



NEW gTLD Program

DRAFT COMMUNICATIONS PLAN

Executive Summary

This paper describes ICANN's current communications plan and activities to support the New generic Top-Level Domain (New gTLD) Program. The content and plan will evolve based upon developments and associated communication needs, particularly in different regions around the world. In this plan, you will find basic information covering objectives, messaging, audiences, milestones, media outreach plans and global events. There is also a summarized global media analysis covering the period from September 2008 to September 2009.

Significant budgetary resources have been dedicated to this effort, approximately US\$2.7 million. The purpose of this plan is to demonstrate that ICANN has already undertaken significant effort to achieve the objective of the four-month requirement recommended by the Generic Name Supporting Organization (GNSO) in the policy implementation guidelines. Most of the activities captured here start at the policy approval by the Board in June 2008. Although most activities are initially tailored to program phases, ICANN continues to focus on implementing a comprehensive global plan for moving forward and to attending to specific regional and audience needs. The primary goal is to ensure that all those who wish to participate in, and benefit from, the New gTLD Program have the pertinent information to do so.

The continuing cooperation of ICANN's supporting organizations, constituencies and the global Internet community in the implementation of this plan is welcomed.

This plan is a discussion draft only and subject to changes.

Background

Since ICANN was founded more than ten years ago as a not-for-profit, multi-stakeholder organization dedicated to coordinating the Internet's addressing system, one of its foundational principles, recognized by the United States and other governments, has been to promote competition in the domain-name marketplace while ensuring Internet security and stability.

The decision to introduce new gTLDs followed a detailed and lengthy consultation process with all constituencies of the global Internet community and is represented by a wide variety of stakeholders – governments, individuals, civil society, business and intellectual property constituencies, and the technology community. Also contributing were ICANN's Governmental Advisory Committee (GAC), At-Large Advisory Committee (ALAC), Country Code Names Supporting Organization (ccNSO), and Security and Stability Advisory Committee (SSAC). The consultation process completed by the GNSO in 2007, resulted in the Policy that introduces New gTLDs, and was adopted by ICANN's Board in June, 2008. The program is expected to launch in 2010.

The expansion of new gTLDs will potentially allow for more innovation, choice and change to the Internet's addressing system, now represented by 21 gTLDs and over 250 ccTLDs (country-code Top-Level Domains). The program is also expected to increase competition and innovation at the top-level of the Domain Name System (DNS), providing Internet users with new opportunities for branding and creating digital identities. Brand holders and organizations seeking to manage their own name as a top-level domain may have an interest in securing these rights in the early phases of the new gTLD program for future branding purposes. With the limited availability of .com domain names, some companies may opt to become early adopters of .new TLDs to satisfy their marketing needs. There will also be opportunities to apply for community and geographic top-level domains, such as .city, .brand, and .blog.

Perhaps one of the most significant innovations in the Internet since its inception is the introduction of Internationalized Domain Names (IDNs) in the Internet's address space that will enable billions of users to access the Internet through their local scripts such as Arabic and Chinese in addition to the ASCII characters available today. IDNs will offer many new opportunities and benefits for Internet users around the world by allowing them to establish and use domains in their native languages and scripts.

For current information, timelines and activities related to the New gTLD Program, please go to <http://www.icann.org/en/topics/new-gtld-program.htm>.

Objective

The main objective of this communications plan and activities is to increase global awareness about new gTLDs and IDNs (Internationalized Domain Names) in regard to fostering change and increasing potential for innovation on the Internet domain space.

Key Messaging

- Explain the impetus behind the introduction of new gTLDs, conveying ICANN's role and innovation on the Internet as a way forward.
- Describe ICANN's bottom-up process where the Internet community identified a need for new gTLDs and created policy.
- Attain ICANN's goal of close and ongoing collaboration with all of the Internet's global stakeholders to keep the Internet secure, stable and open.
- Reinforce the idea that the Internet is evolving and ICANN's collaborative mission is the most effective way to effect and manage change for the benefit of the global Internet community.

Key Communication Phases

- **Pre-launch** – from approval of New gTLD Policy (June 2008) to the opening of the application period
- **Launch** – from the opening of the application period to the beginning of Initial Evaluation of the applications
- **Post-launch** – from beginning of Initial Evaluation period going forward

In addition to the key phases identified, special communication campaigns will be developed for specific program needs. Set out below two examples:

Evaluators Search Campaign

Goals

Communicate globally ICANN's expressions of interest (EOI) call for qualified service providers to serve on gTLD evaluation panels; solicit interest from appropriately qualified parties and consulting firms to assemble diverse, high-quality panels of evaluators; ensure all program evaluations needs are well served by the panel of evaluators and there is no foreseeable conflict of interest.

Timeline

March 09 to December 09

Activities

Concentrate on global public relations campaign with advertisements in key strategic publications around the world during the months of March and April. Follow up announcements for deadline extensions. Posting of questions and answers following initial respondent's conference call with ICANN operations staff.

TLD Acceptance Campaign

Goals

- Educate the technical community and end-users around the world about the potential TLD acceptance issues including:

- Ensure email addresses are being accepted at various e-commerce sites or in online forms;
- Ensure email messages are not being rejected or filtered as spam; and
- Avoid having websites (based on domain name registrations in the TLD) not resolving or not being included in search engines.
- These problems are typically due to use of applications that either:
 - do not recognize any TLD of more than three characters; or
 - rely on legacy information where only some of the current gTLDs and some ccTLDs (country-code Top-Level Domains) are recognized as valid.

Timeline

November 2009 to 2011

Activities

Develop informational materials; identify key global technical stakeholders and educate on the issues, ramifications and potential solutions.

