

## Agenda

Introduction & Review Approach Background Questions & Comments Key Lessons Learned



## **Community Discussion**

- Public comment period open from 23 September 2015 7 December 2015
- This session is intended as an opportunity for members of the community to share their ideas with ICANN and with each other
- Submit a comment via the forum for formal consideration
  - Public comment forum: <a href="https://www.icann.org/public-comments/new-gtld-draft-review-2015-09-23-en">https://www.icann.org/public-comments/new-gtld-draft-review-2015-09-23-en</a>





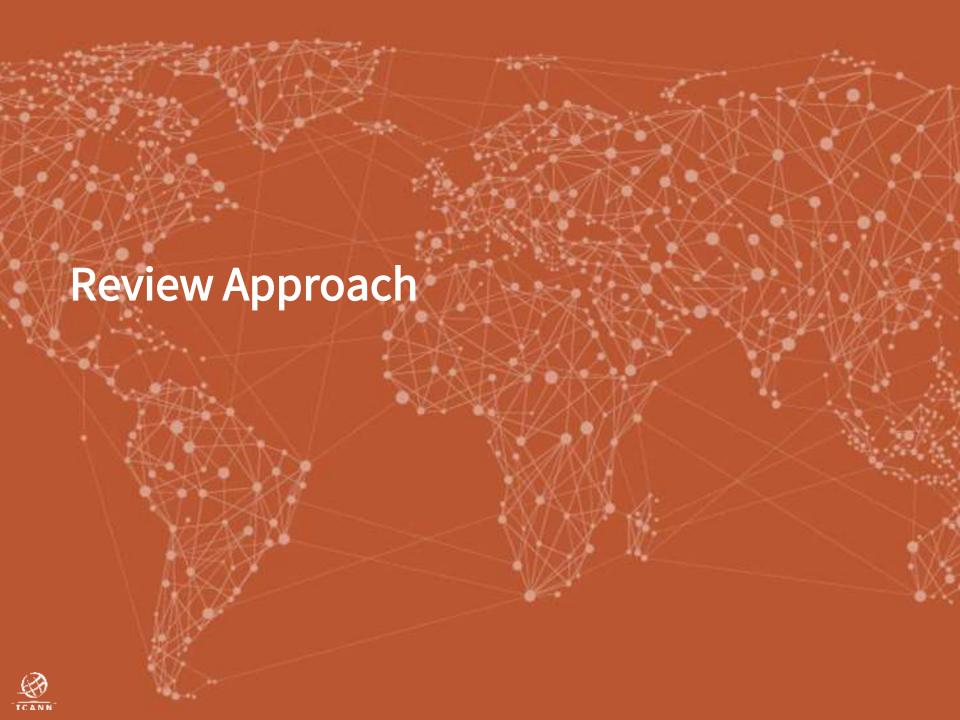
## One of Many Inputs to the CCT Review Team

Section 9.3 of the Affirmation of Commitments states:

"If and when new gTLDs...have been in operation for one year, ICANN will organize a review that will examine the extent to which the introduction or expansion of gTLDs has promoted competition, consumer trust and consumer choice, as well as effectiveness of (a) the application and evaluation process, and (b) safeguards put in place to mitigate issues involved in the introduction or expansion."







## Review Approach

### • Who performed the review?

 An ICANN staff review team involved with executing the New gTLD Program

### • Why self-assessment?

- Review focuses on the implementation of the Applicant Guidebook (AGB), which was executed by ICANN
- To capture lessons learned from implementation as a potential input to the design of future rounds

### • What main aspects were considered?

- Metrics and statistics (of 31 July 2015)
- Feedback from participants
- Staff and service provider observations



### **Review Dimensions**

1

### **Efficiency**

To what extent resources (time, effort, cost) were well used for the intended purpose.



### **Predictability**

To what extent the program processes/procedures/timelines provided predictability.

2

### **Effectiveness**

To what degree the process was successful in producing desired results/achieving objectives.



### **Security and Stability**

To what extent the process/procedure/framework supported the security and stability of the DNS.



#### **Fairness**

To what extent decision-making was consistent, objective and adhered to documented policies and procedures.



## Alignment to Policy and Implementation Guidelines

To what extent the program execution adhered to GNSO policy recommendations and AGB.



### Review Areas

1: Application Processing

2: Application Evaluation

3: Objection Procedures

4: Contention Resolution

5: Contracting & Transition to Delegation

6: Applicant Support Program 7: Continued Operations Instrument

8: Program Management





## Approach to Lessons Learned

- Considerations for future rounds of the New gTLD Program (many of which we recognize may be subject to policy development)
- May require varying levels of enhancement or redesign:
  - Existing framework could be operationally adjusted for future rounds
  - Improvements could be made, but further exploration is required
  - Direction from the community suggested concerning implementation in future rounds



## Chapter 1: Application Processing

### **Application Form**

- More structured format
- Greater flexibility in user accounts

### Prioritization

- Assign earlier in the process
- Consider grouping by common characteristics

# Application Comments

- Clarify purpose; design tool to support purpose
- Enhance tool for improved usability

### Change Requests

- Design process and criteria earlier in the process
- Consider multiple processes to support different types of changes



## Chapter 2: Application Evaluation

### String Similarity

 Consider all existing and future policy guidance on standards including singulars/plurals

### **IDNs**

 Leverage Root Zone LGR and other community work currently under development

## Technical/Registry Services Evaluation

- Review application questions to focus on commitments and competency rather than theoretical operations
- Explore alternative approaches to reduce redundancy of evaluating same infrastructure

# Financial Evaluation

 Consider alternative approaches which may be more effective for evaluating all business models



## Chapter 3: Objections Procedures

### This round:

No review mechanism provided in AGB. NGPC approved a review mechanism for a few limited objections.



