New Top Level Domains
Sao Paulo
December 2006
SELECTION CRITERIA

- Three main categories
  - String criteria
  - Applicant criteria
  - Process conditions (ICANN)
STRING CRITERIA

- Not confusingly similar to existing TLD
- Not infringe legal rights of others
- Not cause technical instability
- Not contrary to public policy, morality or deceptive of public
- Not a reserved word
APPLICANT CRITERIA

- Demonstrated technical capability
- Demonstrated financial and business plan
- Use ICANN accredited registrars
- Comply with current and new consensus policies
PROCESS CONDITIONS

• Clear and pre-published process
• Base contract
• Fixed timelines
• Cost recovery for application fees (and fees may differ for applicants)
• Preliminary determinations by staff
• Expert and independent panels to resolve doubt
• Dispute resolution and challenge processes will be established prior to start of process
ALLOCATED METHODS

- Applications assessed in rounds at first

  First come first served
  within the round for processing order only
  between rounds
  for ongoing process if applicable

  Applications will be time stamped
ALLOCATION METHODS

- Application submission date at least four months after RFP issue
- ICANN will promote opening of application round
- Application closing date at least 30 days after start date
- Applications for strings published after closing date
ALLOCATION METHODS

- If there is contention for strings...
  
  Applicant’s mediation for limited timeframe
  If no mutual agreement between applicants
    ICANN staff will assess level of support
      Limited time for applicant to provide measurable and verifiable data
    If ICANN staff are not able to distinguish applicant’s level of support, ICANN Board may make a choice based on Mission and Core Values

  An applicant granted a TLD string must use it within an appropriate timeframe
POLICIES FOR CONTRACTUAL CONDITIONS

• Base contract should be provided as part of RFP
• Contract should balance market certainty and flexibility for ICANN to accommodate rapidly changing market place
• Initial term should be commercially reasonable length
• Should be renewal expectancy
• Clear sanctions and compliance process set out in base contract
POLICIES FOR CONTRACTUAL CONDITIONS

• Application of existing consensus policies and obligation to adopt new policies as they are developed
• If an applicant offers an IDN service then ICANN's IDN guidelines must be followed
• ICANN should take consistent approach to establishment of registry fees
• Use of personal data is limited to the purpose for which it was collected