Agenda

Already happening
- Application processing status
- Communications
- Applicant support

Under discussion
- Batching
- TLD acceptance
- “Defensive” applications

What happens next
- Trademark Clearinghouse
- EBERO
Already happening...
Application process is open!
Application processing
Customer Service Center

- **6,900** inquiries received since CSC launch last November
  - Average resolution time per inquiry is 1.6 days
  - 80% of inquiries are answered within 24 hours of receipt

- Common topics of inquiry
  - Clarification on evaluation question requirements (Questions 11, 45, 46, 48, 50)
  - Clarification on terms of Registry Agreement
CSC - Knowledge Base

- Approximately 1,500 articles in 6 languages
- Knowledge base articles categorized by:
  - Supplemental Notes, Knowledge Articles, Reference Materials, FAQs, Applicant Guidebook
- Last major update was 11-January 2012
- Materials added since 11-January 2012 include:
  - New gTLD Registry Agreement Q&A
  - New gTLD Program Fee Acknowledgement Agreement
- Knowledge Base improvements to provide better access to content
TLD Application System (TAS)

99.99% uptime since launch (outside of announced maintenance windows)

Most Common Inquiries:
• Document upload/download, password usage
• Status regarding ICANN Review and Payment Receipt

TAS Updates site contains: User Guide, ICANN turnaround times

Processing Status

Registered User – has completed the online registration and ICANN has received their USD5000 registration fee

• Each Registered User may submit up to 50 applications
## Important Dates

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(Costa Rica 11-16 March 2012)
Service Provider Update

Background screening service provider selected

• Extensive search using a Request for Proposal process

• Over 12 global firms responded

• PricewaterhouseCoopers selected
Applicant Support Program
Applicant Support Program

• Program elements:
  – Third-party pro-bono services
  – Fee reductions for selected applicants
  – Applicant support fund

• Described by:
  – Factsheet
  – Dedicated webpage
  – Financial Support Handbook

• Awareness campaign
Pro Bono 3\textsuperscript{rd} Party Services

- Directory maintained on ICANN site
- Connecting those seeking and offering pro bono services
- Peer to peer help with application (technical, legal, translation)

Pro Bono 3\textsuperscript{rd}-Party Services Directory

• **Seeking Support**
  • 14 organizations and individuals
  • From Senegal, Ecuador, Germany, British Virgin Islands, India, USA, Canada, Cameroon, and South Africa

• **Offering Support**
  • 15 organizations and individuals
  • From France, Bulgaria, USA, Norway, UK, China, Germany, Australia, Canada, Cameroon, Ecuador, and South Africa
Financial Assistance

• Qualified candidates get fee reduction to $47,000 or staggered payment option

• Requires a support application in addition to the gTLD application

• Independent Support Applicant Review Panel (SARP) to review applications
Support Applicant Review Panel (SARP)

- EOI published: 3 February
- Open through 31 March
- Seeking individuals from ICANN’s community and independent experts
- Actual number of panelists based on applications
- Panel member selection & training in collaboration with JAS WG
Applicant Support Program Fund

- ICANN Board authorized $2,000,000 for Applicant Support Program
- This initial fund will support 14 candidates
- Work ongoing to determine when third-party contributions can be accepted
Applicant Support Funding Strategy

• **Now:**
  - Use the 3\textsuperscript{rd}-party pro bono vehicle; donors provide funds directly to the applicants

• **Near-term:**
  - Develop program to accept contributions to increase Applicant Support Fund

• **Long-term:**
  - Research feasibility for sustainable funding model
Learn more

- Dedicated webpage: http://newgtlds.icann.org/en/applicants/candidate-support

- Workshop
  - how this program is progressing
  - what are the next steps
  - Focus on the financial assistance and access to pro-bono services

Thursday, 15 March at 10:30am in La Paz C
Communications
Online Advertising Campaign

• Google Ad Campaign
  — Seven weeks/145 countries
  — Specific campaign targeting CMOs in developing economies
  — Resulted in nearly 22,000 visitors from 136 countries to the new gTLD website delivering more than 5,550,000 impressions
Social Media - Facebook & Twitter

