

# Community Priority Evaluation & New gTLD Auctions

18 November 2013

ICANN Global Domains Division



# Agenda

- + Contention Set Resolution Status
- + Community Priority Evaluation (CPE)
- + CPE Q & A
- + New gTLD Auctions
- + Auctions Q & A

# Current Contention Set Resolution Status

	Initial Figures	Current Figures
Contention Sets	234	201
Applications in Contention	758	657

Figures do not account for string confusion objection determinations

- + Economist Intelligence Unit (EIU) is CPE Panel
- + Power Auctions LLC is the Auction provider
- + Auctions expected to be “method of last resort” to resolve string contention



# Community Priority Evaluation CPE

» Process & Timeline

» Status

» Question & Answer

**Steve Chan**

gTLD Operations Manager

# Community Priority Evaluation > Status

+ 24 Oct 2013: Start of CPE

+ Evaluation process is expected to take 2-3 months

+ Evaluation Status

– 2 in evaluation

- First CQs, if applicable, expected to be sent in early December 2013

- First results could be available in early January 2014

– 2 invited

– 28 community applications in contention

+ Invitations will be sent weekly as contention sets become eligible

+ Monitor invitations and status on CPE page of the microsite:

<http://newgtlds.icann.org/en/applicants/cpe#invitations>

# Community Priority Evaluation > Eligibility

## + The Community application must

- Be a self-designated Community Application per section 1.2.3 of the AGB
- Be in an active string contention set
- Not have a pending change request
- Not be in the 30-day application comment window for an approved changed request

## + All members of the contention set must

- Have completed evaluation
- Have no pending objections
- Have no unresolved GAC Advice
- Not be classified as "High-Risk" per the Name Collision Occurrence Management Plan

# Community Priority Evaluation > Invitation & Evaluation Process

## + Invitation to elect CPE

- 21 Days to elect CPE & pay \$22,000 USD fee
- Notification to other members of the contention set
- CPE microsite updated to reflect invitation
- Application Comments & Correspondence due 14 days after invitation

## + Evaluation Scope

- All public portions of application
- Application Comments
- Letters of support or objection

# Community Priority Evaluation > Clarifying Questions

## + The Panel's CQs will aim to:

- Contribute to The Panel's efforts to validate letters of support
- Provide applicants the opportunity to respond to application comment, letters of opposition, and/or objection determinations that will materially affect scoring according to The Panel
- Clarify existing application responses

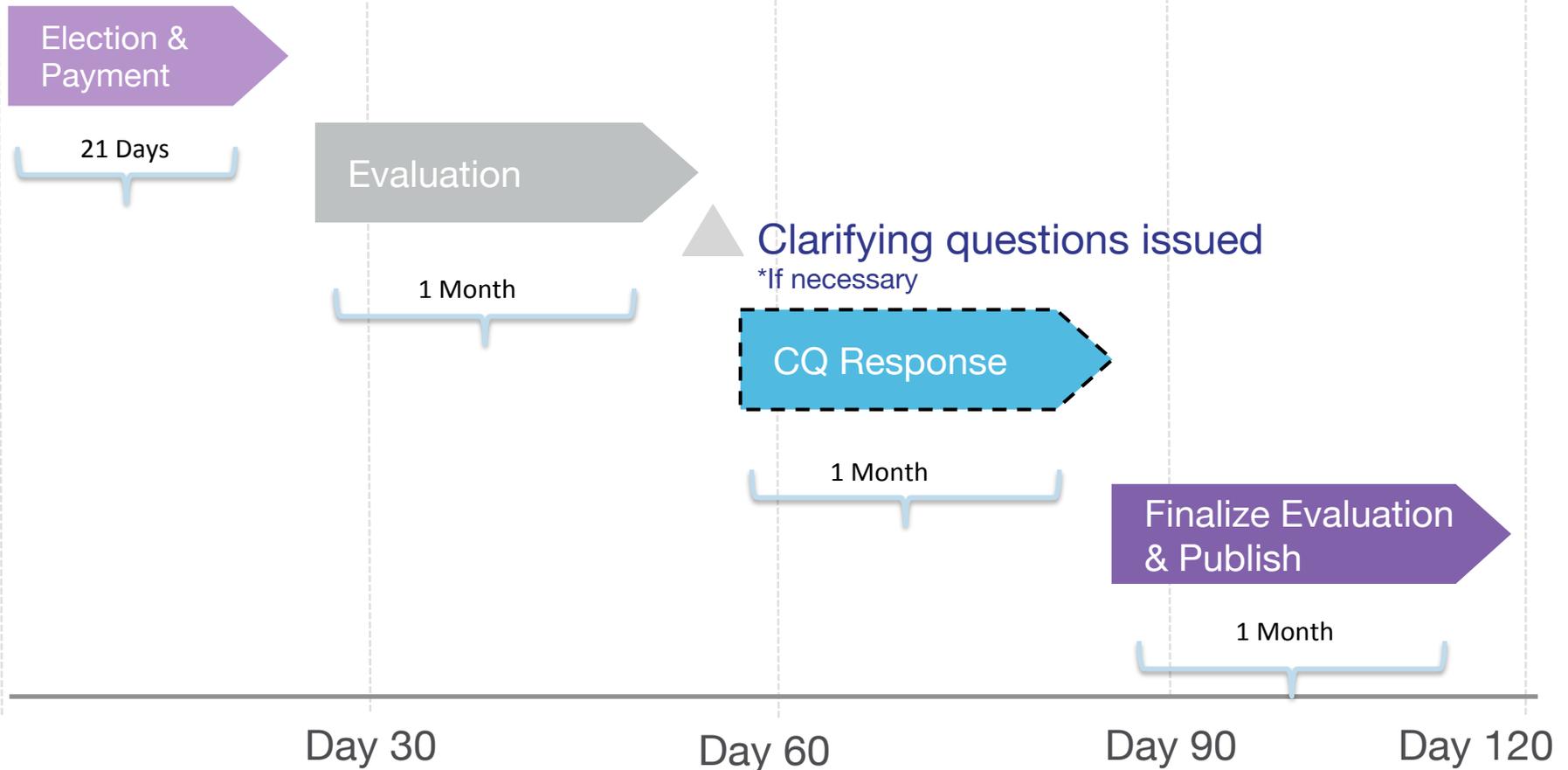
## + Timing of CQ's

- If necessary, CQ's can be expected roughly 1 month into the evaluation
- Applicants allowed 28 days to respond to CQ's

# Community Priority Evaluation > Timeline

▲ Invitations sent to eligible applicants

▲ Day 14: Deadline for application comment



# CPE Question & Answer

A stylized globe composed of a grid of dots, with a light blue horizontal band across the middle. The globe is rendered in a halftone or dot-matrix style, with the density of dots varying to create shading and define the continents. The background is a solid light blue color.



