New gTLD Implementation Model
New gTLD Program Goals

- Launch a process to introduce new gTLDs into the Domain Name Space following the direction provided by ICANN’s GNSO policy recommendations, specifically
- Provide a timely, clear roadmap for applicants describing the application and evaluation process
- Preserve DNS stability and security
Caveat

- The implementation model is just that, a model.
- There has been considerable implementation work done at the direction of the ICANN Board while the Board considers the Policy Recommendations
- The actual implementation may vary from what is presented here
Aspects of the Process

• Simple process in most cases:
  – 5-step inquiry
  – Objective criteria

• Robust process when it needs to be:
  – Provide a path for addressing objections on specific limited grounds to proposed TLDs
  – Resolve situations where there are multiple applications for the same (or very similar) TLDs
Simplified Process

Application Period → Evaluation Processes → Delegation & Approval Processes

- Objections to TLDs & Dispute Resolution
- Identical Strings: Contention Resolution
Fastest Potential Path of an Application

- **Open of application process**
- **Close of application process**
- **Application reviewed for completeness**
- **Posting of all applications**

**Initial Evaluation**

- **Algorithm and String Confusion Examiners**
  - **DNS Stability Check**

- **No String confusion or DNS stability concerns**

- **Business Criteria Evaluation**
- **Technical Criteria Evaluation**
- **Pass Initial Evaluation**

- **Contract Execution**
- **Board approval**
- **Applicant passes pre-designation check**
- **TLD added to root zone**
Main Application Paths

Application Period → Evaluation Processes → Delegation & Approval Processes

- Objections to TLDs & Dispute Resolution
- Identical Strings: Contention Resolution
Application Phase

1. Open of application period
2. Close of application period
3. Application reviewed for completeness
4. Posting of all applications
Application Period

- Expected to last at least 45 calendar days
- Will follow 4-month communications period
- Applications will be reviewed for completeness
- Information on all applications will be posted on ICANN’s website at the same time
- Fees:
  - Application
  - Additional depending on application path
Types of Applicant

- Open:
  - Names generally available to any type of registrant

- Community-based:
  - Addresses a clearly identified, organized and pre-established community with finite membership
  - Is endorsed by that community
  - Features a string that is strongly and specifically associated with the community in question
  - Has a dedicated registration and use policy
Main Application Paths

Application Period

Evaluation Processes

Delegation & Approval Processes

Objections to TLDs & Dispute Resolution

Identical Strings: Contention Resolution
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 → String Contention

ICANN
• Applicants are established organizations
• Technical evaluation: Applicant must demonstrate its competence to operate a registry in compliance with industry protocols and standards
• Operational / business evaluation: Applicant must demonstrate its capability to operate a stable registry
Extended Evaluation

- An applicant who does not pass Initial Evaluation may appeal this decision by requesting additional review → Extended Evaluation
- One additional iteration takes place between applicants and evaluators to clarify information in the application and allow further examination of issues
- Same baseline criteria will be used
Dispute Resolution Phase

Are there any objections? (YES/NO)

Application can be objected to on any of four criteria:
- String Confusion
- Existing Legal Rights
- Morality and Public Order
- Community Objection

Does applicant clear all objections? (YES/NO)
Interests Protected in the Process

- User confusion should be avoided
- Protection of intellectual property rights
- Morality & public order safeguards
  - Interests of governments
- Protection of community interests
  - Religious organizations
  - Geographically based communities
  - Indigenous groups
Dispute Resolution Phase

- Formal objections can be filed during a pre-determined period of time
- The dispute between the objector and applicant will be resolved by independent dispute resolution providers (DRPs)
- Fees will be paid directly to the DRPs
Dispute Resolution Process

• Only one dispute resolution service provider will be designated to administer all objections filed under any particular grounds for objection

• ICANN is working toward agreements with independent, internationally-recognized dispute resolution providers (DRPs) to administer the objection and dispute resolution proceedings

• DRPs will work with ICANN to adapt draft procedures and refine standards/guiding principles

• If more than one objection on the same grounds is filed against the same application, the intent is that those proceedings would be consolidated
Main Application Paths

Application Period

Evaluation Processes

Delegation & Approval Processes

Objections to TLDs & Dispute Resolution

Identical Strings: Contention Resolution
Resolving Contention Between Identical / Similar Strings

1. **String contention?**
   - NO
   - YES: **Community based applicant?**
     - NO
     - YES: **Comparative Evaluation or Auction**
       - NO: **Auction**
       - YES: **Comparative Evaluation**
         - NO: **Clear winner?**
           - NO: **Successful bidder secures string**
           - YES: End
         - YES: End

ICANN
Resolving Contention Between Identical / Similar Strings

• Occurs when two or more TLD strings that remain after the evaluation and objection stages are identical or result in string confusion

• Applicants will be informed about the contention and be given time to mutually resolve it

• Applicants will enter either into comparative evaluation or an auction process
Community-Based Applicants & Comparative Evaluation

- The Policy Recommendations established a preference for community-based applicants.
- A bona fide community-based applicant can elect to have contention resolved through a comparative evaluation.
- Winner should clearly and convincingly add more value to the global Internet namespace than other contenders.
- If no clear winner, parties may proceed to auction.
Auction: to resolve string contention

- 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
- Before an auction is conducted, 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
Delegation Phase

Contract Processing → Board Approval

Yes → Pre-Delegation Check → TLD Added to Root

No → Further Investigation
• 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

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