

New gTLD Program

Singapore

20 June 2011



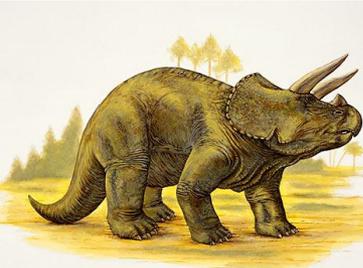
Agenda

- Reflection on community participation
- What the Board approved
 - Rationales for decision
- What changed in the Guidebook
- Operational Readiness
- Communications
- Timeline

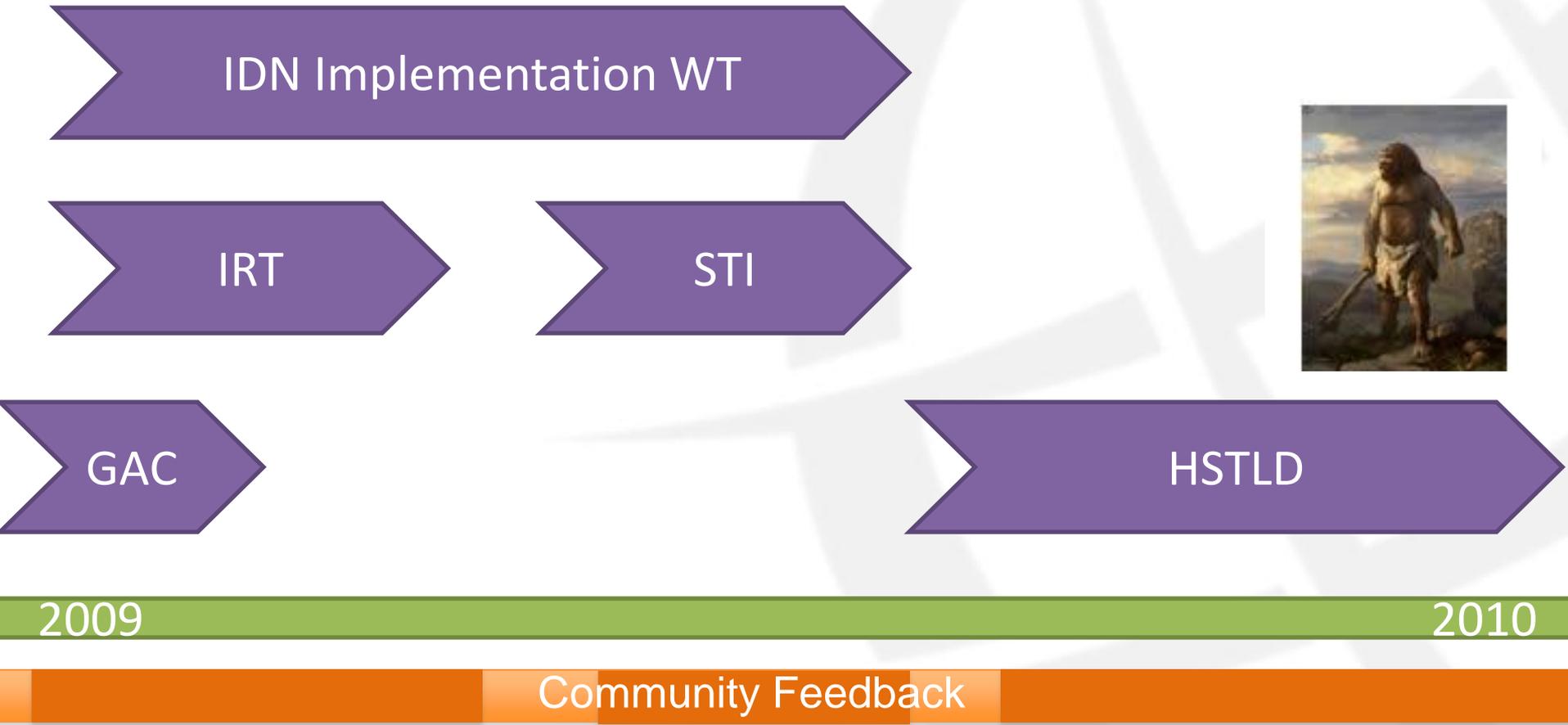
Reflection on Community Participation

“The gem cannot be polished without friction”