# New gTLD Auctions

» Readiness Status

**Russ Weinstein**

Sr. Manager, gTLD Operations

# New gTLD Program Auction > Status

## + Power Auctions is the Auction Manager

- Auction Design
- Customized Software
- Auction Operations Management

+ 1 November 2013: Preliminary auction rules published

+ 7 November 2013: Auctions webinar held

+ Target: Mid Dec 2013: Publish Bidder Agreement

+ Target: Early 2014: Notifications of Intent to Auction

+ Target: Early March 2014: 1<sup>st</sup> Auction Event

# Power Auctions LLC > Company Profile

- + Consultancy specializing in auction design, auction software, and auction manager services
  - Telecommunications spectrum, electricity, natural gas, diamonds, offshore wind energy tracts, ...
- + Current notable auctions include
  - Australian Digital Dividend Auction (April/May 2013)
  - Canadian 700 MHz Spectrum Auction (Jan. 2014)
- + 150+ auctions on our software platform since 2001
  - Bidders on six continents
  - Auction implemented as a web application
  - Meets governments' standards for stability and security
  - Auction replicated to a geographically separate server



# New gTLD Auctions

» Process & Timeline

**Russ Weinstein**

Sr. Manager, gTLD Operations

# Auction > Eligibility

+ Each active application in the Contention Set must have

- Passed evaluation
- Resolved any applicable GAC advice
- No pending objections
- No pending change requests

+ Each applied for gTLD in the Contention Set must

- Not be classified as “High-Risk” per the Name Collision Occurrence Management Plan
- Be eligible for the Alternate Path to Delegation or have received the SLD Collision Occurrence Assessment from ICANN

# Auction > Notification

## + Notification of Intent to Auction

- This notification is made to Qualified Applicants via the ICANN Customer Portal
- Qualified Applicant names its Designated Bidder & provides materials to perform due diligence
- Execute the Bidder Agreement
- These responses are due 30 Days after Notification

## + Notification of Auction Date

- This notification is made to Qualified Applicants via the ICANN Customer Portal
- Handoff of initial credentials to use the Power Auctions system
- Auction date and key deadlines

# Auction > Lead-up to Auction

## + Transition to Power Auctions Systems

- Receive wire instructions for submitting deposit
- Provide Authorized Individuals

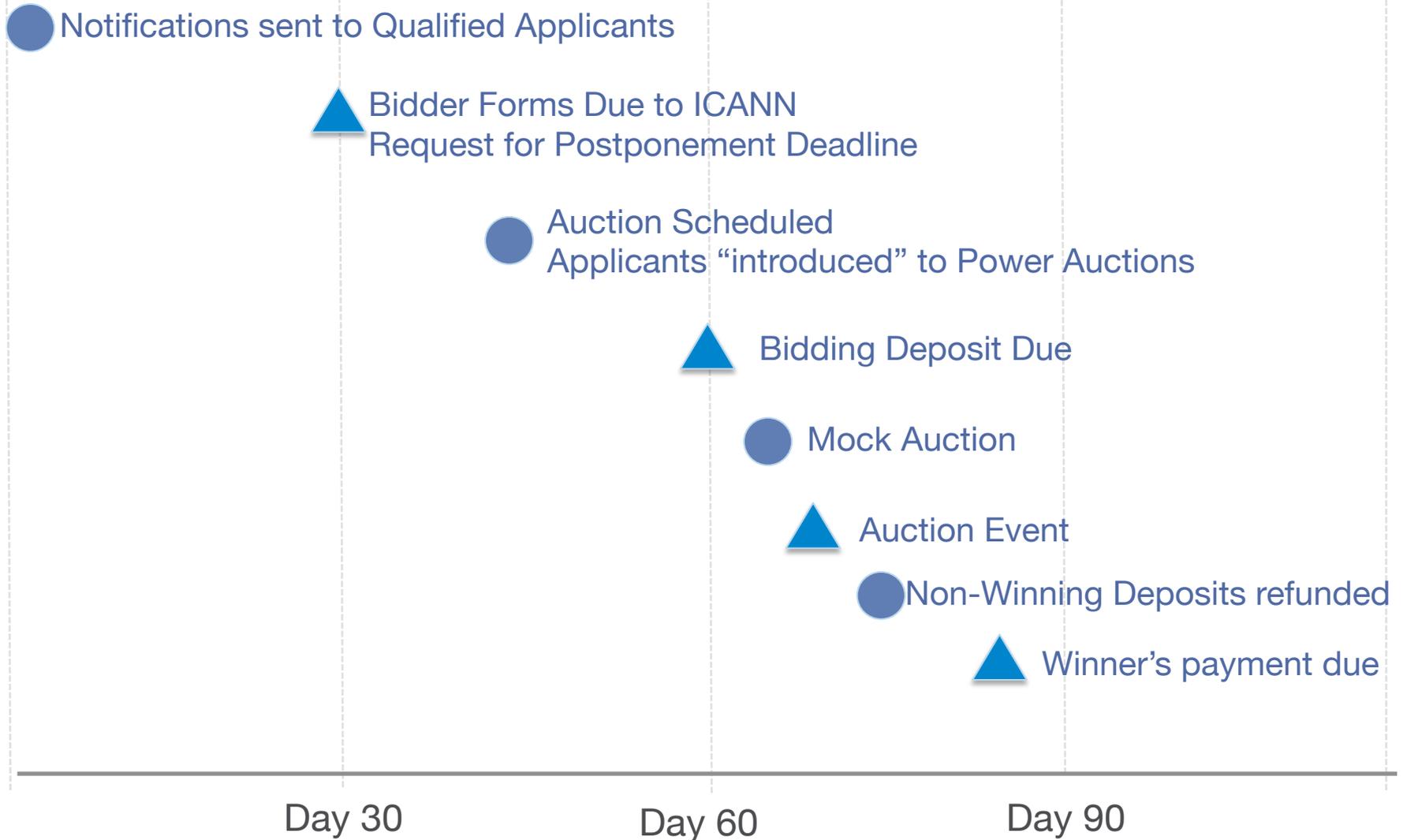
## + Blackout Period

- Begins at the Deposit Deadline (seven days before Auction)
- Discussions among contending Applicants (and their Designated Bidders) must cease at the Deposit Deadline
- Application withdrawals will not be processed during the blackout

## + Mock Auction

- For Designated Bidders only and their Authorized Individuals – one day prior to the live Auction

