

ICANN
COMMUNITY FORUM

76

CANCÚN

11-16 March 2023

New gTLD Subsequent Procedures

Post-Operational Design Phase (ODP)
and Next Steps

ICANN76 Prep Week
1 March 2023



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Agenda

1. Subsequent Procedures & the Operational Design Phase (ODP)
2. Operational Design Assessment (ODA) Results
3. What We Are Working On
4. What to expect at ICANN76?
5. Q&A

Subsequent Procedures (SubPro) and Operational Design Phase (ODP)

Background

Subsequent Procedures Policy Development Process (PDP)

On 12 January 2012, ICANN org opened the 2012 round of the New gTLD Program and 1,930 applications were submitted. Of the 1,241 delegated gTLDs: 97 were IDN, 56 were community, 53 were geographic, and 494 were brand gTLDs.

On 18 February 2021, the Generic Name Support Organization (GNSO) Council voted to approve the [Final Report on the new gTLD Subsequent Procedures Policy Development Process](#) (the “Final Report”).

On 24 March 2021, the GNSO Council transmitted its [Recommendations Report](#) to the ICANN Board, following the GNSO Council’s approval of the Final Recommendations, and the Board is now considering the Outputs contained in the Final Report.

Operational Design Phase (ODP)

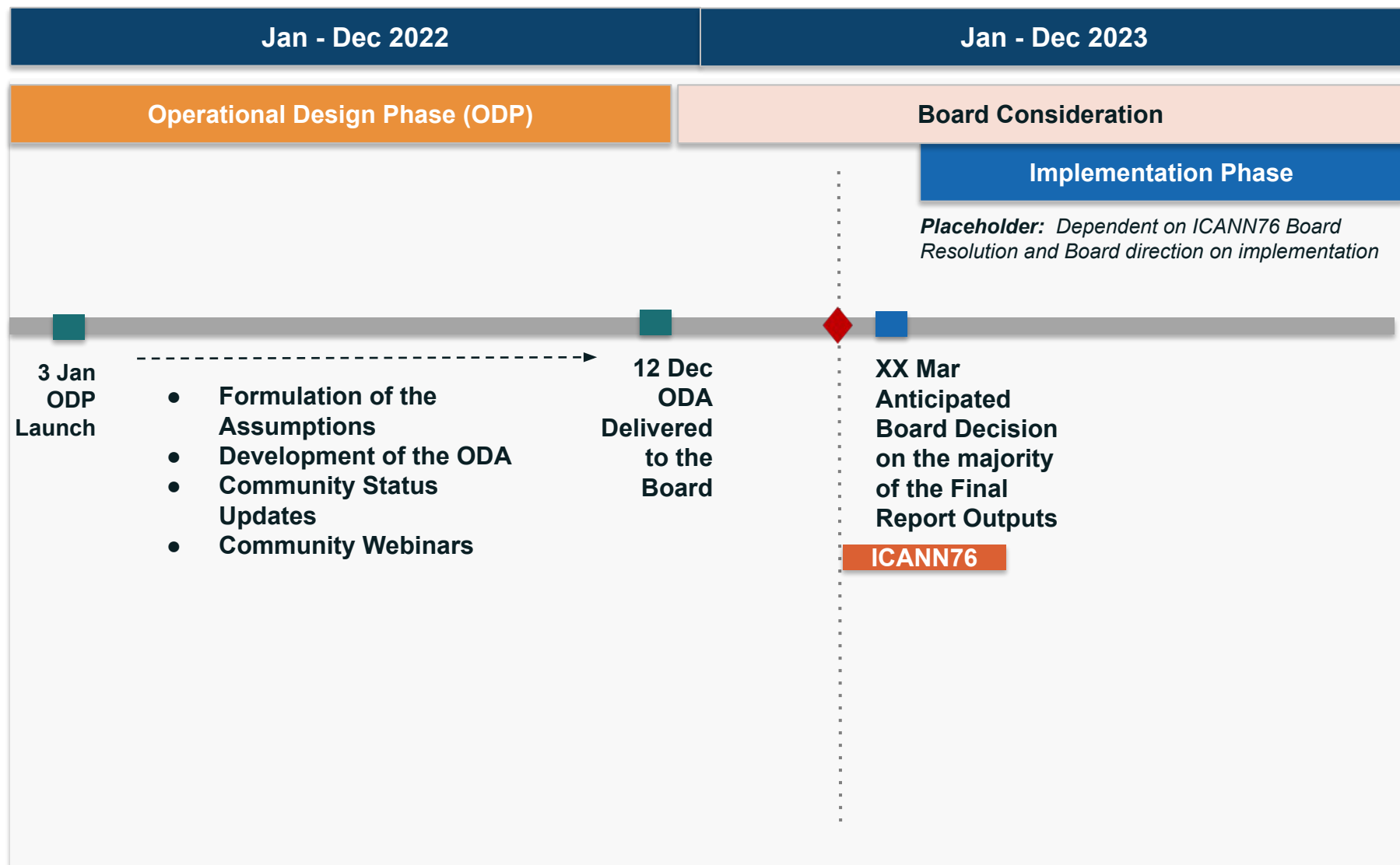
Sub Pro ODP Board Resolution:

