

New gTLD Program Update

12 March 2012



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

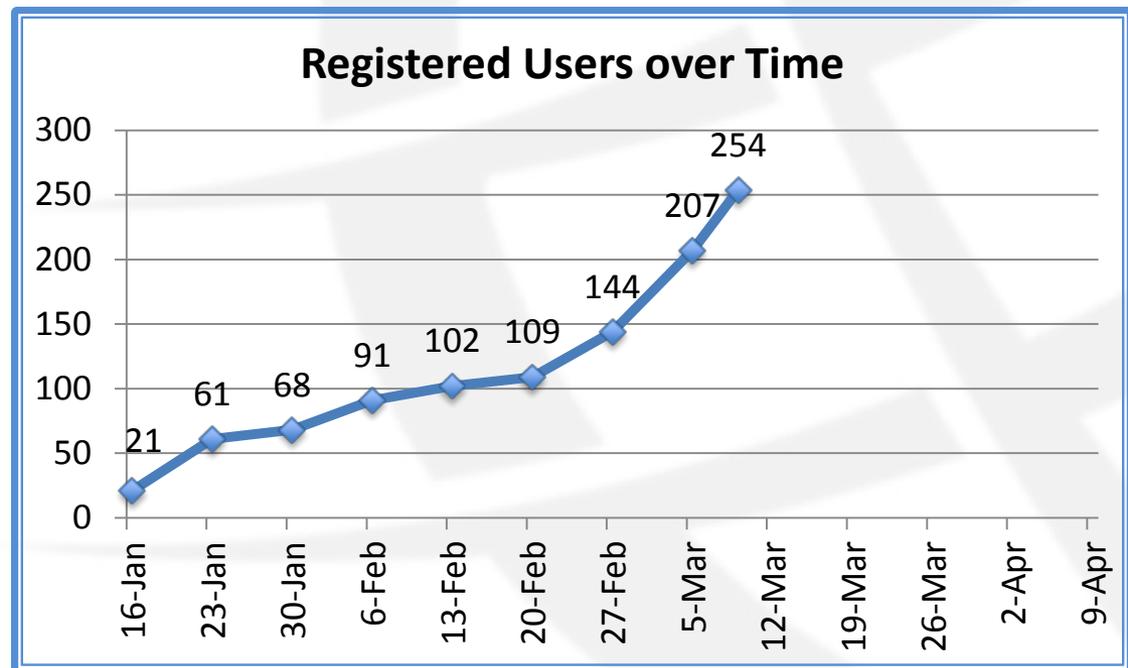
<http://newgtlds.icann.org/en/announcements-and-media/tas>



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

2012

January

Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7				1	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25
29	30	31					26	27	28	29			

February

March

Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28
25	26	27	28	29	30	31	29	30					

April



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 3rd Party Services

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

<http://newgtlds.icann.org/en/applicants/candidate-support/non-financial-support>



Pro Bono 3rd-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 3rd-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

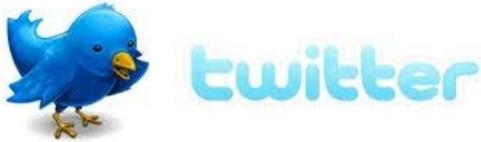
Thursday, 15 March at 10:30am in La Paz C



Communications



Social Media - Facebook & Twitter



facebook

- 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

One World

One Internet