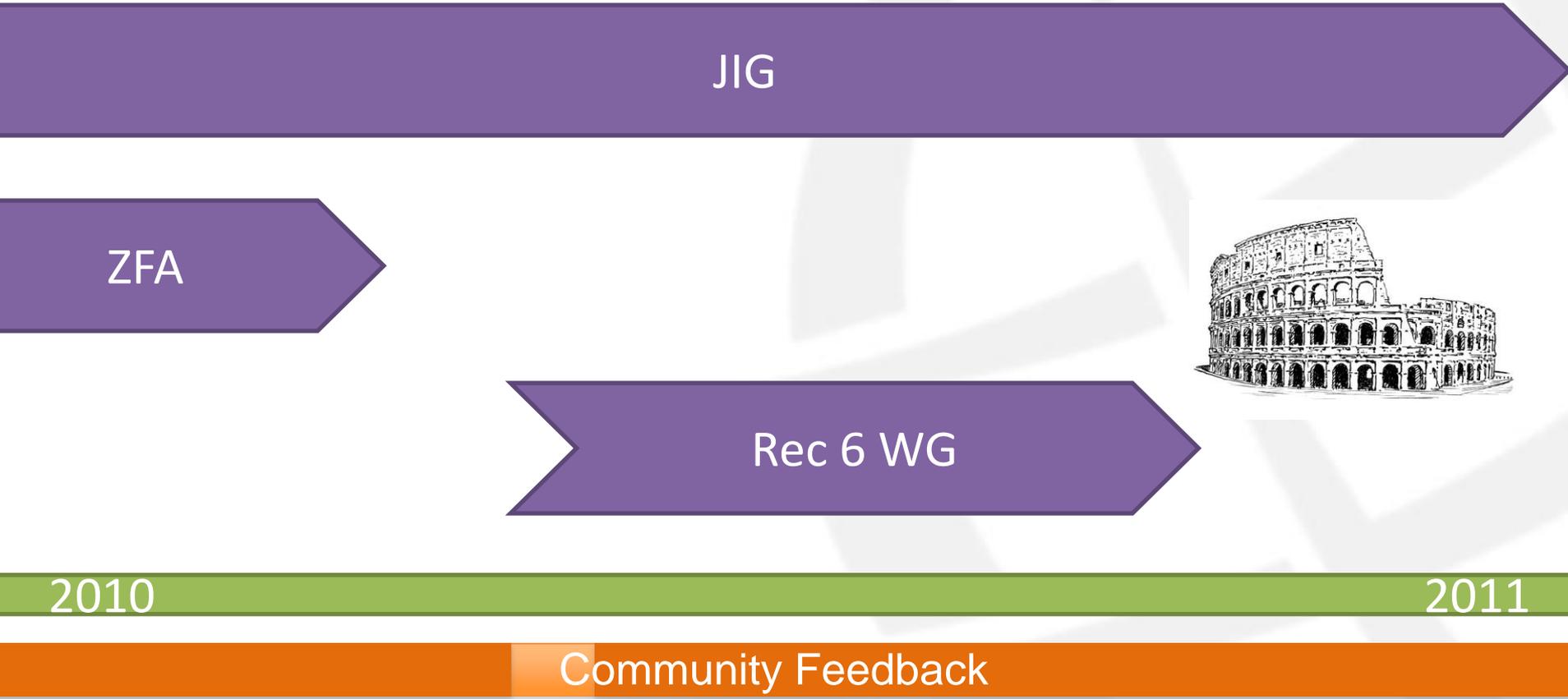
Community Participation Timeline



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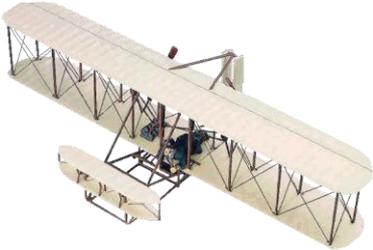
VI WG



JAS



TDG



2010

2011

Community Participation Timeline

GAC

JAS

IDN Variants

2011

Community Feedback



New gTLD Program goals

Introduction of:

- Competition
- Innovation
- User Choice

For the benefit of:

