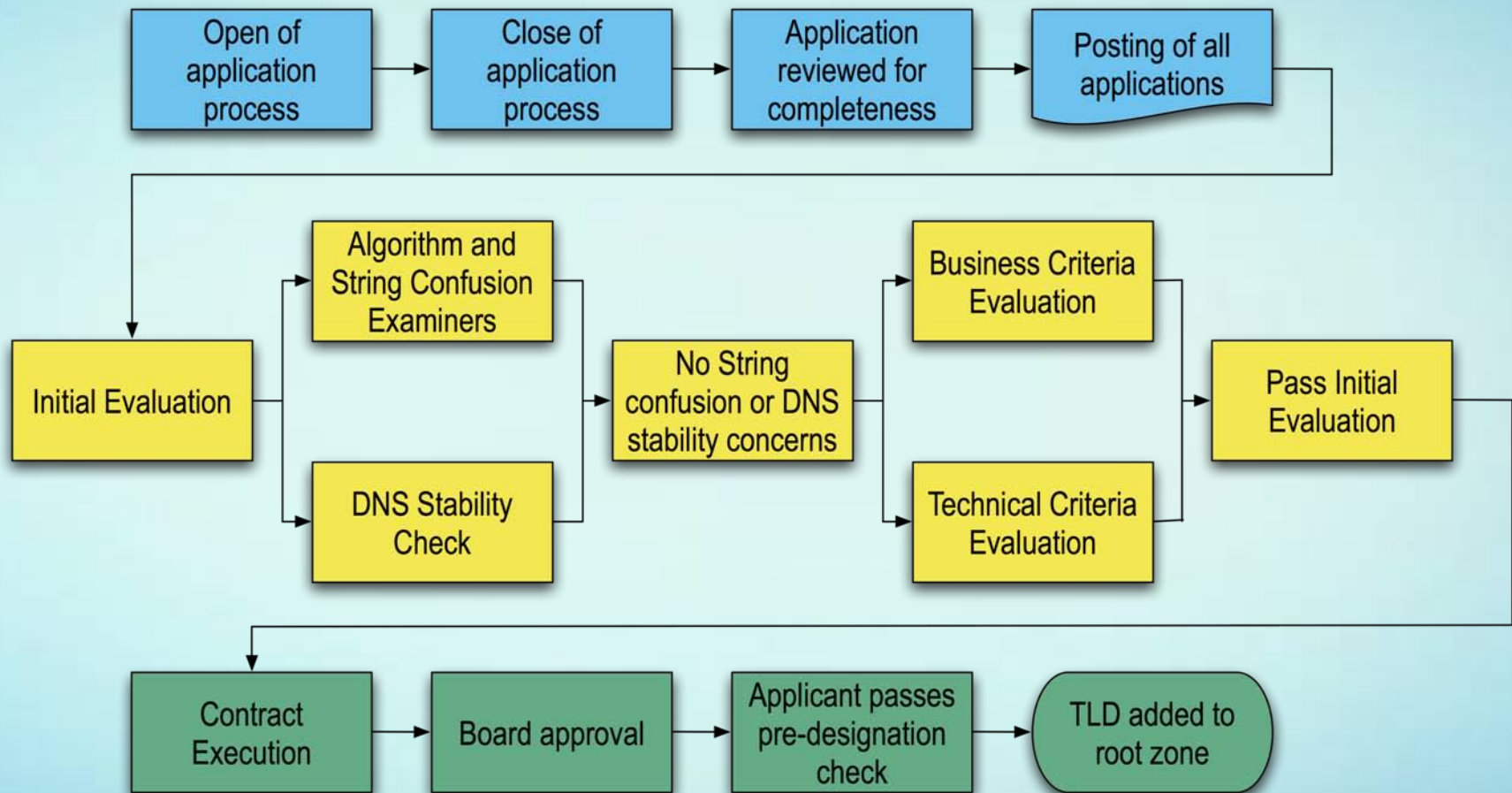
New gTLD Status Update



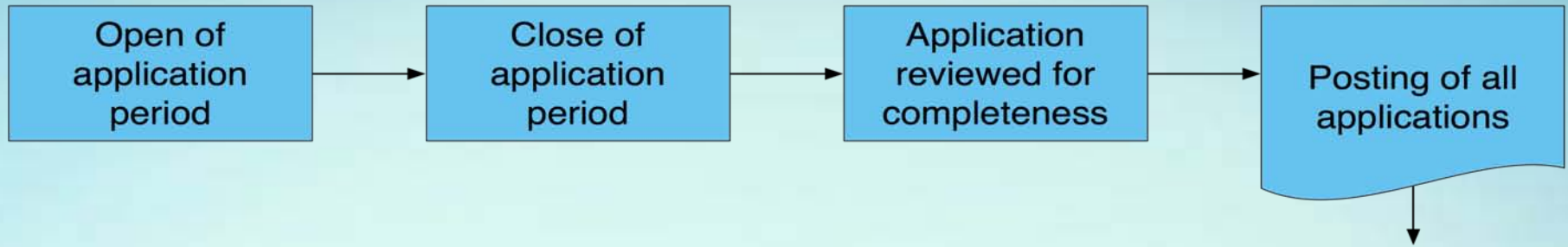
Overview Evaluation Process



Fastest Potential Path of an Application

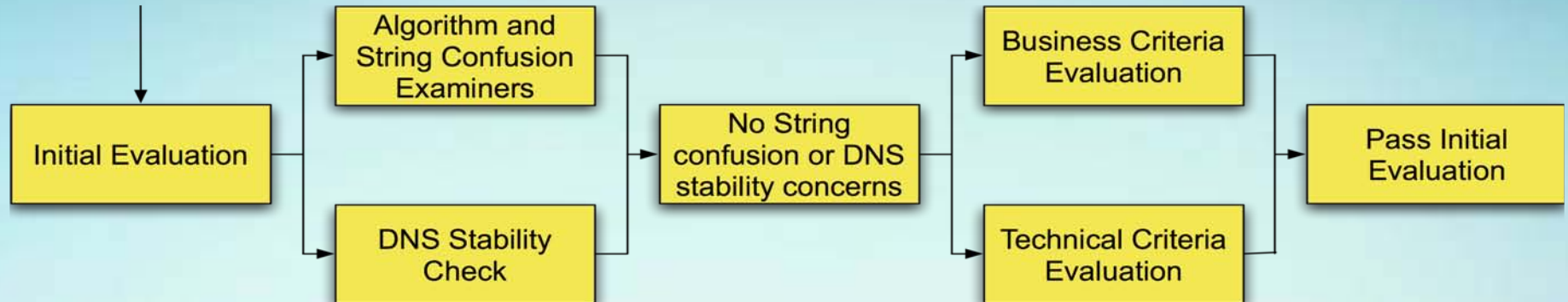


Application Period



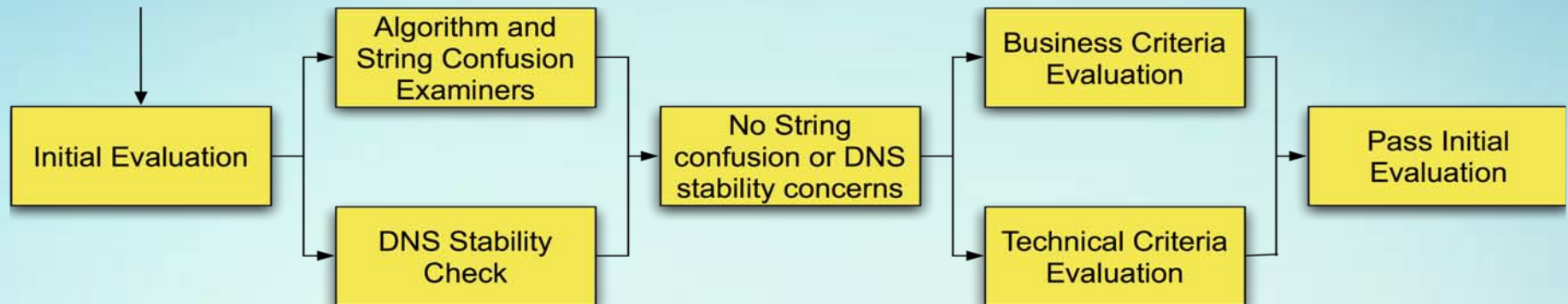
- Expected to last at least 30 calendar days
- Applications will be reviewed for completeness
- Information on all applications will be posted on the ICANN's Website at the same time
- Fees:
 - System user
 - Application
 - Other → depending on application path