# Auction > Preliminary Timeline



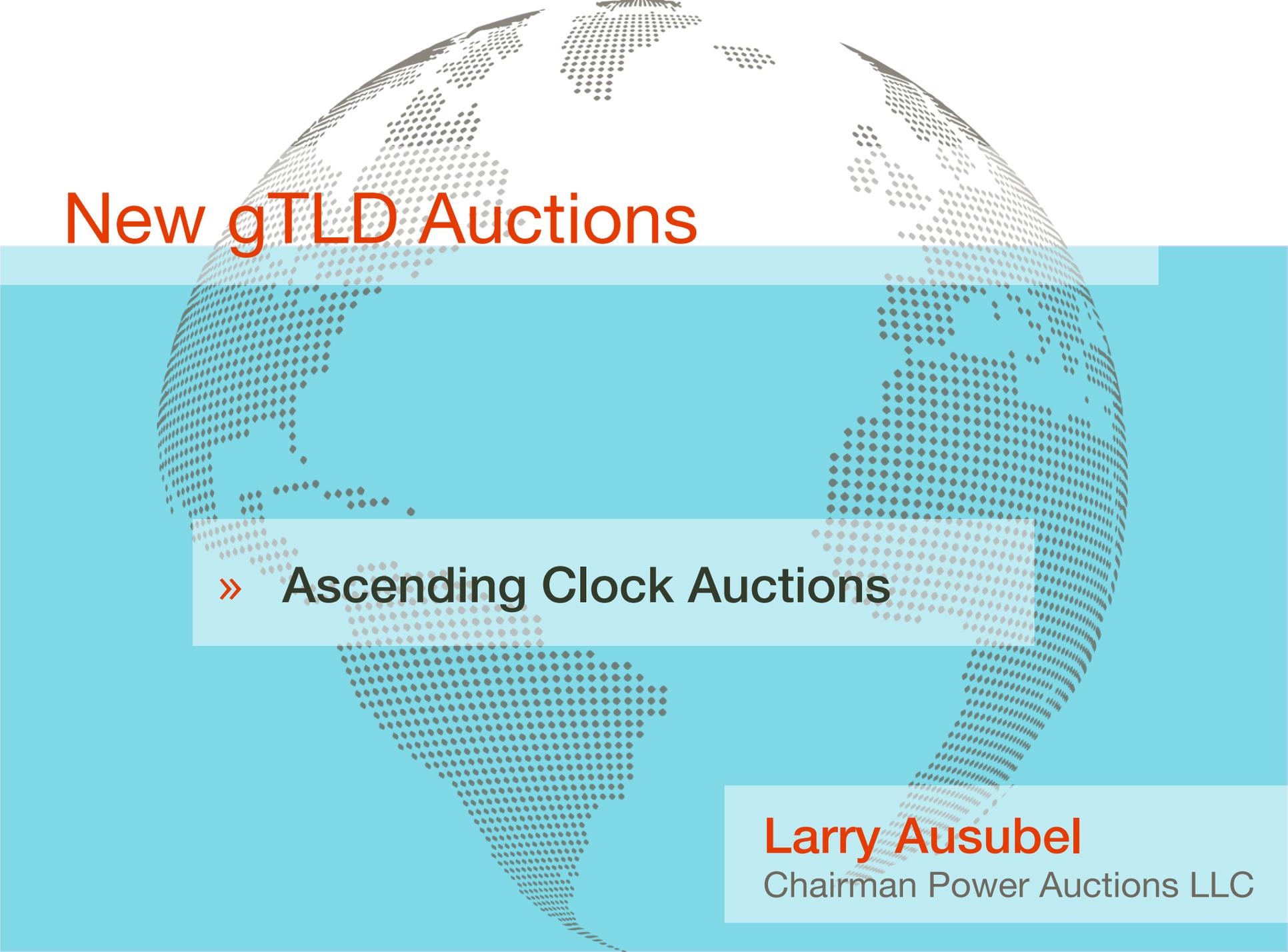
# Auction > Deposits & Bidding Limits

## + Bidding deposit due 7 days prior to the Auction Event

- Deposits may not be modified after the Deposit Deadline
- Deposits will be held in escrow accounts at a major US commercial bank
- Deposits must be sent by wire, denominated in USD and net of any bank fees

## + Your bidding deposit determines your max bidding limit

- Each Application has its own Deposit and Bidding Limit
- The Bidding Limit for an Application is set at 10x the amount of your Deposit
- A \$2 million (USD) Deposit for an Application will provide an unlimited Bidding Limit for that Application