- Communities
- IDN users
- Commerce
- The Public Interest

Intended benefits of the new gTLD Program

A Safer Environment

- New standard trademark protections
- Improved malicious mitigation measures
- Collaboration among stakeholders on scaling the root
- Objective, internationally based dispute resolution procedures for handling controversial strings
- Protection of registrants: registry transition procedures
- Insights applied to other areas (e.g., background screening used for registrar due diligence)

Unintended benefits of the new gTLD Program

- Effective, cross-stakeholder working groups
- Board-GAC working process
- Increased transparency
- Depth of public comment summaries and analysis
- New people, groups involved in ICANN
- Closer working relationships with technical community

What the Board Approved

“It does not matter how slowly you go as long as you do not stop.”

What the Board approved

- The Program described in the Applicant Guidebook
- Timeline for launch
- Risk assessment
- Communications
- Budget
- Continuing the applicant support work
- Rationales for decision
- Specific differences with GAC
- Operational readiness plan

Rationale for Board decisions

- Evaluation process
- Trademark protections
- Malicious conduct mitigations
- Objection processes
- Geographical names
- String similarity and string contention
- Root zone scaling
- Fees
- [Economic studies]
- [Vertical integration]

GAC - Board Cooperation

Reaffirming the effective role of governments in the ICANN model.

Proactive consultations; addressing 12 issue areas:

- Objection Procedures – Post-Delegation Disputes
- Review of Sensitive Strings – Geographic Names
- Root Zone Scaling – Legal Recourse for Applicants
- Market & Economic Impacts – Opportunities for All Stakeholders
- Registry-Registrar Separation – Law Enforcement Recommendations
- Rights Protection – Consumer Protection

GAC - Board Cooperation

Of 12 issue areas and 80 specific sub-issues there has been substantial progress in reaching agreement on all issue areas

Some remaining areas of difference:

- Trademark protections:
 - requirement for evidence of trademark “use”
 - burdens of proof for URS and PDDRP
 - URS loser pays threshold (26 to 15)
 - Need to show “affirmative” conduct in PDDRP
- Post delegation disputes: effect of administrative decisions

Work left to do with GAC

- GAC Advice: language development
- Communications: Government objection processes
- Root scaling: complete documentation
- Operating practices for Community TLDs
- Trademark protections:
 - post-launch study
 - Clearinghouse tender

Guidebook Changes

“Life is really simple, but we insist on making it complicated.”

Applicant Guidebook

Module 1: Introduction to the Application Process

Module 2: Evaluation Procedures

-- Evaluation Questions & Criteria

Module 3: Objection Procedures

Module 4: String Contention Procedures

Module 5: Transition to Delegation

-- Registry Agreement

Module 6: Terms & Conditions

Module 1: Introduction

- Post names of directors/officers/shareholders in application
- Clarification on use of application comments
- Customer support described
- Background screening: added cybercrime, consumer protection
- GAC Early Warning and GAC Advice processes described
- Changes to Guidebook going forward

Module 2: Evaluation Procedures

- Questions scoring clarified
- Revisions to questions on Rights Protection, Abuse Prevention, Security to provide incentives in these areas
- New application questions to facilitate cost/benefit study
- Incorporated SSAC advice on orphan glue records
- Geographic Names: clarification on government support requirement per GAC

Module 3: Objection Procedures

- GAC Advice procedure for objecting to applications
- Revisions to community objection standard – establishing detriment
- Revisions to limited public interest objection standard – additions to discrimination clause per Rec6 WG
- Objection fee exemptions for governments and ALAC

Module 5: Registry Agreement

- Obligation to investigate and respond to reports of illegal conduct from law enforcement and government agencies
- Obligation to provide data for economic studies
- Registry fees: transaction-based model
- Process for release of Country names at the second level
- ICANN will respect court orders

Module 5: Clearinghouse, URS, PDDRP

- Broaden types of rights in Clearinghouse
- Costs:
 - trademark holders will pay to enter Clearinghouse, and
 - registries will pay for sunrise or trademark services
- Streamlined and simplified URS
- Proof of “use” required for Sunrise, PDDRP and URS
- Use can be shown with declaration and a sample of one specimen of use
- URS: limited loser pays provision
- PDDRP: ICANN-imposed remedies will be "in line" with remedies recommended by the Panel

Operational Readiness

“Success depends upon previous preparation”

Guidebook Approved

What's Next?