- (2021.09.12.01) The Board directs the President and CEO, to take the steps needed to **organize the resources required to begin work on the ODP, and to advise the Board when the work of the ODP is initiated** within the organization...The Board requests **regular updates on the progress of the work and delivery of the Operational Design Assessment (ODA).**
- (2021.09.12.02) The Board authorizes the President and CEO of **up to US\$9M to fund the internal project needed for initiation of the ODP, the execution of the ODP including community engagement, formation and delivery of an ODA to the Board, and any additional related work that may be required to support the ICANN Board's consideration.**

Objective of the ODP:

- To perform an assessment of policy recommendations in order to **provide the Board with relevant information on the operational impact of implementation.**
- The ODP supports the **Board's ability to request a focused assessment** of the operational impact of GNSO Council-approved recommendations.
- The ODP also **supported ICANN org's consultation with the community to solicit feedback on the assumptions, facts, and figures** that underpin ICANN org's ODP assessment.

Sub Pro High Level Program Timeline



Operational Design Assessment (ODA) Results

Agenda Item 3

Program Model: Option 1 & 2 Comparison

	Option 1: One Big Window	Option 2: Four Annual Cycles
Final Report Outputs	Full Scope	Scope Modifications
Implementation Timeline	5-Years	18-Months
Systems & Tools	Complete, scalable system	Smaller scale (until demand is known)
Internal Processes	Automated	More manual
Resources	<u>Higher</u> Human Resources during implementation but <u>lower</u> during operation	<u>Lower</u> Human Resources during implementation but <u>higher</u> during operation
Upfront Investment	\$125M	\$67M
Total Cost	\$457M	\$407M
Predictability in Applicant Planning	Low due to longer wait-time for application window opening	High due to shorter wait-time to application window opening
Application Submissions	No limits	No limits, but processing in batches of 450 applications annually
Risks	- Unknown application demand and high upfront investment - Five-year implementation timeline is undesirable by the community	Expedited timeline and increased manual processes augment potential for program delays and/or errors

Options vs. Variables

The two options point out a number of variables that can be adjusted.

- Implementation Timeframe
- Implementation Cost (Overall and upfront)
- IT Systems
- Staffing Levels
- Processing Limits (# of applications)
- Vendors
- Scope

What We Are Working On

- Since Completion of the ODA
- Implementation Pre-Planning
- Funding
- Implementation Approach
- Interdependencies
- Policy Implementation
- Applicant Support Program
- RSP Pre-evaluation Program
- Outreach and Reporting

Since Completion of the ODA

- ODA Webinars
 - Community (14 Dec, Two sessions)
 - GAC Briefing (9 Jan)
- Board support on next steps towards a Board decision
 - Board workshop (22 Jan)
- Pre-planning work on implementation
- ICANN76: Two Sessions
 - Prep Week
 - ICANN76 Week