Approach for Pre-Launch, Launch and Post-Launch Phases

Pre-Launch (2008 to – Q1/Q2 2010)

Key Pre-Identified Milestones

- *Date TBD*: Board Approval of Final Applicant Guidebook
- *Date TBD*: Publication of Final Applicant Guidebook
- *Date TBD*: Announcement with specifics on launch date/period; other important deadlines and future round date/period

Selected Activities

- Global press releases, newswire and targeted emails
- Print and online ads to target media publications
- Global outreach events
- Send email notifications to GAC, other ICANN supporting organizations and constituencies
- Send notifications (snail mail, fax and email) to governments of non-GAC member countries
- Redesign program webpage to accommodate TLD Application System (TAS) and ongoing status reporting. TAS is the web-based system applicants will use to apply for new gTLDs and to check on the progress of applications
- Consider countdown clock to launch on webpage
- Refine ICANN newsletter publication messaging and structure to accommodate statistics and other reports
- Create reporting for online dashboard
- Webinar series – topics under consideration:
 - Business, financial and technical requirements
 - Registry/Registrar Separation
 - Geographic names
 - Community base applications
 - TAS—How does it work and what to expect?
 - Do's and Don'ts of an application
 - Objection and Dispute Resolution Procedures explained
 - Independent Objector explained
 - Trademark Protection and the New gTLD Program
 - TLD Acceptance
 - IDNs

Launch (~2010)

Key Pre-Identified Milestones

- *Date TBD*: Application period with specifics about other critical timelines, for example, Objection Period.
- *Date TBD*: Status reports, including, but not limited to:

- List of all gTLDs applied for
- Names of applicants
- Place of incorporation
- All non-private application information
- Specifics on gTLD: the type of gTLD applied for - community, open, geographic

Selected Activities

- Global press releases, newswire and targeted emails
- Send email notifications to GAC, other ICANN supporting organizations and constituencies
- Send notifications (snail mail, fax and email) to governments of non-GAC member countries
- Webinar series – topics under consideration:
- Status updates covering applicants, TLDs applied for, DRP, etc.

General Approach

- Improve information availability and organization on ICANN's New gTLD page.
- Publish multi-language explanatory memoranda and other papers to explain the complex aspects of the Program. Important program informational materials should be available in all six main United Nations Languages (Arabic, Chinese, English, French, Russian and Spanish).
- Create basic collaterals such as factsheets, FAQs, media packages, introductory videos.
- Engage global media, as necessary, to highlight key milestones and educate on specific issues and campaigns.
- Follow-up with key media correspondents to address issues or misperceptions in local and regional markets.
- Produce, as needed, topic-specific consultations, for example, trademark protection and mitigating malicious conduct.
- Host, co-host or participate in existing calendared events to promote global awareness about the Program and keep global audiences apprised of recent developments.

Main Audiences

Potential New gTLD Applicants

Overall Message

With the Internet increasingly becoming an engine for communication and commerce, there is a sharper focus on developing policies that protect global access and open new doors for the 4.2 billion current non-users. As a steward for the Internet, ICANN is committed to ensuring an open, stable and secure platform by collaboratively implementing new programs and processes.

Approach

- Hold global outreach events and webinars tailored to this audience to explain the top issues they need to understand about the new gTLD process.
- Hold open Q&A sessions at regional meetings inviting potential applicants to come and ask questions.
- Proactively make ICANN executives available to key media organizations covering Internet technology.
- Place opinion pieces in marketing trade publications and international business publications.

Governments (GAC and non-GAC members)

Overall Message

With the Internet increasingly becoming an engine for communication and commerce, there is a sharper focus on developing policies that protect global access and open new doors for the 4.2 billion current non-users. As a steward for the Internet, ICANN is committed to ensuring an open, stable and secure platform by collaboratively implementing new programs and processes. Educate on potential impact of geographic names on governments and the opportunity with the introduction of IDNs.

Approach

- Send notifications to ICANN GAC representatives.
- For non-ICANN GAC member countries, send notifications (snail mail, fax and email) to selected government agencies and regional organizations.
- Invite key government officials to ICANN public meetings to discuss public comments and feedback on gTLDs.
- Target top regional newspapers and publications in locations of ICANN meetings and publish a feature story in top daily newspaper on key milestones. Aim to have the feature run on the first day of the ICANN meeting, where possible.
- Follow-up with key media correspondents to address issues or misperceptions in local and regional markets.
- Reach this audience through government-focused publications.

Other ICANN Supporting Organizations and Constituencies

Overall Message

Through its ongoing collaborative engagement with key Internet stakeholders, ICANN has built an open, stable and secure platform that ensures fair competition and drives new business models and opportunities. While it is important to ICANN to make the expansion process timely and efficient, the protection of registrants and DNS stability and security are paramount. ICANN pledges to continue to work collaboratively with all of its supporting organizations and constituencies to ensure a fair balance of interests for all those involved.

Approach

- Continue ongoing global meetings and engagements.
- Provide updates and produce workshops during ICANN Meetings (annual, regional, etc.).
- Make ICANN executives available if and when appropriate or needed to address specific issues.
- Produce webinars.
- Work collaboratively with supporting organizations and constituencies to create viable solutions for Program related issues.

Global Businesses, Brand Owners and Intellectual Property Community

Message

With the Internet increasingly becoming an engine for communication and commerce, there is a sharper focus on developing policies that protect global access and open new doors for the 4.2 billion current non-users. As a steward for the Internet, ICANN is committed to ensuring an open, stable and secure platform by collaboratively implementing new programs and processes. Educate on the potential impact on brand and generic/industry names. Highlight the potential opportunity with the introduction of IDNs. Businesses and brand/trademark owners benefit more by being informed and proactive rather than reactive.

The increased number of new gTLDs could potentially create new business costs, add complexity to on-line marketing and brand protection strategies, however, new gTLDs also offer an opportunity for innovation and competition.

Approach

- Consult and obtain expertise from ICANN’s Intellectual Property and Business Constituencies members’
- Invite businesses and intellectual property experts to participate in ICANN’s public meetings and to give feedback with a series of open public comment periods.
- Reach them via the media through trade journals/publications.
- Follow up with key media correspondents to highlight major milestones, address issues or misperceptions in local and regional markets.
- Continue to foster collaborative relationships with ICANN’s business and intellectual property constituencies to address key issues leading to viable solutions.

Global Media

Message

Increase awareness about the New gTLD Program and understanding of ICANN’s role and the bottom up process. Since its foundation, ICANN has built a collaborative engagement model with global stakeholders to help foster new business models and opportunities. New gTLDs will potentially allow for more choice, innovation and competition on the Internet space. Provide ongoing education and clarification on the program overarching issues.

Approach

- Produce global outreach events and press briefings.
- Produce informational materials that are easy to read and accessible in multiple languages.
- Produce issue pieces.
- Make ICANN subject matter experts available to media (print, radio and TV).
- Make ICANN executives available if and when appropriate or needed to address specific issues.

- Maximize media outreach through targeted PR efforts.

At-Large (registrants and end-users)

Message

With the introduction of new gTLDs the Internet landscape may significantly change by offering challenges but also opportunities and competition. Specific messaging for TLD acceptance – *tbd*.