- TLD Application System (TAS)
- Applicant Service Center (ASC)
- Service Providers Update (SPU)

How to Apply - TLD Application System (TAS)

My Applications

Click on an application's Slot ID to complete/edit the application questionnaire, withdraw the application, or view application-specific tasks and details.

🕒 The application deadline is 6/7/2011. **The Application Window is Closed**

[Refresh Information](#)

Application Slot ID	Applicant	Status
1-123-1020	Iksadjgalsdjj	Slot Approved

[Start New Application](#)

- Online application submission
- Email notifications of tasks
- Online help

TAS Resources

Coming Soon

- Recorded TAS Demo
- How To Webinars:
 - Registering
 - Submitting an Application
- User Guides
 - Quick Start
 - Detailed guidance

Getting Help - Applicant Service Center (ASC)

“Support applicants through the application process in a timely, transparent, and consistent manner”

- Multi-lingual, multi-regional
- Self-help Tools
 - Searchable knowledge base
 - FAQs
 - Exploring online forums

Applicant Support Center Resources

Available Now

- FAQs
- newgtd@icann.org

Coming Soon

- ASC landing page
- Searchable knowledge base
- Additional support channels

Service Providers Update

Evaluation Panels

- Geographic Names
- String Similarity
- Registry Services
- DNS Stability
- Financial
- Technical/Ops

Requirements:

- Skill sets
- Cost
- Conflicts of Interest
- Scalability
- Responses from global providers
- Finalists identified
- In contract discussions now
- Expect to announce firms shortly

Other Service Providers

Requests for Proposals (posted or in development):

- Customer Service Contact Center
- Background Screening
- Independent Objector
- Trademark Clearinghouse
- Uniform Rapid Suspension Provider
- Community Priority Evaluation Provider

Communications

"Without knowing the force of words, it is impossible to know people."

Communications Plan

- Goals:
 - ensure global awareness of opportunities and risks
 - aimed at businesses and organizations
 - communicate clearly and comprehensibly
- Launches immediately; will gain momentum over summer, with major focus beginning in September
- Critical program documents in six U.N. languages

Communications Key Elements

- Comprehensive communication in five geographic regions
- Strong focus on social media
- Mainstream press coverage
- Global advertising

Timelines

“When you have completed 95 percent of your journey, you are only halfway there.”

Final AGB Timeline

Provide for final decision in Singapore

18-Mar-11
SF/SV
Board
Meeting

15-Apr-11
Final Scorecard &
Guidebook extracts w/
“track changes” for
constituency comment

15-May-11
Close public
comment

30-May-11
Post final
Guidebook

20-Jun-11
Board
Consideration



25-Mar-11
GAC feedback
expected and
will be taken
into account

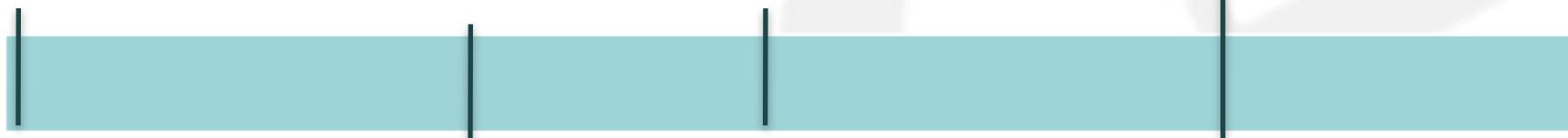
20-May-11
Proposed GAC-Board
teleconference on
Final Scorecard
(Teleconference)

New gTLD Program Timeline

20 Jun 2011
Guidebook
Approved

12 Apr 12
Application Window
Closes

Nov 2012
Planned: Publish
Initial Evaluation
Results



20 Jun 2011
Communication
Period
Begins

12 Jan 12
Launch
Program
(Application
Window
Opens)

- Contract Execution
- Pre-delegation testing
- Delegation
- AOC review organized
12 months after first TLDs
operational

Thank You



Not to be missed...

Wednesday

TM Clearinghouse implementation discussion

Thursday

Getting ready – understanding the applicant guidebook questionnaire

JAS-WG proposal for support for New gTLD applicants from developing nations