Initial Evaluation – TLD String



- TLD Strings need to follow DNS stability rules
 - ASCII rules already published
 - Additional IDN rules under consideration
- Strings checked for similarity
 - Examiners decision informed by algorithm
 - Existing TLDs, reserved names
 - Other TLD strings applied for \longrightarrow String Contention₅

Initial Evaluation – Use of algorithm



- Algorithm aspects:

- Calculates potential confusion based on alphabetic and visual similarity
- Beta version based on three scripts (Latin, Cyrillic, Greek)
- Production version is expandable to all scripts in the UNICODE table

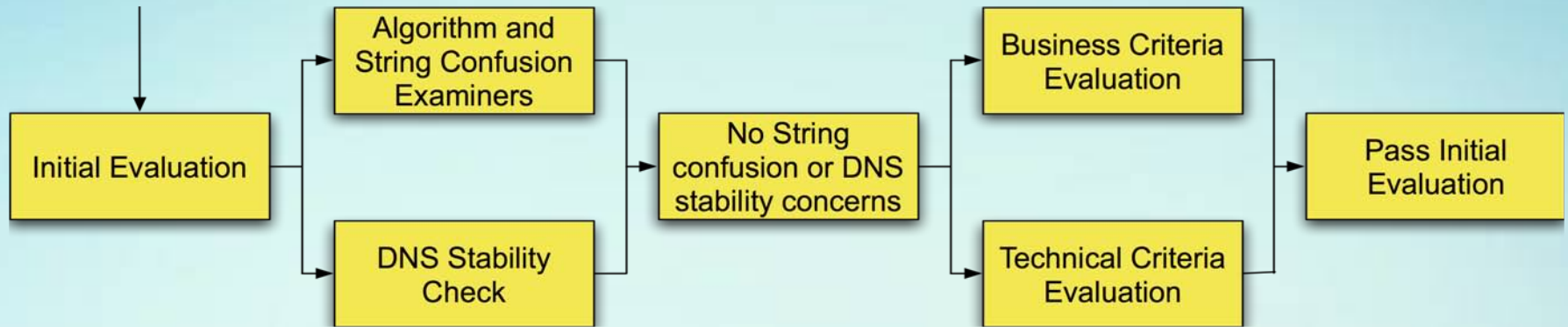
- Example test strings

COM vs. COM → 88%

BZ vs. BIZ → 29%

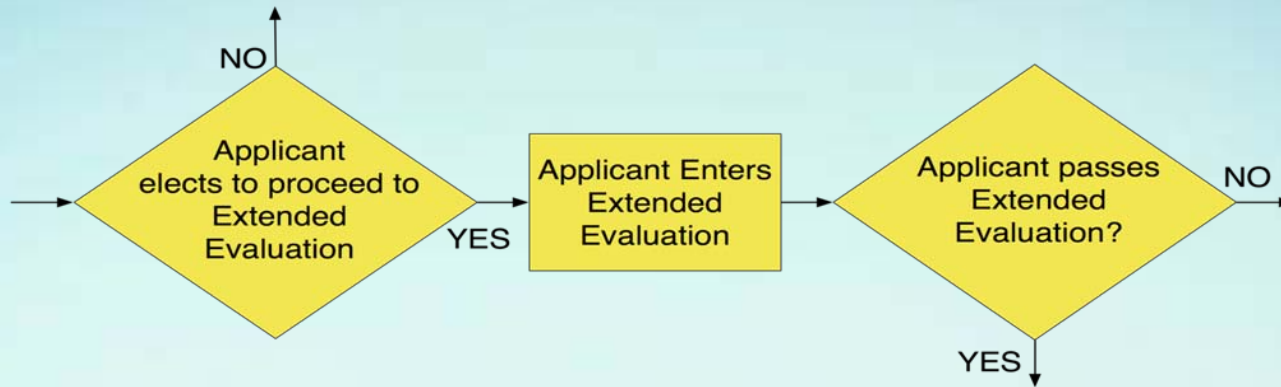
PHOTO vs. PRO → 10%

Initial Evaluation – Applicant



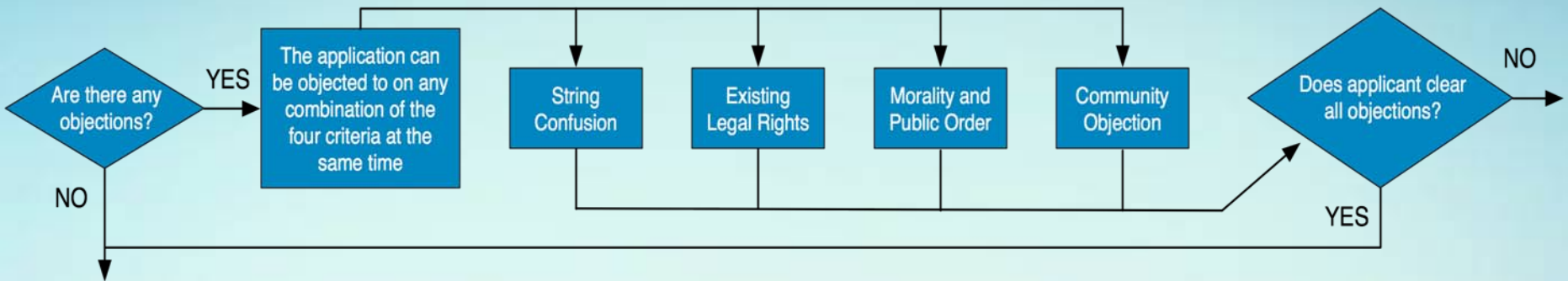
- Open versus Community-based applications
- Information about how the proposed new registry is to be organized; its commitment to match or exceed ICANN's specifications for protocol conformance and performance and other aspects of registry operations; financial and management capabilities

Extended Evaluation



- If applicant does not pass Initial Evaluation he may request additional review → Extended Evaluation
- Further examination of issues or exchanges between the applicants and evaluators
- Same baseline criteria will be used

Dispute Resolution Phase



- An application can be objected to on four criteria by individuals with standing
- Objections can be filed during a pre-determined period of time

