



New gTLD Program

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What was published

- New gTLD Applicant Guidebook draft version 3
- Public comment summaries & analyses
- Explanatory memoranda
- Independent reports
- Communications plan

CHANGES TO THE GUIDEBOOK

Changes to the Guidebook

- Guidance for applicants
- New programs / initiatives
- Completing procedures and standards

Guidance for applicants

- Timelines – estimates for processing applications
- gTLD registry operator obligations
- Community priority (comparative) evaluation annotations
- String Similarity Algorithm – 8 scripts available
- Registry services review description
- Evaluation panel selection process, conflict of interest policy, and code of conduct for panelists

New Programs / Initiatives

- Malicious conduct mitigations
- Verification program for high security zones
 - Elective verification process
- Thick Whois
- Post-delegation dispute processes
 - Rights protection mechanism
 - Community TLD restrictions compliance

Completing Requirements & Procedures

- Pre-delegation testing procedures
- Morality and Public Order – frivolous objection test
- Community objection – defenses
- Geographic names clarity and 2nd level reservations
- Financial instrument for continued operations defined
- IDNA2008 Protocol

Pending Issues



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Trademark Protection Mechanisms

- Version of selected mechanisms in Guidebook
 - Trademark Post-Delegation Dispute Resolution Procedure
 - Thick Whois requirement for all new gTLDs
- GNSO focused review
 - Seeking GNSO view on consistency of proposed rights protection mechanisms with policy advice
 - GNSO asked to approve staff model or propose alternative
 - IP Clearinghouse (including IP Claims and Sunrise processes)
 - Uniform Rapid Suspension system (URS)

Concluding the studies

- Retain economists to review and summarize work to date into the context of the open questions
- Augment existing studies to consider net benefits of:
 - New gTLD program
 - Individual applications
- Verify policy conclusions: initiate feasibility assessment (cost and time) & new study on public benefit of new gTLDs
- Continue work mitigating costs in areas of, trademark protections, malicious conduct, user confusion

Three-character and Variant Management

- A working team was formed to engage with relevant language communities to:
 - Develop recommendations to address the three-character requirement and management of variants in TLDs
 - Report back with recommendations to Board and community

Root Scaling Study

- RSST final report provided on 7 September
 - Steering Group forwarded to Board , RSSAC and SSAC on 9 September
- RSST & associated report
- Steering group will provide evaluation report and recommendations to Board based on SSAC/RSSAC feedback

RSST Main Findings

- Main challenge is determining what changes to root zone processes may stress system ability to adapt
 - Accumulation of too much change can stress capacity
- Early warning system to identify stressors would increase confidence in ability to avoid disruptions
 - Requires increased levels of cooperative planning
- Key to effective adaptation is providing sufficient notice to allow for planning

Finishing the key issues

Issue	Path Forward
Malicious Conduct	– Proposed solutions in Guidebook
Root Scaling	– SSAC / RSSAC Analysis & Report
Economic Analysis	– Engage economists / Work in parallel with implementation
Trademark Protections	– GNSO work, staff model, then Board consideration
Vertical Separation	– Community discussions on specific models, look for compromise, Board consideration

Communications Plan

- Posted, approach in phases
 - Pre-launch
 - Launch - gTLD application period
 - Post-launch
- Specific communication campaigns
 - Evaluation Panels Search; TLD Acceptance
- Some Activities
 - Multilingual Informational materials
 - Live events and webinars
 - Email notifications to ICANN SO's and AC's
 - Global press releases

Getting to the finish line

- Resolve the remaining issues
- Publish fourth draft of Applicant Guidebook
- Board consideration of remaining issues
- Publish final Guidebook

THANK YOU