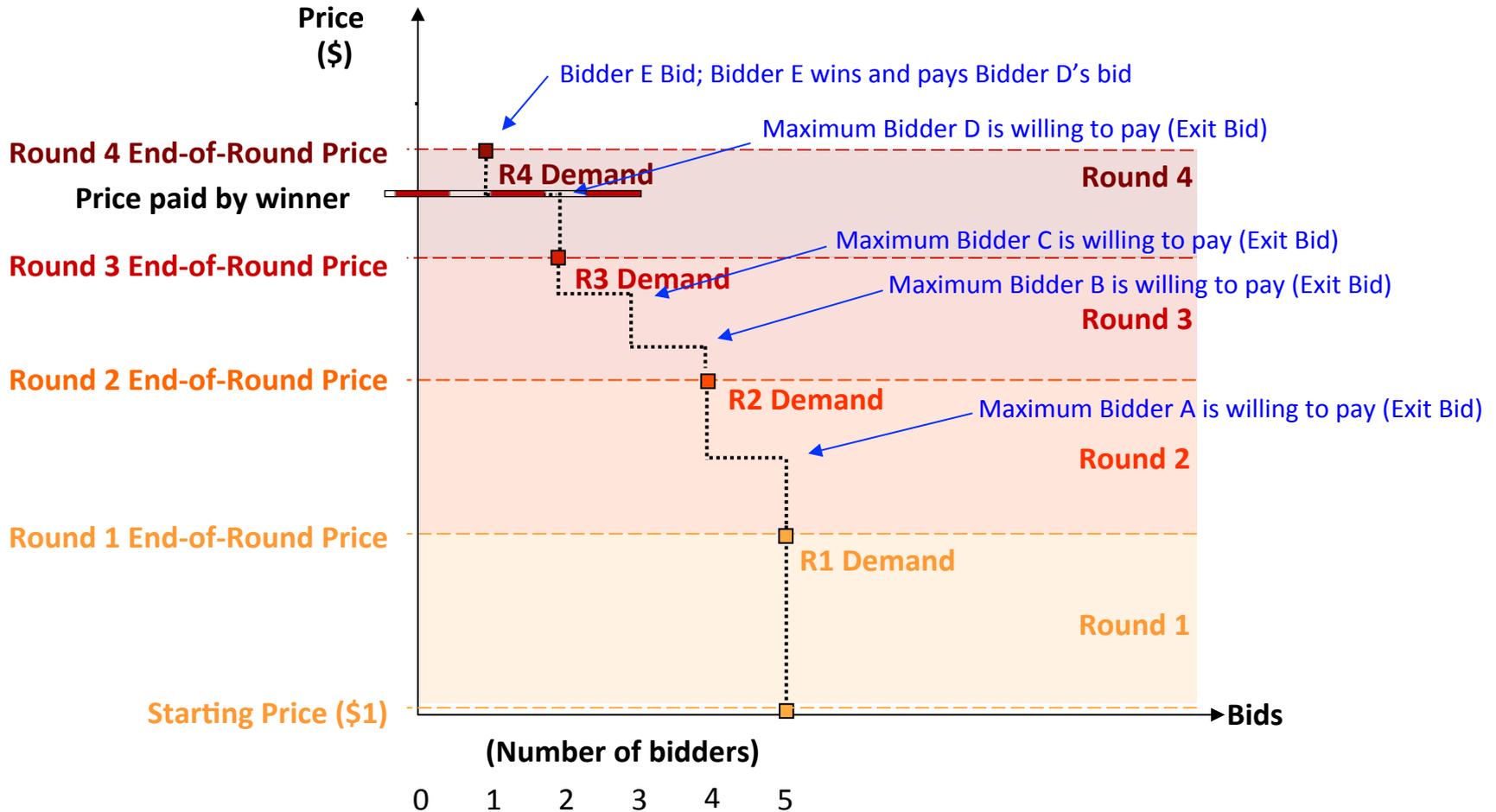
# New gTLD Auctions

» Ascending Clock Auctions

**Larry Ausubel**

Chairman Power Auctions LLC

# Ascending Clock Auction > Visual Depiction



# Ascending Clock Auction > Types of Bids

## Continue Bid

- A bid at or above the current round's End-of-Round Price. A Continue Bid guarantees that the Bidder will advance to the next round (or win).

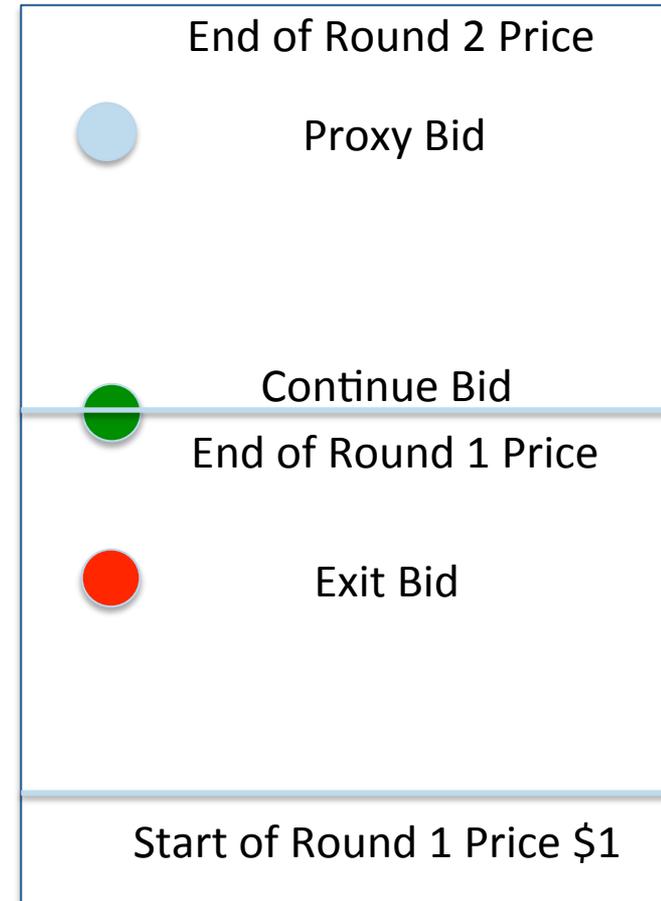
## Exit Bid

- A bid at a price less than the current round's End-of-Round Price. The Bidder will not advance to the next round. To be used when the Bidder has reached its maximum willingness to pay.

## Proxy Bid

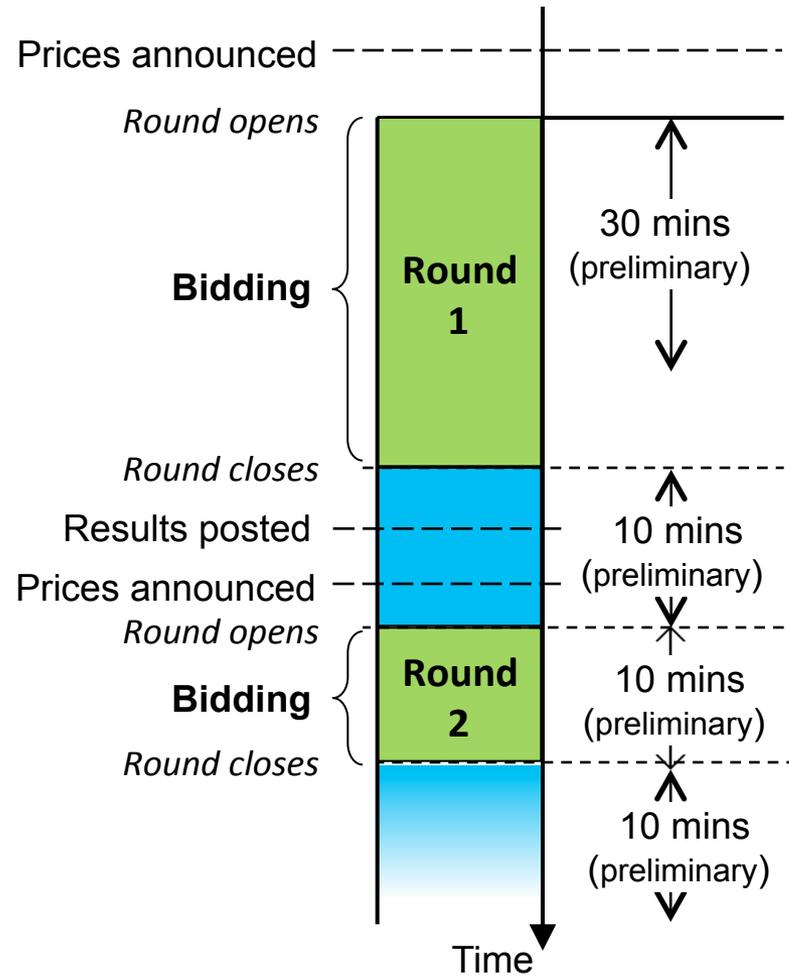
- A Continue Bid that is above the current End-of-Round Price serves as a "Proxy Bid".