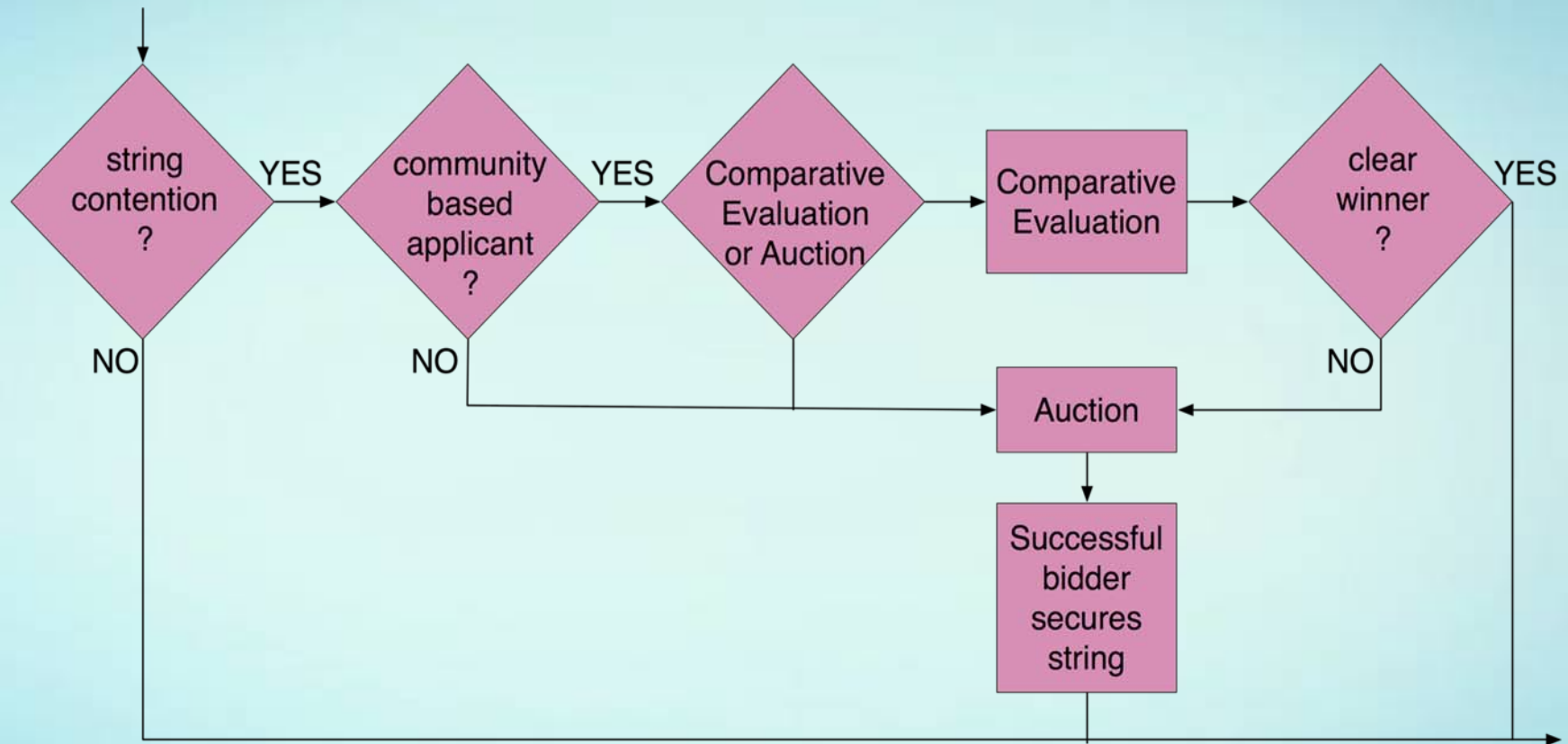
Dispute Resolution Phase

- ICANN is working toward agreements with independent, internationally-recognized dispute resolution providers (DRPs) to administer the objection proceedings
- Dispute resolution fees will be paid directly to the DRPs
- DRPs will work with ICANN to adapt procedures to their particular processes, further refine standards/guiding principles
- It is anticipated that panels will balance a number of factors in making their determinations

Dispute Resolution Aspects

- If more than one objection on the same grounds is filed against the same application, the intent is that those proceedings would be consolidated
- Only one dispute resolution service provider will be designated to administer all objections filed under any particular grounds for objection
