New gTLD Status Update
Overview Evaluation Process

- Receive/Verify Applications
- Evaluation
- Delegation Process
- Resolution of String Contention
- Resolution of Disputes
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
• 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 String Contention
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
  - C0M 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
• 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

1. **string contention?**
   - **NO**
   - **YES**

2. **community based applicant?**
   - **NO**
   - **YES**

3. **Comparative Evaluation or Auction**
   - **NO** (leads to Auction)
   - **YES**

4. **Comparative Evaluation**
   - **NO**
   - **YES**

5. **clear winner?**
   - **NO** (leads to Auction)
   - **YES**

6. **Successful bidder secures string**

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**ICANN**
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
• 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

32nd ICANN Meeting (Paris) 33rd ICANN Meeting (Cairo) 34th ICANN Meeting 35th ICANN Meeting

- CQ3 08
- CQ4 08
- CQ1 09
- CQ2 09

- Policy Approved
- DRP Providers Retained
- Minimum 3 to 4 Months
- Draft RFP Issued
- Final RFP Issued
- Minimum 4 Months
- Global Communication Campaign
- Application Launch
Thank You