### Round 1 Bidding



**All types of bids may be “winning bids”**

# Ascending Clock Auction > Process Depiction

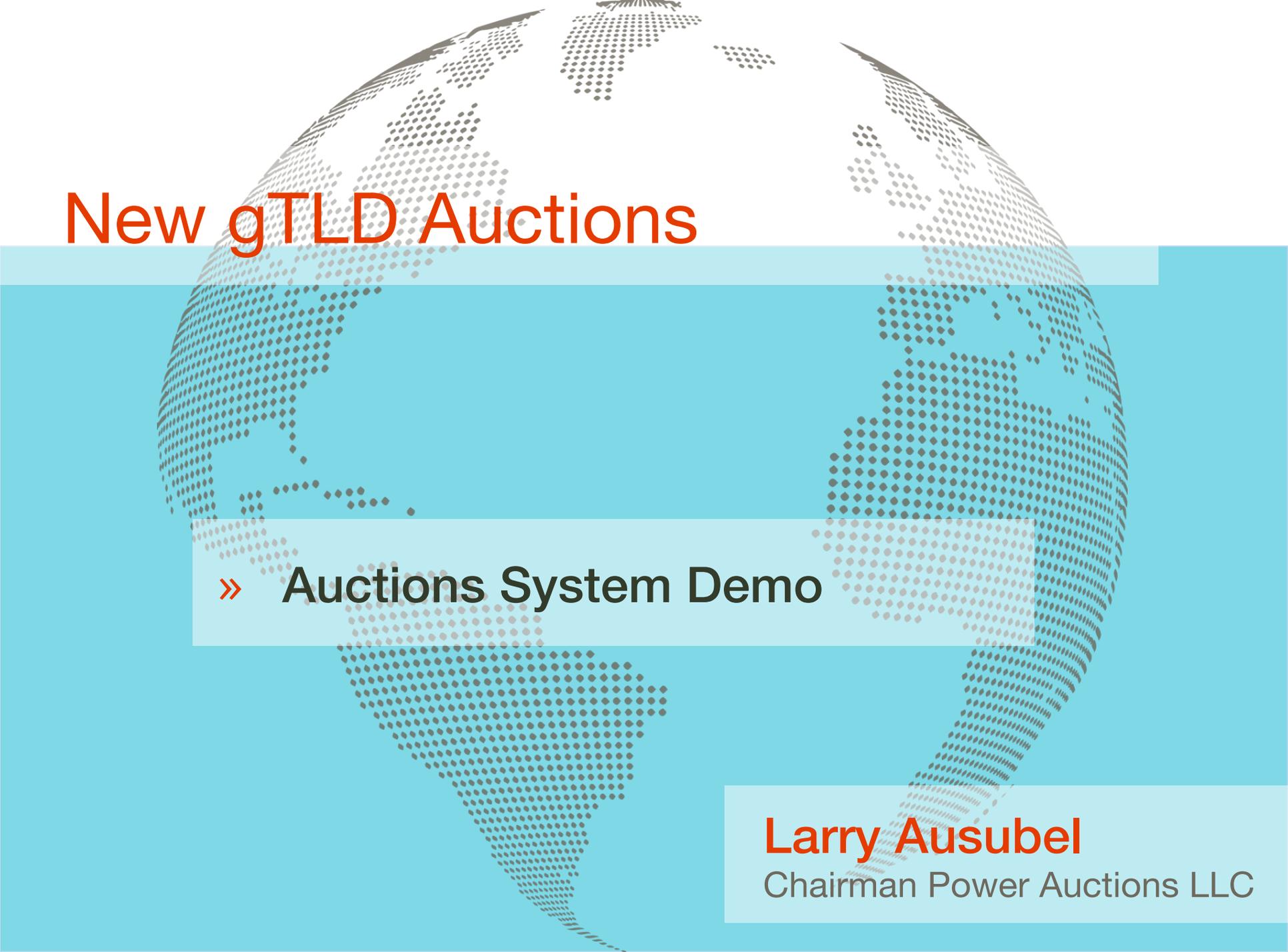


# Ascending Clock Auction > System Requirements

- + Standard PC or Mac with reliable connectivity
- + Newest version of IE, Chrome, Firefox
- + Redundant connectivity
  - Tablet with cellular data or laptop with 3G card
  - Smartphone
  - Bidder can have its second authorized individual in a separate location
- + Backup bid submission by fax

# Auction > Bidder Training

- + Mock auction prior to each live auction
  - Participation is optional, but strongly recommended for new bidders
  - Generally one day prior to each live auction
  - May be additional mock auctions in advance of the initial live auctions
- + User manual
- + Message system within auction software
- + Telephone support during mock auctions and live auctions



# New gTLD Auctions

» Auctions System Demo

**Larry Ausubel**

Chairman Power Auctions LLC

# Round 1



## Auction Login

**Please log in.**

Username:

Password:

Login ▶



# ICANN New gTLD Program

ICANN Conference: Buenos Aires

13 November 2013, 09:15:09 UTC  
Round 1 End-of-Round Prices have been announced. Round 1 is scheduled to start 20 November 2013 at 09:00:00 UTC.

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## Auction Info

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Contention Set	Start of Round 1 Price	End of Round 1 Price	Deposit	Bidding Limit	My Application ID
.EXAMPLE	\$1	\$1,000,000	\$1,000,000	\$10,000,000	1-1880-48905
.TEST	\$1	\$500,000	\$100,000	\$1,000,000	1-845-22951
.TESTSTRING	\$1	\$500,000	\$1,000,000	\$10,000,000	1-1224-46400
.TLD/TID	\$1	\$500,000	\$2,000,000	Unlimited	1-950-50638



# ICANN New gTLD Program

ICANN Conference: Buenos Aires

Time Left in Round

**29:44**

20 November 2013, 09:00:16 UTC  
Round 1 started at 09:00:00 and will end at 09:30:00 UTC.

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## Auction Schedule

[\[View Printable Format\]](#)

### Round 1

Duration: 30 min

will end at

**09:30**

Bidding is OPEN.

Please use the [Bidding Screen](#) to place bids.

Round - Duration	Start	End	Recess
<b>Round 1</b> 30 min	09:00:00 UTC	09:30:00 UTC	10 min
Round 2 10 min	09:40:00 UTC	09:50:00 UTC	10 min
Round 3 10 min	10:00:00 UTC	10:10:00 UTC	10 min
Round 4 10 min	10:20:00 UTC	10:30:00 UTC	10 min
Round 5 10 min	10:40:00 UTC	10:50:00 UTC	10 min
Round 6 10 min	11:00:00 UTC	11:10:00 UTC	10 min
Round 7 10 min	11:20:00 UTC	11:30:00 UTC	10 min
Round 8 10 min	11:40:00 UTC	11:50:00 UTC	10 min
Round 9 10 min	12:00:00 UTC	12:10:00 UTC	10 min
Round 10 10 min	12:20:00 UTC	12:30:00 UTC	10 min
Round 11 10 min	12:40:00 UTC	12:50:00 UTC	10 min
Round 12 10 min	13:00:00 UTC	13:10:00 UTC	10 min
Round 13 10 min	13:20:00 UTC	13:30:00 UTC	10 min
Round 14 10 min	13:40:00 UTC	13:50:00 UTC	10 min

#### Note:

- All start and end times are in UTC.
- All future rounds are tentative and subject to change.
- indicates the Round or Recess is Active.
- indicates a past round.