- Exploring valid defenses (e.g., if applicant meets community-based objection standing requirements, it is a complete defense)
- Testing guiding principles with dispute resolution providers. Reworked aspects of community-based dispute resolution standards in-line with last face-to-face meeting

String Contention Process



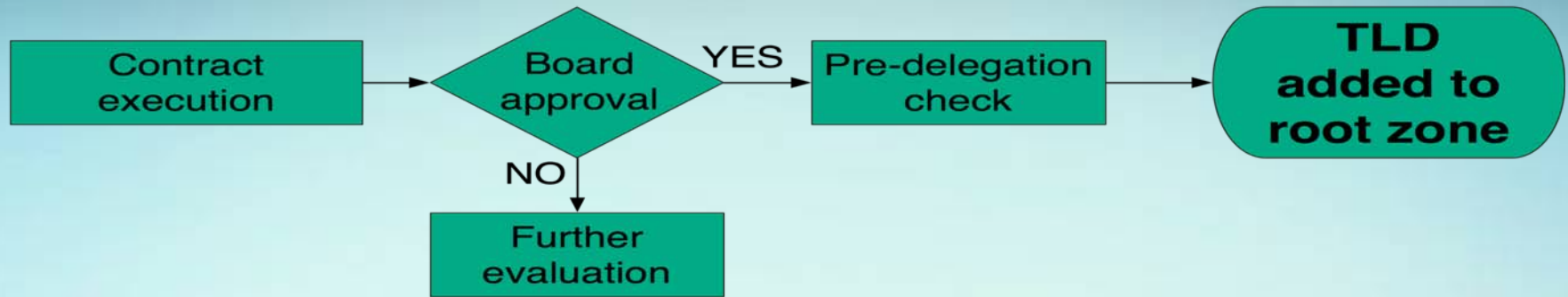
String Contention

- Occurs when two or more TLD strings that remain after the evaluation and objection stages are identical or meet string confusion criteria
- Applicants will be informed about the string contention situation and might be given time to mutually resolve it
- Applicants will enter either into comparative evaluation or an auction process
- Still investigating criteria and process for comparative evaluation: winner should clearly and convincingly add more value to DNS than other contenders