Approach

- Produce global outreach events.
- Produce webinars.
- Produce informational materials that are easy to read and accessible in multiple languages.
- Maximize media outreach through targeted PR efforts.

Summary of Global Media Coverage (period Sept 2008 to Sept 2009)

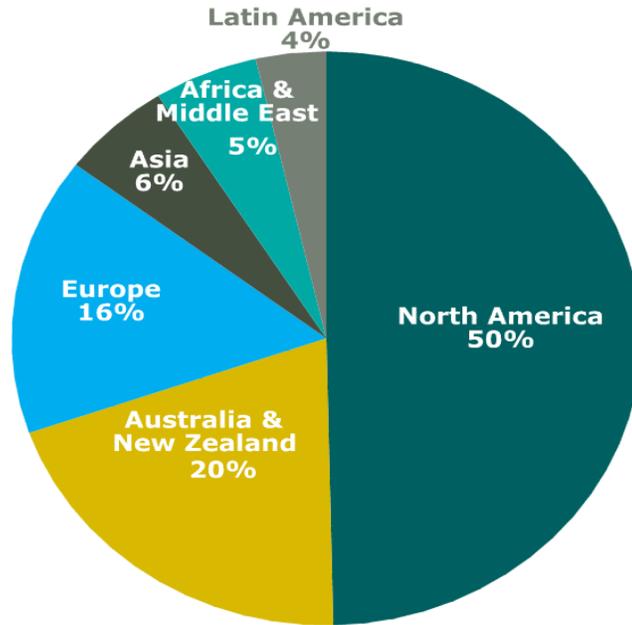
Overview

- **580 articles** on gTLDs from global print media were analyzed.
- Languages covered: English, Spanish and Chinese publications.
- Other languages are under consideration.
- Key findings:
 - North American media generated half of the coverage.
 - Coverage volumes increased by 54% in the second half of the monitored period, due to ICANN global events.
 - Despite its low coverage volume, China was characterized by the densest spokesperson presence – 58%, while the top region – US had the highest commentator presence (48%).
 - Coverage was predominantly neutral (63%).
 - Most of the coverage on gTLDs was fairly balanced and discussed both the benefits and the shortcomings of gTLDs.

Summary of Regional Market Specifics of the gTLD Debate

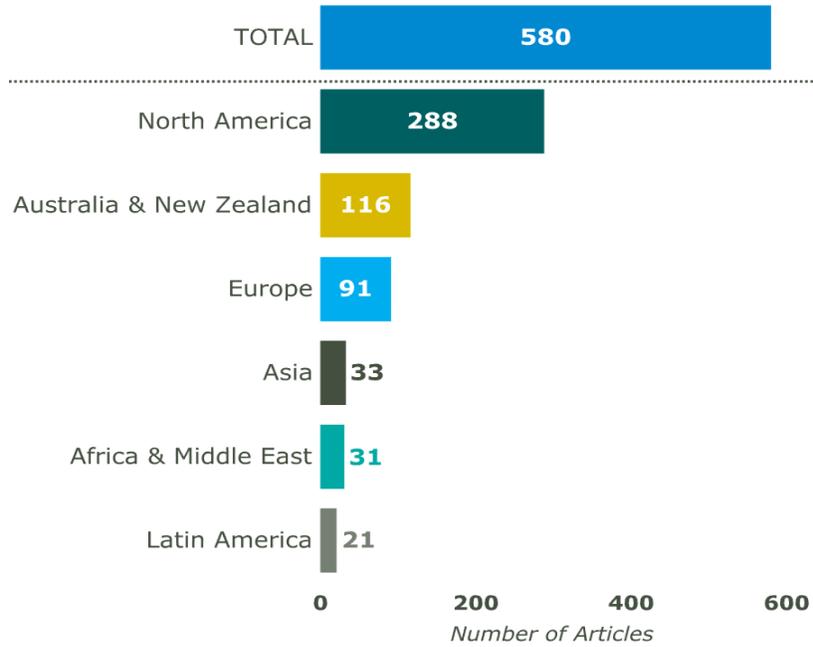
- North American media generated the highest coverage volumes, but they also produced the highest volume of negative articles. This was mostly due to reports on the issue of brand protection. The high number of commentators in the region argued that the introduction of unlimited gTLDs will increase the opportunities for brand misuse and confuse users.
- The Australia-New Zealand region was the second most prolific in terms of coverage, but also the one that provided the least insight into the gTLD debate. Both of these findings were due to an abundance of neutral articles regarding companies acting as domain registrars. These were published by *Australian Company News Bites* (100 articles).
- European coverage featured a low number of ICANN spokesperson and third party commentators. However articles in Europe were slightly more focused, as this was the only region among the top three where corporate news and mere mentions did not dominate the coverage. Media there focused on the specifics of the New gTLD Program and the concerns around it.
- With coverage stemming mostly from an ICANN event in Hong Kong, Asian media were the most receptive towards the organization's messages, with 58% of articles featuring an ICANN spokesperson. Asian media reported on the benefits of the new gTLDs and IDN programs.
- Coverage in Africa and the Middle East was the most positive of all regions. However, it was also low in volume – only 31 articles. Positive stories focused on the IDN and New gTLD programs and the fact that these will open up the domain market to all nations, regardless of their alphabet.
- Latin American media generated the lowest volumes of coverage there centered mostly on statistical data.

Region Share of Voice in gTLD Coverage



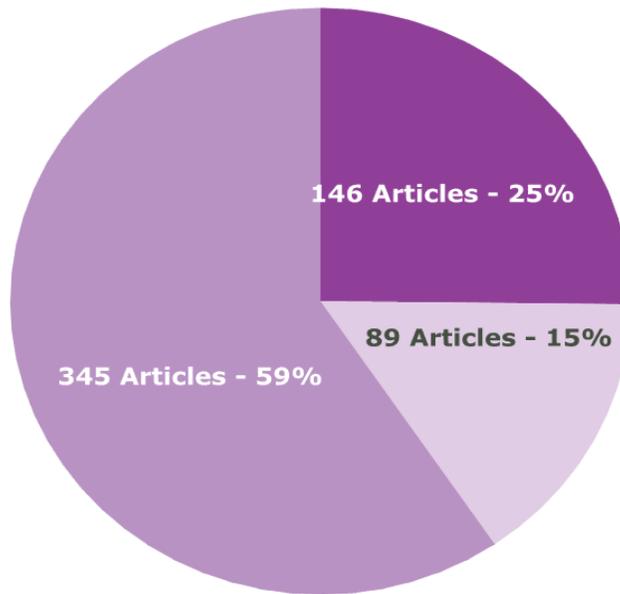
580 articles analyzed
Period: Sep 08 - Sep 09
Coverage source: Global print
Numbers may not add up to 100% due to rounding.
© 2009 COMMETRIC