# ICANN New gTLD Program

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Time Left in Round

**18:47**

20 November 2013, 09:01:13 UTC  
Round 1 started at 09:00:00 and will end at 09:20:00 UTC.

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## Bidding for ABC Company - Round 1

In order to Continue, your Bid must be greater or equal to the End-of-Round Price.

If your Bid is below the End-of-Round Price, this will be considered an Exit Bid.

Contention Set	View Details	Eligible Bidders	Start of Round Price	End of Round Price	Bidding Limit		Bid	Bid Status
.EXAMPLE	<a href="#">View Details</a>	6	\$1	<u>\$1,000,000</u>	\$10,000,000	<a href="#">Edit Bid</a>		\$1 Exit
.TEST	<a href="#">View Details</a>	3	\$1	<u>\$500,000</u>	\$1,000,000	<a href="#">Edit Bid</a>		\$1 Exit
.TESTSTRING	<a href="#">View Details</a>	2	\$1	<u>\$500,000</u>	\$10,000,000	<a href="#">Edit Bid</a>		\$1 Exit
.TLD/TID	<a href="#">View Details</a>	3	\$1	<u>\$500,000</u>	Unlimited	<a href="#">Edit Bid</a>		\$1 Exit

### Note:

- Eligible Bidders: Number of Bidders that are eligible to place Bids in this Round.
- Continue : You will be able to bid for this Contention Set in the next Round.
- Exit : You will not be able to bid for this Contention Set in the next Round, unless all Bidders submit Exit Bids and your Bid is tied for the highest price.



# ICANN New gTLD Program

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Time Left in Round

**18:40**

20 November 2013, 09:01:20 UTC  
 Round 1 started at 09:00:00 and will end at 09:20:00 UTC.

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## Bidding for ABC Company - Round 1

In order to Continue, your Bid must be greater or equal to the End-of-Round Price.

If your Bid is below the End-of-Round Price, this will be considered an Exit Bid.

Contention Set	View Details	Eligible Bidders	Start of Round Price	End of Round Price	Bidding Limit	Edit Bid	Bid	Bid Status
.EXAMPLE	<a href="#">View Details</a>	6	\$1	<u>\$1,000,000</u>	\$10,000,000	<a href="#">Edit Bid</a>	\$1,000,000	Continue
.TEST	<a href="#">View Details</a>	3	\$1	<u>\$500,000</u>	\$1,000,000	<a href="#">Edit Bid</a>	\$1	Exit
.TESTSTRING	<a href="#">View Details</a>	2	\$1	<u>\$500,000</u>	\$10,000,000	<a href="#">Edit Bid</a>	\$1	Exit
.TLD/TID	<a href="#">View Details</a>	3	\$1	<u>\$500,000</u>	Unlimited	<a href="#">Edit Bid</a>	\$1	Exit

**Note:**

- Eligible Bidders: Number of Bidders that are eligible to place Bids in this Round.
- Continue : You will be able to bid for this Contention Set in the next Round.
- Exit : You will not be able to bid for this Contention Set in the next Round, unless all Bidders submit Exit Bids and your Bid is tied for the highest price.



# ICANN New gTLD Program

ICANN Conference: Buenos Aires

Time Left in Round

**18:33**

20 November 2013, 09:01:27 UTC  
Round 1 started at 09:00:00 and will end at 09:20:00 UTC.

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## Bidding for ABC Company - Round 1

In order to Continue, your Bid must be greater or equal to the End-of-Round Price.

If your Bid is below the End-of-Round Price, this will be considered an Exit Bid.

Contention Set	View Details	Eligible Bidders	Start of Round Price	End of Round Price	Bidding Limit	Edit Bid	Bid	Bid Status
.EXAMPLE	<a href="#">View Details</a>	6	\$1	<u>\$1,000,000</u>	\$10,000,000	<a href="#">Edit Bid</a>	\$1,000,000	Continue
.TEST	<a href="#">View Details</a>	3	\$1	<u>\$500,000</u>	\$1,000,000	<a href="#">Edit Bid</a>	\$500,000	Continue
.TESTSTRING	<a href="#">View Details</a>	2	\$1	<u>\$500,000</u>	\$10,000,000	<a href="#">Edit Bid</a>	\$1	Exit
.TLD/TID	<a href="#">View Details</a>	3	\$1	<u>\$500,000</u>	Unlimited	<a href="#">Edit Bid</a>	\$1	Exit

### Note:

- Eligible Bidders: Number of Bidders that are eligible to place Bids in this Round.
- Continue : You will be able to bid for this Contention Set in the next Round.
- Exit : You will not be able to bid for this Contention Set in the next Round, unless all Bidders submit Exit Bids and your Bid is tied for the highest price.



# ICANN New gTLD Program

ICANN Conference: Buenos Aires

Time Left in Round  
**18:26**

20 November 2013, 09:01:34 UTC  
Round 1 started at 09:00:00 and will end at 09:20:00 UTC.

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## Bidding for ABC Company - Round 1

In order to Continue, your Bid must be greater or equal to the End-of-Round Price.

If your Bid is below the End-of-Round Price, this will be considered an Exit Bid.

Contention Set	View Details	Eligible Bidders	Start of Round Price	End of Round Price	Bidding Limit	Edit Bid	Bid	Bid Status
.EXAMPLE	<a href="#">View Details</a>	6	\$1	<u>\$1,000,000</u>	\$10,000,000	<a href="#">Edit Bid</a>	\$1,000,000	Continue
.TEST	<a href="#">View Details</a>	3	\$1	<u>\$500,000</u>	\$10,000,000	<a href="#">Edit Bid</a>	\$500,000	Continue
.TESTSTRING	<a href="#">View Details</a>	2	\$1	<u>\$500,000</u>	\$10,000,000	<a href="#">Edit Bid</a>	\$500,000	Continue
.TLD/TID	<a href="#">View Details</a>	3	\$1	<u>\$500,000</u>	Unlimited	<a href="#">Edit Bid</a>	\$1	Exit

**Note:**

- Eligible Bidders: Number of Bidders that are eligible to place Bids in this Round.
- Continue : You will be able to bid for this Contention Set in the next Round.
- Exit : You will not be able to bid for this Contention Set in the next Round, unless all Bidders submit Exit Bids and your Bid is tied for the highest price.