Auction

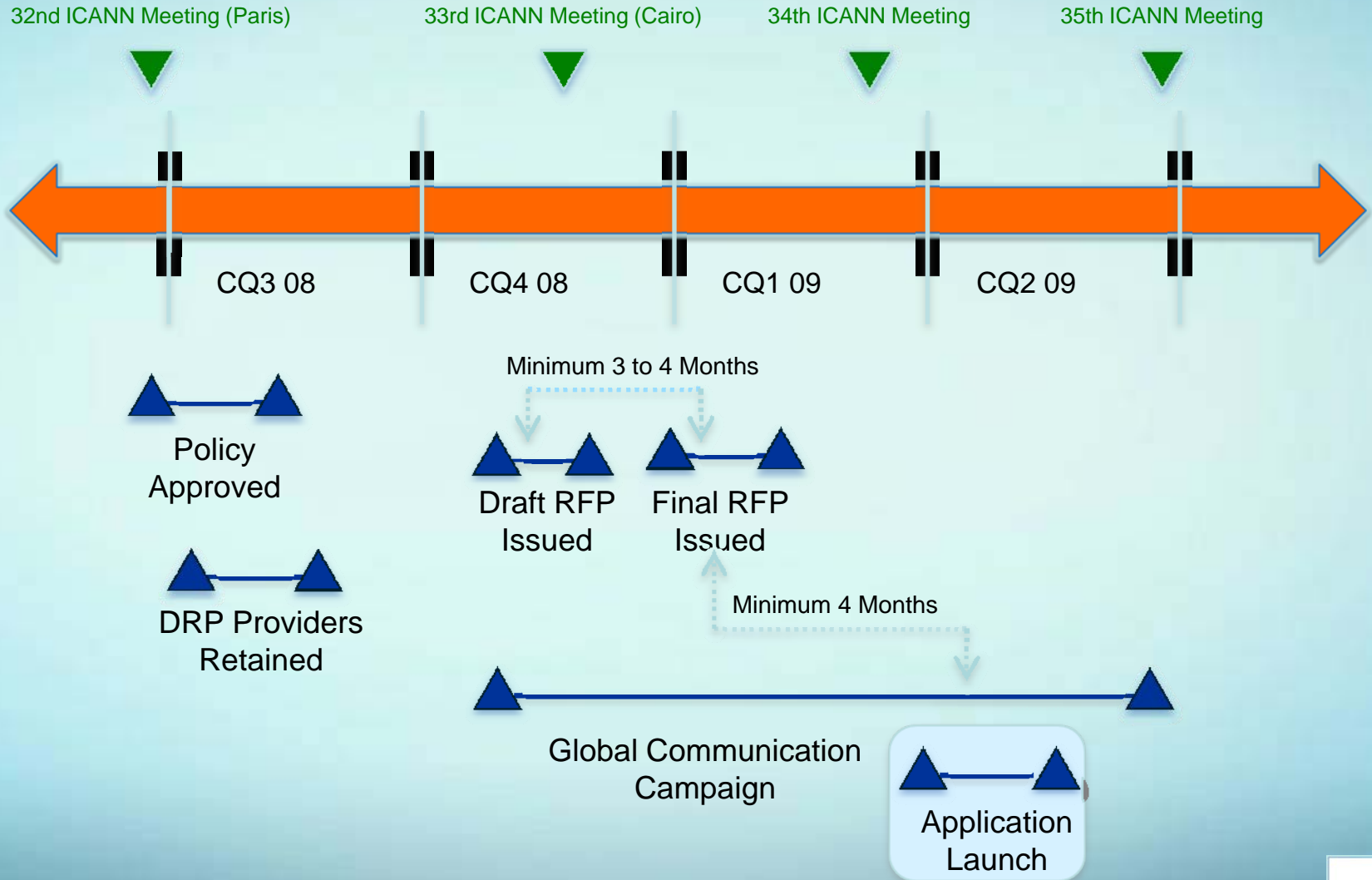
- Power Auction retained as a consultant to design auction process
- Economic case for auctions paper to be published
- Different potential auction models are under investigation
- Auction process will be managed by a third party service provider
- ICANN will undertake a community-based consultation to determine uses of funds consistent with ICANN's mission and for the benefit of the DNS and DNS community

Pre-Delegation Phase



- Standard base agreement will be part of RFP
- Staff will recommend Board approval of applicants that have followed the standard process
- Actual delegation of a new gTLD to a successful applicant is contingent upon the applicant's demonstration, to the extent possible, that it has fulfilled the commitments required to meet the baseline criteria
- Pre-determined period of time to make all necessary structural arrangements for the pre-delegation phase

Anticipated Timeline



Thank You