Implementation Pre-Planning

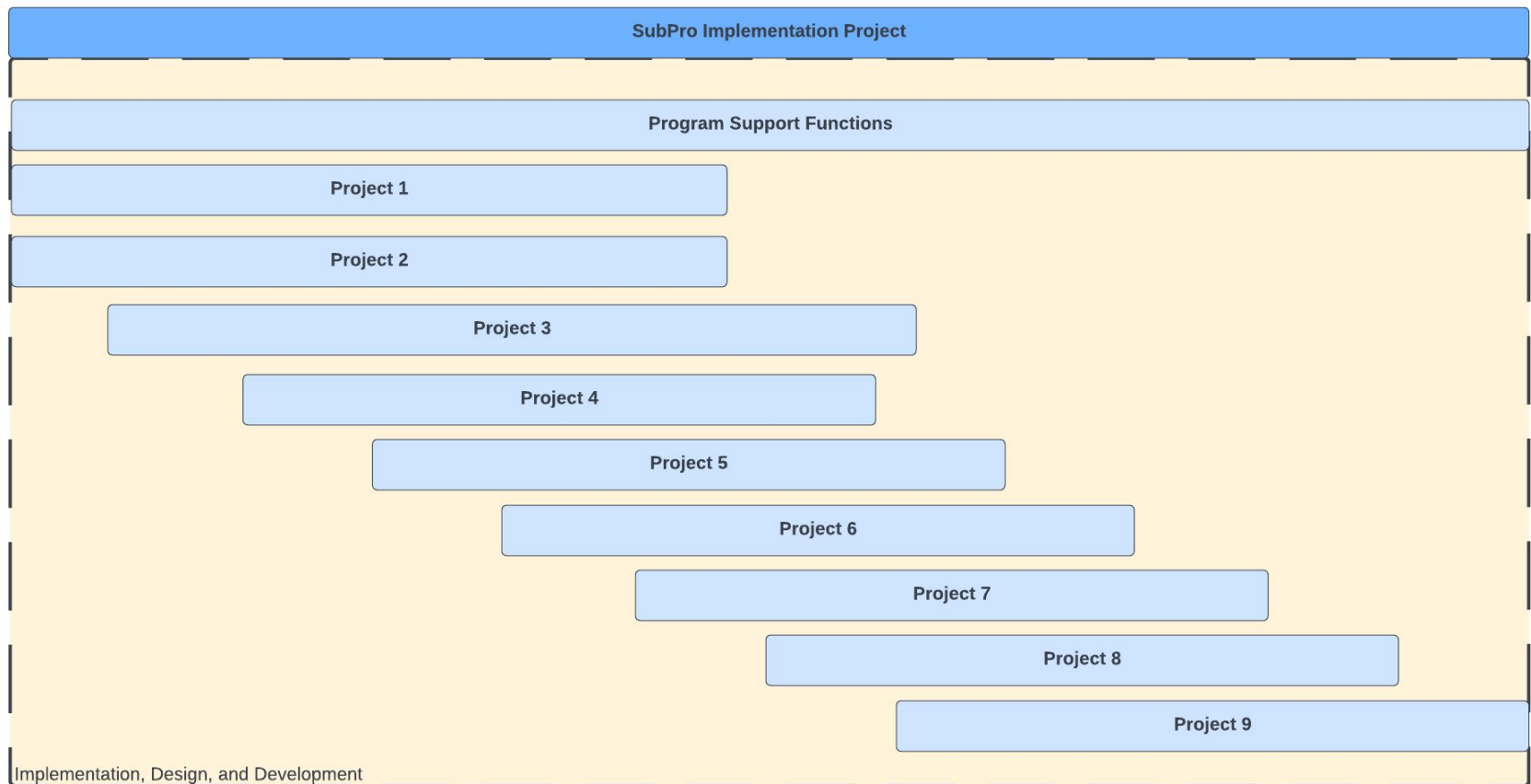
- Implementation Phase Time Estimates (somewhere between Options 1 and 2 as requested by the Board)
 - Timeline
 - Objectives/goals by year
- Program Resources
 - Financials, human resources, vendors and others
- Project Management
 - Project Structure: Phases of work, project-level structure
 - Project milestones
- Preliminary assessment to identify sequencing of the work and dependencies on completion of work, both internal and external to the project