Volume of gTLD Coverage Overall and by Region



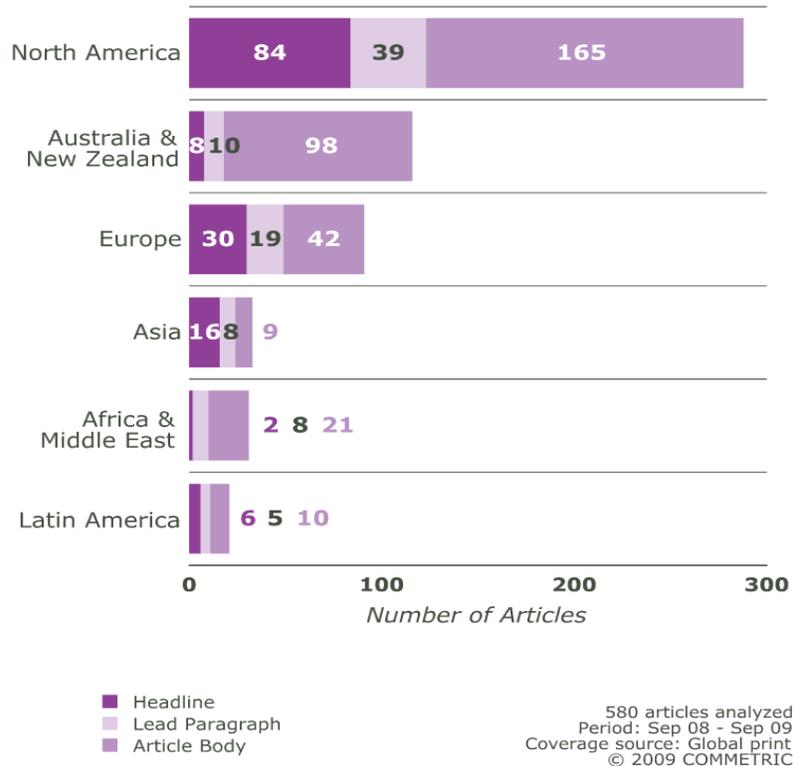
580 articles analyzed
Period: Sep 08 - Sep 09
Coverage source: Global print
© 2009 COMMETRIC

Citation Prominence in gTLD Coverage

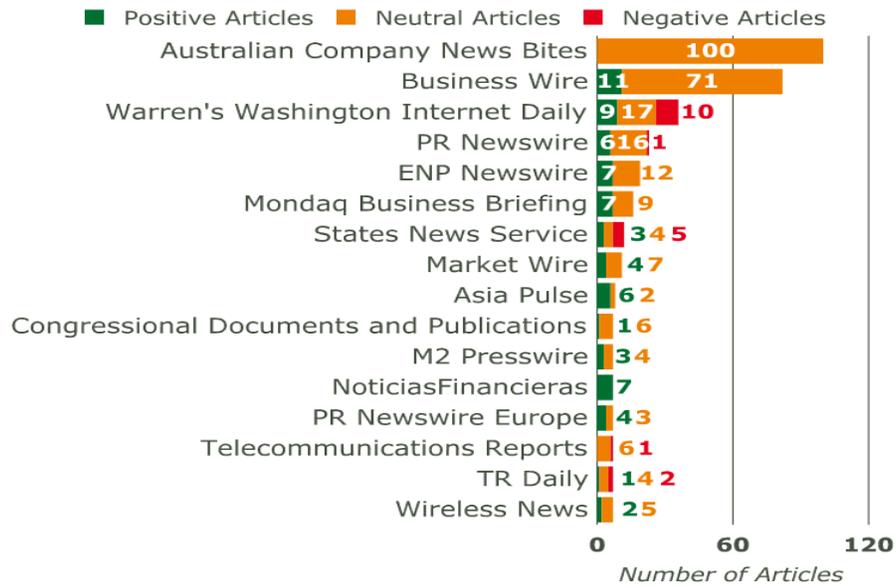


580 articles analyzed
Period: Sep 08 - Sep 09
Coverage source: Global print
Numbers may not add up to 100% due to rounding.
© 2009 COMMETRIC

gTLD Citation Prominence by Region

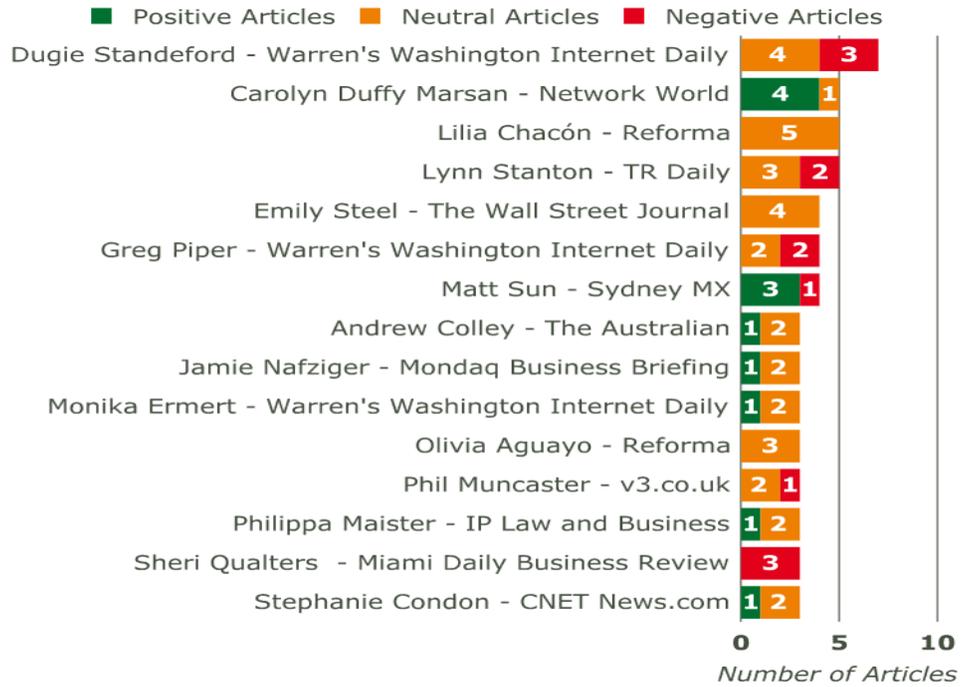


Volume and Favorability of the Most Prolific Publications to Report on gTLD



580 articles analyzed
 Threshold: 7 articles
 Period: Sep 08 - Sep 09
 Coverage source: Global print
 © 2009 COMMETRIC