# ICANN New gTLD Program

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Time Left in Round

**18:17**

20 November 2013, 09:01:43 UTC  
Round 1 started at 09:00:00 and will end  
at 09:20:00 UTC.

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## Bidding for ABC Company - Round 1

In order to Continue, your Bid must be greater or equal to the End-of-Round Price.

If your Bid is below the End-of-Round Price, this will be considered an Exit Bid.

Contention Set	View Details	Eligible Bidders	Start of Round Price	End of Round Price	Bidding Limit	Edit Bid	Bid	Bid Status
.EXAMPLE	<a href="#">View Details</a>	6	\$1	<a href="#">\$1,000,000</a>	\$10,000,000	<a href="#">Edit Bid</a>	\$1,000,000	Continue
.TEST	<a href="#">View Details</a>	3	\$1	<a href="#">\$500,000</a>	\$1,000,000	<a href="#">Edit Bid</a>	\$500,000	Continue
.TESTSTRING	<a href="#">View Details</a>	2	\$1	<a href="#">\$500,000</a>	\$10,000,000	<a href="#">Edit Bid</a>	\$500,000	Continue
.TLD/TID	<a href="#">View Details</a>	3	\$1	<a href="#">\$500,000</a>	Unlimited	<a href="#">Edit Bid</a>	\$500,000	Continue

### Note:

- Eligible Bidders: Number of Bidders that are eligible to place Bids in this Round.
- Continue : You will be able to bid for this Contention Set in the next Round.
- Exit : You will not be able to bid for this Contention Set in the next Round, unless all Bidders submit Exit Bids and your Bid is tied for the highest price.



# ICANN New gTLD Program

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20 November 2013, 09:30:46 UTC  
Round 1 results will be posted shortly.[Bidding](#)[Generate Bid Confirmation](#)[My Results](#)[Auction Info](#)[Auction Schedule](#)[Messages](#)[Downloads](#)

## Bid Confirmation for ABC Company - Round 1

Generated Wednesday, 20 November 2013, 09:30:42 UTC.

Round: [Print this page](#)

Total Commitment

**\$2,500,000**

Cost of Contention Sets you have won:

N/A

Budget now committed on active Contention Sets (Shown Below):

**\$2,500,000**

The table below shows each of your active current Bids in Round 1.

Contention Set	Eligible Bidders	Start of Round Price	End of Round Price	Bidding Limit	Your Bid	Bid Status
.EXAMPLE <a href="#">View Details</a>	N/A	\$1	\$1,000,000	\$10,000,000	\$1,000,000	Continue
.TEST <a href="#">View Details</a>	N/A	\$1	\$500,000	\$1,000,000	\$500,000	Continue
.TESTSTRING <a href="#">View Details</a>	N/A	\$1	\$500,000	\$10,000,000	\$500,000	Continue
.TLD/TID <a href="#">View Details</a>	N/A	\$1	\$500,000	Unlimited	\$500,000	Continue

**Note:**

- Eligible Bidders: Number of Bidders that are eligible to place Bids in this Round.
- Continue : You will be able to bid for this Contention Set in the next Round.
- Exit : You will not be able to bid for this Contention Set in the next Round, unless all Bidders submit Exit Bids and your Bid is tied for the highest price.



# ICANN New gTLD Program

ICANN Conference: Buenos Aires

20 November 2013, 09:21:28 UTC  
 Round 2 End-of-Round Prices have been announced. Round 2 is scheduled to start at 09:30:00 UTC.

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## My Results - Round 1

Round:

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The following table is the list of Contention Sets in which you are participating for this auction.

Contention Set	Round 1 Results				Round 2 Price		Total Commitment		
	Your Bid	Your Result	Aggregate Demand	Winning Price	Start of Round 2	End of Round 2	Your Cost	Your Deposit	Net Balance
.EXAMPLE	\$1,000,000	Still Bidding	6	Open	\$1,000,000	\$2,000,000	N/A	\$1,000,000	N/A
.TEST	\$500,000	Still Bidding	3	Open	\$500,000	\$1,000,000	N/A	\$100,000	N/A
.TESTSTRING	\$500,000	Still Bidding	2	Open	\$500,000	\$1,000,000	N/A	\$1,000,000	N/A
.TLD/TID	\$500,000	Still Bidding	3	Open	\$500,000	\$1,000,000	N/A	\$2,000,000	N/A
<b>Total</b>							N/A	<b>\$4,100,000</b>	N/A

### Note:

- All information on this screen is tentative and subject to confirmation by the Auction Manager after the auction.
- Aggregate Demand : Total number of Bidders with Continue Bids in the specified Round.

# Round 2

A SECOND WAY TO PLACE A BID



# ICANN New gTLD Program

ICANN Conference: Buenos Aires

Time Left in Round

**09:53**

20 November 2013, 09:30:07 UTC  
Round 2 started at 09:30:00 and will end at 09:40:00 UTC.

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## Bidding for ABC Company - Round 2

In order to Continue, your Bid must be greater or equal to the End-of-Round Price.

If your Bid is below the End-of-Round Price, this will be considered an Exit Bid.

Contention Set	View Details	Eligible Bidders	Start of Round Price	End of Round Price	Bidding Limit	Edit Bid	Bid	Bid Status
.EXAMPLE	<a href="#">View Details</a>	6	\$1,000,000	<u>\$2,000,000</u>	\$10,000,000	<a href="#">Edit Bid</a>	\$1,000,000	Exit
.TEST	<a href="#">View Details</a>	3	\$500,000	<u>\$1,000,000</u>	\$1,000,000	<a href="#">Edit Bid</a>	\$500,000	Exit
.TESTSTRING	<a href="#">View Details</a>	2	\$500,000	<u>\$1,000,000</u>	\$10,000,000	<a href="#">Edit Bid</a>	\$500,000	Exit
.TLD/TID	<a href="#">View Details</a>	3	\$500,000	<u>\$1,000,000</u>	Unlimited	<a href="#">Edit Bid</a>	\$500,000	Exit

### Note:

- Eligible Bidders: Number of Bidders that are eligible to place Bids in this Round.
- Continue : You will be able to bid for this Contention Set in the next Round.
- Exit : You will not be able to bid for this Contention Set in the next Round, unless all Bidders submit Exit Bids and your Bid is tied for the highest price.



# ICANN New gTLD Program

ICANN Conference: Buenos Aires

Time Left in Round  
**09:44**

20 November 2013, 09:30:16 UTC  
Round 2 started at 09:30:00 and will end at 09:40:00 UTC.

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## Bidding for ABC Company - Round 2

In order to Continue, your Bid must be greater or equal to the End-of-Round Price.