Funding

- ◉ As of Dec 2022, \$7M of the Board approved ODP funds have been spent
 - The Board approved up to \$9M for the ODP
 - Since publishing the ODA, work is still occurring at a similar rate
- ◉ For Org to continue working on this project, a decision for additional funding is needed
- ◉ ICANN org is recommending the Board approve an envelope of funding to support work through the beginning of FY24 (April 2023 - October 2023)
 - The recommended funding source is the 2012 New gTLD application fees
- ◉ The recommended envelope would provide the funding needed to begin implementation work for Board-approved policy recommendations that are being considered at ICANN76 and further research on other key topics such as IT systems, pending policy recommendations, and program processes
- ◉ These funds provide Org the funding needed to carry out development and implementation work through ICANN78, at which time the next funding envelope will be requested

Implementation Approach - Work Breakdown

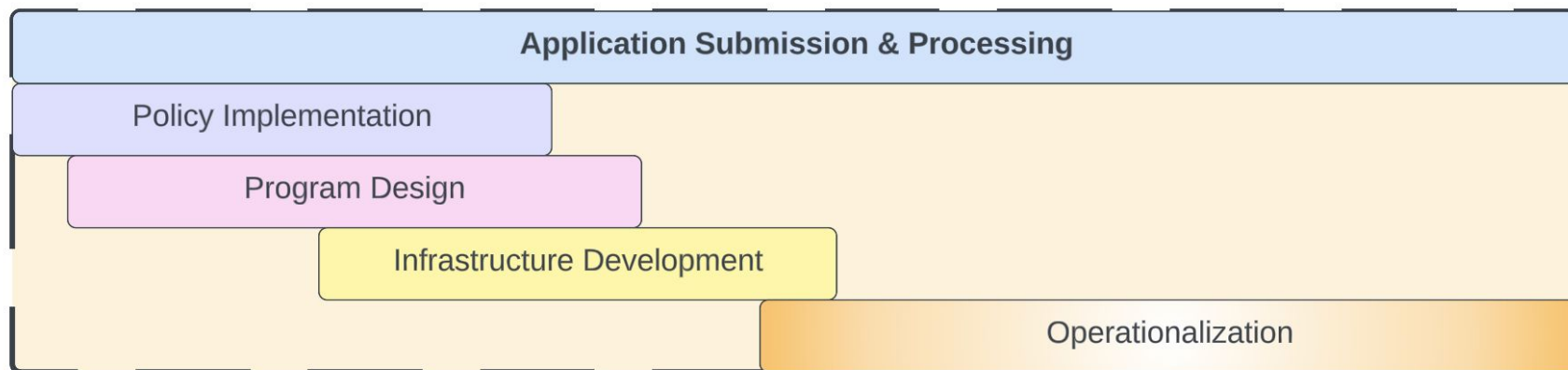
In order to complete the work in a timely manner, we are planning to organize the work into separate projects aligned with modules of the new Applicant Guidebook. Projects will be staggered to plan for more efficient use of resources.



Implementation Approach - Stages

All primary projects will follow the project development stages described in the ODA.

Example



<u>Project Stages:</u>	All work at the project level and above will include 4 stages. Each stage led by an SME team
Policy Implementation	Responsible for working with the IRT and developing policy materials (e.g. AGB) for the program
Program Design	Develop high level processes for the policy materials, work with other functions to set process requirements and expectations, create detailed process blueprints, develop specifications for system and tool development
Infrastructure Development	Develop systems and tools to support program processes. This will likely be heavily (60%+) IT focused development.
Operationalization	Put all processes, procedures, systems and tools together into a cohesive program, obtain and train operational resources, develop operational structure of org to deliver program

Interdependencies

- There are interdependencies between the different implementation streams, i.e., progress in one stream is dependent on the completion a related step in another; e.g.:
 - To create the “application intake system” as part of the infrastructure design ICANN org requires that the policy implementation stream has agreed on finalized language (including public comment) on the application questions and evaluation processes for all application types.
 - Any process that requires vendors (string similarity evaluation, objections, ASP, RSP, etc) will require that policy language is finalized before even an RFP can be issued, with selection and contracting to follow.
- There are also dependencies that will impact that speed of progress of the policy implementation process: (Closed Generics, Applicant Support GGP, IDN EPDP).
- Similarly, any recommendations not acted upon by the Board during ICANN76 will have to be resolved and Board-approved before they can be implemented and a complete draft Applicant Guidebook can be finalized.