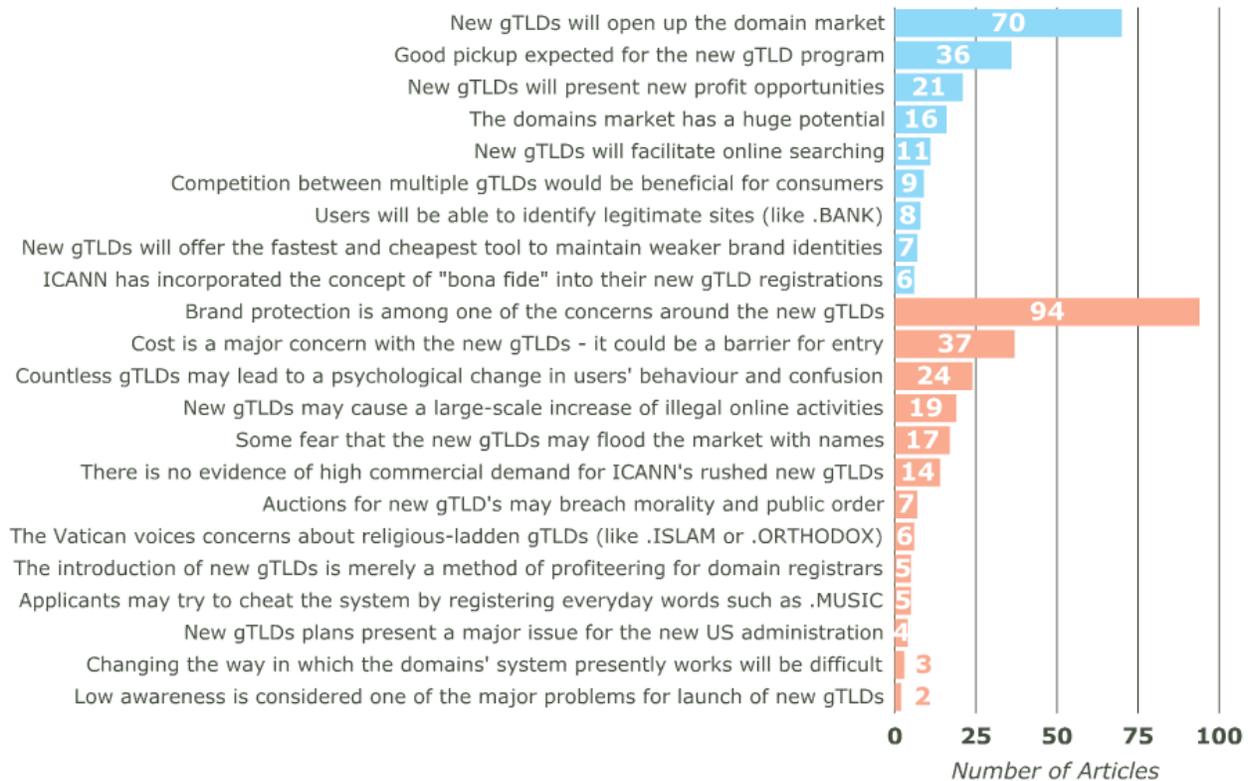
Volume and Favorability of the Most Prolific Reporters to Write on gTLD



580 articles analyzed
 Threshold: 3 articles
 Period: Sep 08 - Sep 09
 Coverage source: Global print
 © 2009 COMMETRIC

Media Messages – New gTLDs Key Benefits and Concerns

Most Prominent Media Messages for New gTLDs Benefits and Concerns



- New gTLDs - Benefits
- New gTLDs - Concerns

580 articles analyzed
 Threshold: 2 articles
 Period: Sep 08 - Sep 09
 Coverage source: Global print
 Please note that each article may feature more than one message.
 © 2009 COMMETRIC

Regional Media Coverage (Sept 08 to Sept 09)

North America

Overview

- **288 articles** on gTLDs analyzed.
- Key findings for this region comprised:
 - North America generated half of the total coverage on gTLDs.
 - Although most articles were neutral, the region produced the highest proportion of negative coverage compared to the other regions.
 - Articles on gTLDs and ICANN in North America featured the highest proportion of third-party commentators. In contrast, the region ranked fourth in articles quoting ICANN spokespeople.
 - Articles focused predominantly on new gTLDs rather than on the issues around the existing ones.

Overall gTLD Profile in North America

- The media in the region tended to present all points of view related to ICANN’s plan to introduce new gTLDs and domain names in all alphabets, thus painting a balanced profile.
- Analysts saw brand protection as the biggest concern. The critics of the idea for new gTLDs, such as Michael Palage, Adjunct Fellow at Progress & Freedom Foundation, forecasted a dramatic increase in brand protecting lawsuits following the eventual launch of the new domain names.
- However, supporters outlined that the new domain names will offer great opportunities to the companies. “Some of our larger corporate clients with sophisticated online brand management and marketing strategies are excited about the opportunities that having their own branded top level domain names will present and are keen to start the process. At the same time, many of our clients are concerned that ICANN’s new gTLDs will increase the cost & complexity associated with digital brands protection and brand management.” (*Business Wire*, 31 Mar 09) The media also noted ICANN’s efforts to ease brand concerns by introducing the concept of “bona fide” into their new gTLD registrations.
- Media mentioned the initial cost of the new gTLDs as another drawback. Claiming that the price would be too high for smaller companies, articles even pointed out that the projected costs have provoked the criticism of the US Department of Commerce.
- However, besides those two main concerns, the plan for new gTLDs was hailed in the media as “the biggest change on the Internet in over a decade” that “will lead to new Internet offerings and applications, and cutting-edge innovation.” (*CFO Magazine*, 01 Feb 09)
- ICANN provoked the criticism of European Leaders who urged the US President Barack Obama “to sever ICANN’s ties with the U.S. Department of Commerce.” (*The San Francisco Chronicle*, 10 May 09)

Africa and Middle East

Overview

- **31 articles** on gTLDs captured from African and Middle Eastern media.
- Key findings for this region comprised:
 - Media from Middle East and Africa produced the highest volume of positive articles of all regions – 58%.
 - The visibility of ICANN’s spokespeople was the second highest after Asia – the media quoted the organization’s representatives in 35% of the articles.

