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

2005 - 2008

- GNSO PDP
- IDN
- RN WG
- PRO WG
- GAC

Community Feedback
Community Participation Timeline

- 2009
  - IDN Implementation WT
  - IRT
  - GAC

- 2010
  - STI
  - Community Feedback
  - HSTLD
  - IDN Implementation WT
Community Participation Timeline

2010

ZFA

Rec 6 WG

2011

JIG

Community Feedback
Community Participation Timeline

- GAC
- JAS
- IDN Variants
- 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
- Review of Sensitive Strings
- Root Zone Scaling
- Market & Economic Impacts
- Registry-Registrar Separation
- Rights Protection
- Post-Delegation Disputes
- Geographic Names
- Legal Recourse for Applicants
- Opportunities for All Stakeholders
- Law Enforcement Recommendations
- 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.”
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”
What’s Next?

• TLD Application System (TAS)
• Applicant Service Center (ASC)
• Service Providers Update (SPU)
How to Apply - TLD Application System (TAS)

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

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

Coming Soon
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
- newgtld@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
"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 2012**
  - Application Window Closes

- **Nov 2012**
  - Planned: Publish Initial Evaluation Results

- **20 Jun 2011**
  - Communication Period Begins

- **12 Jan 2012**
  - Launch Program (Application Window Opens)

- **12 Apr 2012**
  - Application Window Closes

- **Nov 2012**
  - 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