Getting Ready – Understanding the Applicant Guidebook Questionnaire

Agenda

NewgTLDs

- Panelist introductions

- Structure

- Questions by section

- Discussion and Questions

Moderator & Panelists

- Fred Felman – MarkMonitor

- Thomas Barrett, Encirca

- Sarah Langstone, Verisign

- John Matson, Architelos

- Mike Rodenbaugh, Rodenbaugh Law

- Chris Wright, AusRegistry

Structure

- Each question represents a minimum set of requirements

  - Tell how will you will comply

  - Outline provided for what a complete answer should include

  - Additional guidance for extra points (limited)

Questions by section

- Public facing questions: Qs 1-30a

    – Focused on who you are, registry service, and type of string

- Internal facing questions: Qs 30b-50

    – Focused on operations and financial support

Questions 1-12

- Applicant information

- Application contact information

- Proof of legal establishment

- Background

- Evaluation fee

Questions 11 – Applicant Background

- Background screening

  - Strong presumption of failing background screening process if any conviction of crimes listed in question 11e

    - i - xii of the questionnaire

  - For both the entity applying and key individuals listed in the application

Questions 11 – Applicant Background

ICANN reserves the right to deny an application if during the background screening other issues come to light

Questions 13-17: Applied-for gTLD String

- gTLD string (Q 13)

- IDN yes or no (Qs 14-17)

  - IDN tables for applied for language or script

  - IDN table for each language or script to be offered at second level

  - Currently, no variant gTLD strings will be delegated through the program

Question 18: Mission/Purpose

- Description of purpose of registry must be sufficiently detailed to enable comment

- If community, this description must be consistent with question 20

Question 18: Mission/Purpose

- There are two economic benefit questions

  - How will your proposed new gTLD benefit registrants, Internet users and others?

  - What operating rules will you adopt to eliminate or minimize social costs?

- Answers are primarily to enable program review after launch

Questions 19-20: Community-Based Designation

To elect or not to elect

- Will provide preference if there is a contention set

- Community status cannot be changed

- Post-delegation contractual obligations shall reflect commitments to the specified community

Questions 21-22: Geographic Names

- Government endorsement required for:
  - Any cities or sub-national place names listed in ISO3166 – 1 or 3166-2
  - A continent or UN region as represented on specified lists
  - If TLD is to be "used for a specific purpose associated with a city name"

- Documents of support or non-objection required from relevant governments or public authorities

- Process and policies for protection of geographic terms at second level required, including incorporating GAC advice

Question 23: Registry Services

All remaining answers (Qs 24-50) should align with the proposed Registry Services captured in Q23

- Security, stability & registrant protection paramount

- If the proposed registry service requires further analysis then Registry Services Technical Evaluation Panel (RSTEP)

  - Requires an additional fee

Questions 24-44: Technical & Operational

Questions cover external facing processes (Qs 24-38) and internal infrastructure (Qs 30b-44)

- External facing will be posted and open to application comments

- Currently: 30 points available; 22 points required to pass

  - Ten questions provide for extra points

Questions 28-29: Abuse Prevention & RPM

- Mandatory:

  – Single point of contact for abuse

  – Sunrise, IP Claims, implementation of decisions under URS and UDRP

- Extra points for measures to promote Whois accuracy

- An extra point is awarded if RPM is a core objective

Question 30: Security

- Specify commitments made to registrants concerning security levels

- Extra points awarded for an independent report stating effective security controls

Questions 31: Technical Overview of Proposed Registry

- Tells high-level story of the technical and operational aspects of the registry

- Description of outsourcing plans

Questions 45-49: Financial Capability

- Funding must cover technical and operational requirements

- Mandatory provision of audited financial statements (balance sheet, income statement, statement of shareholders equity/partner capital, and cash flow statement) or unaudited statements if new

- Complete a Projections Template and describe basis & rationale for assumptions

- Assurance that funding and revue projections are consistent with other public/private claims

Question 50: Critical Registry Operations

- Requirement: Irrevocable Letter of Credit or an irrevocable cash escrow sufficient to cover critical registry operations for three years

  1. DNS resolution for registered domain names

  2. Operation of the Shared Registration System

  3. Provision of Whois service

  4. Registry data escrow deposits

  5. Maintenance of a properly signed zone in accordance with DNSSEC requirements

Panelists Closing Comments

One World

One Internet

Questions