- Regular Facebook updates
- Tweets 5-8 times/day
- Twitter followers grew from 8,000 in October to ~45,000 from all over the world
- Twibbon campaign for the Applicant Support Program
Global Press

• Over 10,000 global news articles about the program
  — ~2,500 articles in developing economies

• Coverage from high-profile news outlets such as: BBC, NBC, Reuters, WSJ, Guardian...
Live Events

• 59 live events
  — Spokespeople included: Board members, staff, and community members

• Reached ~14,500 people across five geographic regions
Program Materials

http://newgtlds.icann.org/en/about/program/materials

• Fact Sheets
  — Applicant Support, IDN, Government, Objection & Dispute Resolution, Rights Holders

• Presentations
  — Application & Evaluation Process, Applicant Support Program
Under discussion...
Batching
Batching

• Necessary if significantly more than 500 applications are received
• Allows ICANN to prioritize and process applications in an objective, efficient, and effective manner
• Requires an objective batching selection process for dividing applications into appropriately sized batches
• Preserves the quality of analysis across a number of evaluation panels over a short processing period
Batching Alternatives

A number of *batching selection processes* considered:

- Random selection
- Auction
- First come, first served
- Online batching system (“Secondary Timestamp”)
Batching Selection Process

Will be used if natural batches cannot be created

Three criteria to determine batches:

1. Applicant’s batching preference (i.e., an opt-in/opt-out mechanism);

2. A non-random priority number assigned in a secondary registration; and

3. Geographic diversity
Universal Acceptance
What is universal acceptance?

- Making sure software universally accepts domains (including IDNs)
- Not content-related; not about policy on what TLDs are “allowed”
- Problem when software checks user input against fixed list of TLDs, TLD character length, and other incomplete or outdated criteria.
Activities to date

• How can ICANN best facilitate closing the gap to universal acceptance?
• JIG WG published Initial Report on Universal Acceptance of IDN TLDs
• ICANN work includes posting basic software toolkits at: https://github.com/icann
• Raising awareness inside and outside ICANN community
• Development of additional informational materials
How to get involved

• Email comments and suggestions to tld-acceptance@icann.org
• Workshop will explain our historical work, and hopefully foster dialogue on where ICANN can best direct future efforts
• Input received will be turned into a workplan

Wednesday, 14 March at 12:30 in La Paz A
“Defensive” Applications
“Defensive” gTLD Applications

- Program designed with protections for certain interests and rights
  - Objection / dispute resolution process
  - Independent objector
  - GAC Early Warning and Advice
- Comment received on perceived need for “defensive” applications
- Responded with:
  - Public comment period
  - Session on Thursday for discussion

Thursday, 15 March at 1pm in La Paz A
What happens next...
Emergency Back-End Registry Operator (EBERO)
EBERO Project Status

• Request For Proposal open Sep – Dec 2011
• 14 responses received
• Teleconference for potential respondents held 16 Nov 2011
• Q&A published 23 Nov 2011
• Completing selection process currently
EBERO Project Timeline

- Jun 2012 - model publication and selected provider(s) announced
  - Model will be informed by application data

- Jan - Feb 2013 - Simulations/Drills

- Mar 2013 - Go-live
  - Low probability of registry failure before this time
Trademark Clearinghouse
Trademark Clearinghouse

- A rights protection initiative developed as part of the New gTLD Program discussions.
  - Repository of authenticated rights data
  - Will support Sunrise periods and Trademark Claims services (required for all new gTLDs)

- Implementation in progress
  - Project plan for launch of clearinghouse operations in October 2012
Trademark Clearinghouse

Two tracks of work:

1) selection of one or more providers for clearinghouse services, and

2) development of supporting processes (e.g., Trademark Claims and Sunrise processes) for the Clearinghouse
Trademark Clearinghouse

Provider selection

- Request for Information (October 2011)
- Review of submissions, candidate discussions
- Completing selection process currently
Trademark Clearinghouse

Process development

• Formation of Implementation Assistance Group (IAG) in November
  • 13 rotated conference calls
  • Written submissions

• Now completing compilation and analysis to create model

• Completion of requirements expected March 2012

Wednesday, 14 March at 11:00 in La Paz A
Thank You
Questions