Policy Implementation: Looking Ahead

- As shared via Tripti's blog, ICANN org's expectation is that the Board will adopt a large slate of recommendations during its meeting in Cancun.
- As a result, ICANN org has started to prepare for the policy implementation process, shortly after Cancun.
 - Starting with call for volunteers to join the SubPro Implementation Review Team (IRT)
 - ICANN org plans to have a work plan and methodology, and preliminary timeline in place by the start of the IRT (for those recommendations that the Board approves in Cancun).
- Primary goal of the policy implementation process, which is led by ICANN org and during which the IRT will “assist ICANN org in developing implementation details” (see [IRT Handbook](#)), will be to draft an updated Applicant Guidebook (AGB).

Applicant Support Program

- ODA indicates that most SubPro Final Report outputs related to Applicant Support **are implementable**
 - Org was unable to determine an appropriate way to fund attorney and consultant fees (Rec 17.2)

- To inform planning, resourcing, and design, ICANN org is looking to the GNSO Guidance Process (GGP) to articulate what represents success for the New gTLD Program.
 - Planning and preparation work for Applicant Support can proceed in tandem with the GGP
 - GGP is anticipated to finish its work by December 2023

Applicant Support Program: Budget Estimate

- In 2012, the Board allocated \$2M USD for Applicant Support.
 - 3 entities applied for support; 1 qualified for support
- The ODA estimated that an 80% fee reduction for 10 to 15 applications amounts to ~\$2M in **direct costs** to ICANN org
 - Initial budget to cover fee reductions for applicants that qualify for support
- Budget estimate **does not include**:
 - Bid credit/multiplier applied to supported applicant bid for ICANN Auctions of Last Resort
 - Implementation costs for outputs from GNSO Guidance Process about what represents success of the program and metrics for measuring success

Registry Service Provider (RSP) Pre-Evaluation

Technical Evaluation for RSPs

- Conducted once per RSP
- Successful RSP applicants will be considered “Pre-Approved” for the round
 - Pre-Approved RSP will need to maintain approved status
- Applicants are not required to use a Pre-Approved RSP

A key dependency for future rounds

- Expected to reduce the total number of technical evaluations
- Requires update of questions, creation of systems, processes, procedures
- Proposed to start ~18 months prior to application submission period
- Finish pre-evaluation ~6 months prior to application submission period

Outreach and Reporting

There will be several modes of outreach:

- A global awareness and education campaign targeting top tier media.
- A local outreach campaign targeting countries and audience that will most benefit from Universal Acceptance (UA), Internationalized Domain Names (IDNs) and the opening of the next round.
 - This will be supported by public relations and social media activities.
 - Specific targets and audiences will include underserved regions and developing countries.
- This work will be conducted by and Communications, Global Stakeholder Engagement (GSE), and Government Engagement (GE).
- The outreach will include awareness for Applicant Support and Registry Service Provider (RSP) Pre-evaluation Programs up to 18 months prior to the opening of the next round.
- Org will provide periodic status updates once implementation work officially begins.

What to Expect at ICANN76

What to Expect at ICANN76

- Subsequent Procedures (SubPro) - Issues & Next Steps
 - Session Link: [ICANN76 Session \(SubPro\)](#)
 - Date: 12 March 2023
 - Time: 9:00 Cancun (UTC-5), 14:00 UTC

- ICANN Board Meeting
 - Session Link: [ICANN76 Session \(Board\)](#)
 - Date: 16 March 2023
 - Time: 15:00 Cancun (UTC-5), 20:00 UTC

More Info

- New gTLD Subsequent Procedures Operational Design Phase
 - [Link to Webpage](#)
- To view previously submitted feedback: [Previous Feedback](#)
- General questions about the New gTLD Program can be sent to our Global Support team: globalsupport@icann.org

Questions?