- The articles predominantly focused on the IDN Program and the expected benefits from the introduction of new gTLDs.

Overall gTLD Profile in Middle East and Africa

- The media in the region drew a highly positive profile of ICANN: “The body is introducing two major reforms that represent the biggest changes to the addressing system since its inception. First, the system is being internationalized; enabling web addresses to be written in 22 different scripts, including Arabic, Korean and Japanese. Secondly, it is being opened up, allowing the registration of thousands of new top-level domains such as “.com”, in all the new languages being supported. The result will be a web that is more diverse and decentralized than ever before.” (*The National*, 05 Aug 09)
- The single negative article in the region accused ICANN of ignoring the interests of non-commercial Internet users in the policy development process for new gTLDs.

Asia Pacific

Overview

- **33 articles** on gTLDs from Asian media were analyzed.
- Key findings for this region comprised:
 - Asia was the leading region by volume of feature articles (gTLDs in headline), they accounted for 48% of the total coverage within the region.
 - Positive articles outweighed neutral and negative. Discussions on the benefits of new gTLDs dominated media coverage only in Asia.
 - Asia was the only region where the corporate news theme was not present at all, suggesting a strong media focus on gTLD.
 - ICANN’s representatives were most visible in this region.

Overall gTLD Profile in Asia

- ICANN’s event in Hong Kong had a very positive effect on the image of gTLDs in the region. Following the event, the organization’s press release saw strong media penetration and ICANN’s spokespeople were often quoted.
- The Asian media predominantly elaborated on the expected benefits from the introduction of new gTLDs and ICANN’s IDN Program.
- The articles often quoted ICANN representatives with a particular focus on the benefits IDN would have for Asian users and enterprises: “ICANN’s COO Doug Brent noted that the IDN plan could attract netizens from non-English speaking countries. He expects that the impact in Asia would be relatively big, because users could use a familiar language to browse web pages, whereas providing localized domain names for companies and brands would help them boost their image.” (*PC Market*, 11 Aug 09)

Australia-New Zealand

Overview

- A total of **116 articles** from Australian and New Zealand media.
- Key findings for this region comprised:

- The region attracted the highest volume of neutral coverage, as more than half of the articles were company profiles.
- 86% of the articles were produced by a single publication – *Australian Company News Bites*.
- Australia-New Zealand attracted the second lowest volume of negative articles – just one article. Latin America was the only region that did not report negatively on gTLD.
- Articles in the region featured the lowest volume of third party commentators. Visibility of ICANN spokespeople was the second lowest compared to the rest of the regions.
- Again, the focus of the media was predominantly on new gTLDs, rather than the existing ones.

Overall gTLD Profile in Australia-New Zealand

- Media discussions in the region mainly concerned ICANN’s efforts to introduce new gTLDs by 2010 and the benefits of new domain names for both companies and Internet users.
- The media also commented positively on ICANN’s plan to introduce domain names in all languages and alphabets, making Internet much more user-friendly.
- All in all, articles mostly focused on the companies dealing with gTLDs, rather than the specifics of the domains. As a result, although Australia-New Zealand was the second most prolific region in terms of volume, it was one of the least informative on the issues around the new gTLDs’ introduction.

Latin America and the Caribbean

Overview

- **21 articles** on gTLDs were analyzed from Latin American media.
- Key findings for this region comprised:
 - Latin America was the region that produced the least amount of articles overall with an average of less than two articles per month.
 - Neutral articles prevailed over positive. This was the only region that did not generate a single negative article.
 - The theme of gTLD facts/statistics was the most prominent, even though it only ranked midway in the overall global coverage.
 - While ICANN representatives were not too prominent, third party commentators were quoted in a high percentage of the articles (43%).

Overall gTLD Profile in Latin America

- Latin American media predominantly focused on facts and statistics both around the existing and the new gTLDs. Most of the articles also discussed the overall Internet landscape and the commercial pickup of various domains.
- ICANN’s annual meeting held in Mexico in March 09 triggered one of the two significant peaks in coverage, indicating that media in the region are responsive to ICANN’s messages.
- Despite the low spokespeople count in the articles, Pablo Hinojosa’s strong presence suggests that ICANN’s Latin America Liaison is well positioned with the local media.
- There is no specialized press that covers domain names and ICANN in Spanish. Reporters translate cables from big agencies (AP, EFE, CNN, Reuters) and less frequently from specialized press (*PCWorld*, *CircleID*, etc.).
- Brazilian press is a bit more sophisticated.

- Prior to the Mexico meeting this issue was flagged to Corporate Affairs with the suggestion that we start working to preheat the press in Spanish across Latin America, to deliver some messages about the meeting in Mexico.
- The media company hired for the meetings is evidently different from the company being hired for new gTLDs. This is potentially bad because messages in Latin America/Spanish/Portuguese need to start from the beginning (what is ICANN, what is a domain name and how to participate).
- Having flagged the concern about different companies delivering different message in the Latin American region it may still be necessary to maintain the messaging processes (meetings and participation on one side; new gTLDs on other side) separately. However, that makes it more crucial that the 2 campaigns are aware of each other and the messages delivered. If the new gTLD campaign launches prior to the Mexico meeting care must be taken to avoid confusing or conflicting information. If the new gTLDs campaign launches after Mexico City then the new campaign should build on the earlier awareness effort.

Europe

Overview

- There were **91 articles** analyzed from European media
- Key findings for this region comprised:
 - Europe was the only region among the top three where corporate news was not a leading theme.
 - ICANN's representatives gained the least visibility in Europe.
 - Again, coverage was predominantly neutral (60%).
 - The media were most prolific when reporting on the New gTLD Program and ICANN's steps to simplify the process and to address the concerns that were raised towards the plan.

Overall gTLD Profile in Europe

- Apart from criticisms towards the lack of brand protection, European media painted ICANN as an organization that takes into account all problems related to its gTLD plan and tries to find ways to address them.
- Interestingly, European media did not feature many comments by neither ICANN representatives, nor third-party commentators. This overall lack of a clear voice setting the agenda around gTLDs in the region, may be an opportunity to position an ICANN spokesperson as an authority in the area.
- As a whole, European media showed great interest in the New gTLD Program and were among the most thorough in exploring its various pros and cons.

