

New gTLDs

ICANN Public Forum

6 March 2009



1-6 march 2009

Consultations at Mexico meeting

- Revised Applicant Guidebook and Comment Analysis released for public comment
- Discussions with GNSO, GAC, ALAC, individual GNSO constituencies
- Workshop: Q&A on Applicant Guidebook
- Branding and New gTLDs session
- Public Forum discussion with the ICANN Board

Some Positive Aspects

- Overall positive reaction to the analysis of the first public comment round; and looking to improve
- Recognition public consultation process is working. We received a lot of thoughtful feedback.
- Positive proactive approach by IP community to get together and propose solutions to address the trademark overarching issues
- More awareness about New gTLDs and ICANN's role.

Overarching Issues

- Additional study and consultation required on four overarching issues:
 - Trademark protection and possible abuses
 - DNS stability
 - Economic analysis of effects of New gTLDs on the marketplace
- The results of these consultations and studies will be published in a subsequent Guidebook
- This means that first applications would be received in December (earliest) or Q1 2010

Issues for Next Version of Guidebook

- 3-character requirement for certain IDN gTLDs
- Evaluation fees
- Comparative evaluation scoring
- Thick v thin Whois
- Standards for community based objections
- Categorization for gTLD applicants
- Registry agreement terms, incl.: registry-registrar cross-ownership model
- Geographical names
- Approach to variants (i.e., requiring applicants to apply separately for each string),
- Timing of gTLD process w/ fast track

Prerequisites to accepting applications

- Complete Community consultations on overarching issues, in particular trademark/malicious behavior issues
- Complete third-party studies
 - Market impact analysis and Price controls
 - SSAC/RSSAC study
- Finalize all criteria and processes, publish Final Applicant Guidebook
- Completing ICANN's internal operational readiness work to accept applications and manage new gTLD registries
- Conduct communications outreach - four month effort

Thank You

<http://www.icann.org/en/topics/new-gtld-program.htm>