Explore potential review mechanism for future rounds



## Chapter 4: Contention Resolution

# Community Priority Evaluation

 Consider all dimensions of feedback received to revisit criteria as a basis for priority

# Community Considerations

 Identified by the ICANN Board as a topic that may be appropriate for policy discussion

# Auction Effectiveness

 Very few ICANN auctions occurred; 94% resolved through application withdrawals

### Withdrawals

 Consider defining a process for moving applications to a final state and providing refunds if not withdrawn



## Chapter 5.1: Contracting

### Registry Agreement Finalization:

### This round:

Draft of the Base RA provided with AGB, but updated over time



RA before applications submitted, or developing process to update the Base RA

### **Application Types and Contractual Obligations:**

### This round:

Base RA with different versions for qualified application types:

Community – Obligated to Spec 12

**.BRAND** – Could apply for Spec 13

**Geographic** – No additional contractual obligations to ICANN



Explore whether additional applicant types could be defined fairly and objectively, and if they may qualify for different versions of the RA



## Chapter 5.2: Transition to Delegation

Pre-Delegation Testing (PDT)

This round:

PDT performed for each TLD, individually

Neither evaluation nor PDT considered scalability of the provider

Some tests self-certifying and some operational



Registry Service Provider Accreditation + PDT:

A system to accredit back-end providers in advance or in parallel to applications for New gTLDs to monitor the infrastructure as a whole

+

Update PDT to review TLDspecific configuration items, and convert self-certifications to actual testing when feasible



## Chapter 6: Applicant Support

### Underutilization

Study challenges in becoming registry operators

# Criteria and Processes

 Research globally recognized procedures for providing financial assistance

### Panel

 Leverage procedural practices used by other evaluation panels



## Chapter 7: Continued Operations Instrument

### This round:

- ICANN faced challenges during evaluation in reviewing instruments
- Almost all letters of credit required amendments
  - 20% required 3+ amendments



Explore ways to:

-Fund EBERO more effectively

and / or

- Implement COIs more efficiently



## Chapter 8: Program Management

### Systems

- Provide ICANN appropriate time for development
- Explore beta testing programs

# Service Provider Coordination

 Continue to enhance processes for training and publishing procedures in advance

# Financial Management

 Before fees are defined for future rounds, conduct a review of program financials

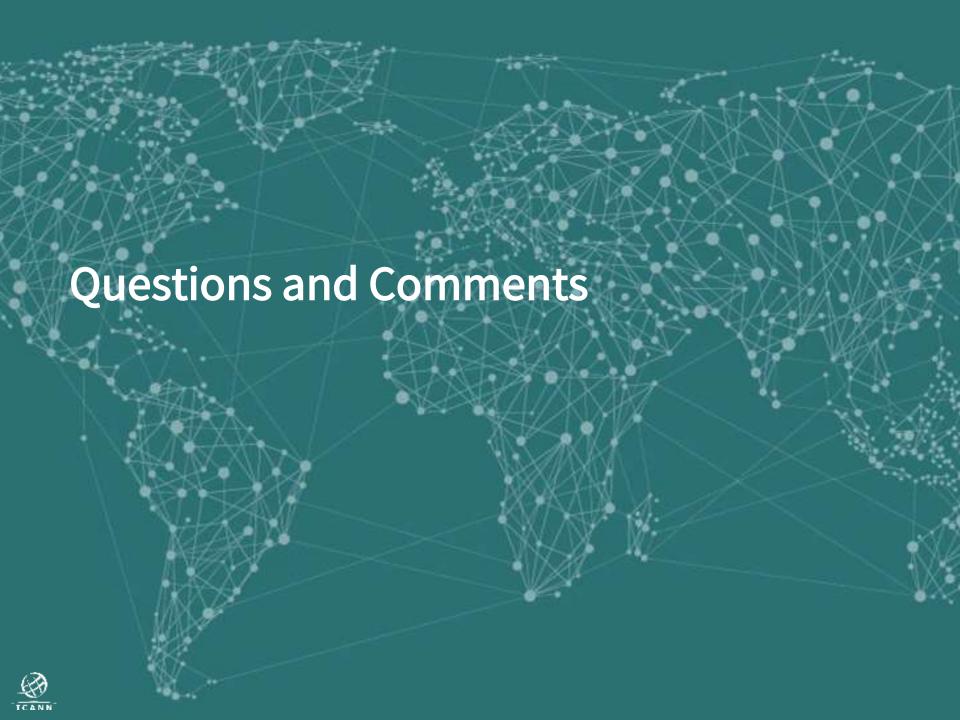
### Communications

- Consolidate information to a single website
- Leverage Global Stakeholder Engagement team for outreach efforts

### **Customer Service**

 Leverage expanded Customer Service team and continue to support ongoing and future program activities





## **Engage with ICANN**



### **Thank You**

**Public Comment Forum:** 

https://www.icann.org/public-comments/new-gtld-draft-review-2015-09-23-en

Public Comment Period Closes 7 December 2015



twitter.com/icann



facebook.com/icannorg



linkedin.com/company/icann



youtube.com/user/icannnews