Potential Media Outreach Targets

Newsire, Email Distribution and Target Advertising

Strategy: To reach the widest variety of audiences, a joint newsire and email distribution campaign is recommended.

Rationale: The newsire distribution will allow us to reach into all corners of certain regions through mass distribution. The email campaign will then allow us to become more targeted with reporters/publications we must reach and those we would ideally like to see print more than just the details of the announcement (i.e., goal is to place a short news brief or blog post). The publications we have identified are ones we feel will give ICANN the most attention and that we have the greatest chance of garnering interest, based on the readership of the publication.

Timing: TBD

Newsire

- Target U.S.-wide distribution through *PR Newsire*.
- Select international outreach. Determine with ICANN which are the priority international markets and arrange through *PR Newsire* to have release distributed in those areas only. *PR Newsire* will also handle translation of the news release.

Target Advertising

Place advertisements in key publications to broaden awareness of program and ensure the maximum number of possible participants. The advertising copy will be written to entice readers into wanting to learn more.

Email Campaign

To target key technology, consulting and legal trades, along with professional services associations. Targets include, but are not limited to:

- Business publications/daily newspapers:
 - The Economist
 - Financial Times
 - International Herald Tribune
 - New York Times
 - The Wall Street Journal
 - Washington Post
- Technology trades, including top regional outlets:
 - Federal Computer Week
 - Government Computer News
 - Government Technology
 - IDG News Service
 - National Journal
 - Washington Internet Daily
- Law trades, national/regional ABA journals:
 - ABAJournal and BLAWGS
 - American Lawyer and the AmLaw Daily blog

- Internet Legal Research Weekly
- Landslide: An ABA Publication of the Section of Intellectual Property Law
- New Matter: Official Publication of the IP Section of the State Bar of California
- Marques – EU
- INTA

- Websites or bloggers:
 - Ars Technica: Law & Disorder (internet and IP specific)
 - [BtoB:](#)
 - [BusinessWeek jobs](#)
 - [Consulting Crossing](#)
 - DomainNameWire.com
 - [FedBizOpps](#)
 - Gartner Innovating Government and Web Innovation blogs
 - [Global Consulting Network](#)
 - IDC Government Insights Link
 - Internetnews.com
 - [IT Consulting,](#)
 - Networkworld.com
 - The Register
 - TechCrunch.com
 - TechnoLawyer Blog

- Non- US Targets
 - Europe
 - AFP
 - BBC
 - EFE (Spanish newswire)
 - El Pais
 - Handlesblatt
 - La Tribune
 - DomainPulse.com
 - Asia
 - Asahi Shimbun
 - Business Times (Singapore)
 - Japan Times
 - Nihon Kezai Shimbun
 - Nikkei Business
 - South China Morning Post
 - Straits Times (Singapore)
 - Latin America
 - [www.reforma.com](#)
 - Excelsior
 - La Jornada
 - Politica Digital
 - Clarin
 - O Globo
 - Estadao
 - O Estado de Sao Paulo

- El Universal
- El Comercio
- La Republica
- India
 - Business Line
 - Business Standard
 - Daily News & Analysis
 - Economic Times
 - Hindu
 - Hindustan Times
 - Indian Express
 - The Pioneer
 - Telegraph
 - Times of India
- Middle East/Africa
 - Al Arabiya
 - Al Hayat
 - Al Jazeera
 - albawaba.com
 - ArabianBusiness.com
 - AME Info
 - ArabFinance
 - Asharq Alawsat
 - Champion Newspapers (Nigeria)
 - Computerworld (Kenya)
 - ITP.net
 - Kipp Report
 - Middle East Economic Digest (MEED)
 - Middle East International
 - Zawya.com
- Professional associations:
 - ABA Standing Committee on Technology and Information Systems
 - Intellectual Property Symposium
 - Association of Management Consulting Firms (AMCF)
 - Institute of Management Consultants
 - American Management Association
 - Association of Professional Consultants
 - Association Management, Consulting & Evaluation Services (AMCES)
 - Institute of Business Consulting (UK based)
 - National Association of Regional Councils
 - [Information Technology Association of America](#)
 - [European Evaluation Society](#)
 - [American Evaluation Association](#)
 - [Canadian Evaluation Society](#)
- Think Tanks/Academic Institutions/Other Organizations
 - Africa Institute of South Africa
 - Anti-Phishing Working Group, Rod Rasmussen and Laura Mather
 - Asia-Australia Institute, University of New South Wales

- International Geographical Union
- Japan Center for Economic Research
- Kiel Institute for the World Economy (Kiel, Germany)
- RAND Institute
- UN Science & Technology for Development (StDEV)

Summary of Main Global Events (July 2008 to 2010)

This summary represents a partial list of events where New gTLD Program has been featured. These events have a wide range of formats to address the different levels of knowledge and expertise. The purpose of these events is to explain the program, share with local communities and media the progress that ICANN has made to-date and to receive feedback that facilitates shaping the program. These events are geared towards businesses small and large, trademark experts, professional associations, consumer and other civil society groups, members of the domain name industry, government officials, potential applicants and the ICANN community.

Some of the events listed below are ICANN hosted or co-hosted and there are many calendared events, where ICANN staff has the opportunity to participate. ICANN is planning to conduct Webinars conducted in different time zones and languages. These webinars will be designed for a diverse global audience and will cover introductory information, up-to date program developments as well as in-depth understanding on specific topics and. Parties interested in these global events should look information on ICANN's website.

Date	Event	Location	Approach
July 20 – 26 2008	LACNIC	Curacao, Netherland Antilles	• Program update
August 2 – 9 2008	CITEL PCC	Igazu, Argentina	• Program update
August 25 – 29 2008	APNIC	Christchurch, New Zealand	• Program update
August 25 – 29 2008	CTU Workshop	Haiti	• Program update
September 1 – 5 2008	PacINET	Rarotonga, Cooke Islands	• Program update
October 2 – 5 2008	CENTR General Assembly	Pisa, Italy	• Program update
October 25 – 28 2008	RIPE	Dubai	• Program update
November 22 – 28 2008	Afrinic	Mauritius	• Program update
January 23 2009	Meeting with INTA president @ INTA headquarters	New York, USA	• Private Meeting
January 26 – 29 2009	Conference Board – Brand Conference in NYC	New York, USA	• Program overview
January 28 2009	Conference on Trademarks and Copyright Protection	New York, USA	• Outreach
February 2 2009	Policy Forum	Washington DC, USA	• Program update
February 8 – 10 2009	INTA Conference San Francisco	San Francisco, USA	• New gTLD panel discussion
February 9 – 13 2009	Caribbean 2009	St. Maarten	• Program update
February 15 – 18 2009	London Stock Exchange	London, UK	• Program overview
February 21 -25 2009	APNIC 27	Manila	• Program update
February 24 – 26 2009	Expo Comm	Mexico	• Program update
March 1 – 6 2009	ICANN Meeting	Mexico City, Mexico	• <u>Sessions</u> : (1) Applicant Guidebook Update; (2) Branding and New gTLDs
March 11 – 12 2009	US Law Conference	Washington, DC, USA	• Program update
March 12 – 13 2009	Cyber Security Conference	Alexandria, VA	• Program update
March 16 – 17 2009	IPO Committee Leadership Meeting and IPO Board of Directors & Committee Leadership Dinner	Washington, DC, USA	• Program update
March 17 2009	Emerging Business and Entrepreneur Event	Herndon, VA	• Program update
March 22 - 25 2009	Conference - Pharmaceutical Trademark Association	Geneva, Switzerland	• Program overview
March 22 – 27 2009	IETF meeting	San Francisco, USA	• IDN Program update
March 23 – 26 2009	Social Media for Government Conference	USA	•
March 24 – 25 2009	The Pharmaceutical Trade Mark Group	Geneva	• Program overview and update
April 1 – 3 2009	ASIWG	Amman, Jordan	• IDN Program update
April 1 – 4 2009	Annual Intellectual Property Law Conference	Arlington, VA	• Program update

Date	Event	Location	Approach
April 13 – 17 2009	AFTLD	Tanzania	• IDN Program update
April 19 – 22 2009	IRMCO 2009		• Program update
April 21 2009	Russian Ministry	Germany	• Program update
April 27 – May 1 2009	PITA	Nadi, Fiji	•
May 5 – 6 2009	Google	San Francisco, USA	• IDN Program update
May 11 – 13 2009	America's Small Business Summit	Washington, DC, USA	• Program update
May 14 – 15 2009	- ICANN Brand Conference	New York, USA	• Program overview and update
May 16 – 20 2009	INTA 131st Annual Meeting, Seattle	Seattle, USA	• Presentation IRT Proposals
May 27 2009	DNS Event	Denmark, Sweden	• IDN Program update
May 28 – 30 2009	Marketing and Public Policy Conference	Washington, DC, USA	• Program update
June 1 -4 2009	Computers Freedom and Privacy Conference 2009 - Creating the Future		• Program update
June 4 – 5 2009	ICANN Brand Conference	EMEA	• Program update
June 20 2009	IDN training day for GAC	Sydney, Australia	• IDN Program update
June 21 – 26 2009	ICANN meeting	Sydney, Australia	• Media roundtables and events with local media • Sessions: (1) New gTLD updates; (2) Registry Best Practices; (3) Trademark Protection and Malicious Conduct consultation + update additional on overarching issues
June 24 – 27 2009	European Community Trade Mark Association 28th Annual Conference	Vilnius, Lithuania	• Program update
June 28 – July 1 2009	Gartner IT Security Summit	Washington, DC, USA	• Program update
July 13, 2009	Global Consultation Event	New York, USA	• Trademark Protection and Malicious Conduct consultation+ update additional on overarching issues
July 15, 2009	Global Consultation Event	London, UK	• Trademark Protection and Malicious Conduct consultation+ update additional on overarching issues
July 22 -24 2009	Fortune Tech Brainstorm	Pasadena, CA	• Program update
July 24, 2009	Global Outreach event – Asia Pacific	Hong Kong	• Program overview
July 26 – 31 2009	IETF meeting	Stockholm, Sweden	• IDN Program update
August 4, 2009	Global Outreach event – Asia Pacific	Abu Dhabi	• Program overview
August 24 – 27 2009	APNIC	Beijing, China	• IDN Program update
September 7 – 9 2009	East Africa Internet governance Forum "Advancing the Internet Governance Debate in East Africa; <i>Thinking Globally, Acting Locally</i> "	Nairobi, Kenya	• Program update
September 9 – 10 2009	Gov 2.0 Summit	Washington, DC, USA	• Program update
September 14 – 16 2009	Brand Show	London, UK	• Program overview
September 15 – 18 2009	Marques "Sustainable Brands" conference	London, UK	• Program update
September 30 – October 3 2009	PTMG fall	Lisbon, Portugal	• Program update
September 2009	Africa press briefing	Africa	• Program update
October 13 - 16, 2009	FutureCom	Brazil	• TBD
October 15 -17 2009	2009 AIPLA Annual Meeting	Washington, DC, USA	• Program update
October 18 – 22 2009	Gartner Fall Symposium	Orlando, USA	• Program update
October 19 – 23 2009	eMetrics Marketing Optimization Summit		• Program update
October 20 – 22 2009	Web 2.0 Summit	San Francisco, USA	• Program update
October 25 – 30, 2009	ICANN meeting	Seoul, South Korea	• Media roundtables and events with local media • Sessions: (1) program updates; (2) Trademark Protection and Malicious Conduct consultation; (3) updates on Geographic names; (4) IDN discussions; (5) introductory session on New gTLDs and IDNs.
November 8 – 13 2009	IETF	Hiroshima, Japan	• IDN Program update
November 9 – 10, 2009	ComBIT	Lagos, Africa	• Program update
November 11- 14, 2009	2009 INTA Leadership Meeting	Miami Beach, USA	• Program update
November 24, 2009	Global Outreach event – Latin America	Sao Paulo, Brazil	• Program overview
November 27, 2009	Global Outreach event – Latin America	Buenos Aires, Argentina	• Program overview

Date	Event	Location	Approach
November 2009	Tentative webinar	On-line event	<ul style="list-style-type: none">• Topic(s) tbd
December 2009	Tentative webinar	On-line event	<ul style="list-style-type: none">• Topic(s) tbd
2010	Tentative webinar	On-line event	<ul style="list-style-type: none">• Topic(s) tbd
May 22- 26, 2010	INTA Annual Meeting	Boston, USA	<ul style="list-style-type: none">• Program update
October 1 – 6, 2010	Association Internationale pour la Protection de la Propriete Intellectuelle (AIPPI) Biennial Conference	Paris	<ul style="list-style-type: none">• Program update