If your Bid is below the End-of-Round Price, this will be considered an Exit Bid.

Contention Set	View Details	Eligible Bidders	Start of Round Price	End of Round Price	Bidding Limit	Edit Bid	Bid	Bid Status
.EXAMPLE	<a href="#">View Details</a>	6	\$1,000,000	<u>\$2,000,000</u>	\$10,000,000	<a href="#">Edit Bid</a>	\$2,000,000	Continue
.TEST	<a href="#">View Details</a>	3	\$500,000	<u>\$1,000,000</u>	\$1,000,000	<a href="#">Edit Bid</a>	\$500,000	Exit
.TESTSTRING	<a href="#">View Details</a>	2	\$500,000	<u>\$1,000,000</u>	\$10,000,000	<a href="#">Edit Bid</a>	\$500,000	Exit
.TLD/TID	<a href="#">View Details</a>	3	\$500,000	<u>\$1,000,000</u>	Unlimited	<a href="#">Edit Bid</a>	\$500,000	Exit

**Note:**

- Eligible Bidders: Number of Bidders that are eligible to place Bids in this Round.
- Continue : You will be able to bid for this Contention Set in the next Round.
- Exit : You will not be able to bid for this Contention Set in the next Round, unless all Bidders submit Exit Bids and your Bid is tied for the highest price.



# ICANN New gTLD Program

ICANN Conference: Buenos Aires

Time Left in Round

**09:44**

20 November 2013, 09:30:16 UTC  
Round 2 started at 09:30:00 and will end at 09:40:00 UTC.

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## Bidding for ABC Company - Round 2

In order to Continue, your Bid must be greater or equal to the End-of-Round Price.

If your Bid is below the End-of-Round Price, this will be considered an Exit Bid.

Contention Set	View Details	Eligible Bidders	Start of Round Price	End of Round Price	Bidding Limit	Edit Bid	Bid	Bid Status
.EXAMPLE	<a href="#">View Details</a>	6	\$1,000,000	<u>\$2,000,000</u>	\$10,000,000	<a href="#">Edit Bid</a>	\$2,000,000	Continue
.TEST	<a href="#">View Details</a>	3	\$500,000	<u>\$1,000,000</u>	\$1,000,000	<a href="#">Edit Bid</a>	\$500,000	Exit
.TESTSTRING	<a href="#">View Details</a>	2	\$500,000	<u>\$1,000,000</u>	\$10,000,000	<a href="#">Edit Bid</a>	\$500,000	Exit
.TLD/TID	<a href="#">View Details</a>	3	\$500,000	<u>\$1,000,000</u>	Unlimited	<a href="#">Edit Bid</a>	\$500,000	Exit

### Note:

- Eligible Bidders: Number of Bidders that are eligible to place Bids in this Round.
- Continue : You will be able to bid for this Contention Set in the next Round.
- Exit : You will not be able to bid for this Contention Set in the next Round, unless all Bidders submit Exit Bids and your Bid is tied for the highest price.



# ICANN New gTLD Program

ICANN Conference: Buenos Aires

Time Left in Round

**09:19**

20 November 2013, 09:30:41 UTC  
Round 2 started at 09:30:00 and will end at 09:40:00 UTC.

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## Bidding for ABC Company - Round 2

In order to Continue, your Bid must be greater or equal to the End-of-Round Price.

If your Bid is below the End-of-Round Price, this will be considered an Exit Bid.

Contention Set	View Details	Eligible Bidders	Start of Round Price	End of Round Price	Bidding Limit		Bid	Bid Status
.EXAMPLE	<a href="#">View Details</a>	6	\$1,000,000	\$2,000,000	\$10,000,000		\$2,000,000	Continue
.TEST	<a href="#">View Details</a>	3	\$500,000	\$1,000,000	\$1,000,000	<a href="#">Save Bid</a> or <a href="#">Cancel</a>	\$ <input type="text" value="500,000"/>	Exit
.TESTSTRING	<a href="#">View Details</a>	2	\$500,000	\$1,000,000	\$10,000,000		\$500,000	Exit
.TLD/TID	<a href="#">View Details</a>	3	\$500,000	\$1,000,000	Unlimited		\$500,000	Exit

### Note:

- Eligible Bidders: Number of Bidders that are eligible to place Bids in this Round.
- Continue : You will be able to bid for this Contention Set in the next Round.
- Exit : You will not be able to bid for this Contention Set in the next Round, unless all Bidders submit Exit Bids and your Bid is tied for the highest price.



# ICANN New gTLD Program

ICANN Conference: Buenos Aires

Time Left in Round  
**08:59**

20 November 2013, 09:31:01 UTC  
Round 2 started at 09:30:00 and will end at 09:40:00 UTC.

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## Bidding for ABC Company - Round 2

In order to Continue, your Bid must be greater or equal to the End-of-Round Price.

If your Bid is below the End-of-Round Price, this will be considered an Exit Bid.

Contention Set	View Details	Eligible Bidders	Start of Round Price	End of Round Price	Bidding Limit	Bid	Bid Status
.EXAMPLE	<a href="#">View Details</a>	6	\$1,000,000	\$2,000,000	\$10,000,000	\$2,000,000	Continue
.TEST	<a href="#">View Details</a>	3	\$500,000	\$1,000,000	\$1,000,000	<input type="button" value="Save Bid"/> or <input type="button" value="Cancel"/> <input type="text" value="\$ 1000100"/>	Exit
.TESTSTRING	<a href="#">View Details</a>	2	\$500,000	\$1,000,000	\$10,000,000	<div style="border: 1px solid black; padding: 2px;">                     Your new Bid must be no more than \$1,000,000                 </div>	Exit
.TLD/TID	<a href="#">View Details</a>	3	\$500,000	\$1,000,000	Unlimited	\$500,000	Exit

**Note:**

- Eligible Bidders: Number of Bidders that are eligible to place Bids in this Round.
- Continue : You will be able to bid for this Contention Set in the next Round.
- Exit : You will not be able to bid for this Contention Set in the next Round, unless all Bidders submit Exit Bids and your Bid is tied for the highest price.



# ICANN New gTLD Program

ICANN Conference: Buenos Aires

Time Left in Round

**08:43**

20 November 2013, 09:31:17 UTC  
 Round 2 started at 09:30:00 and will end at 09:40:00 UTC.

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## Bidding for ABC Company - Round 2

In order to Continue, your Bid must be greater or equal to the End-of-Round Price.

If your Bid is below the End-of-Round Price, this will be considered an Exit Bid.

Contention Set	View Details	Eligible Bidders	Start of Round Price	End of Round Price	Bidding Limit		Bid	Bid Status
.EXAMPLE	<a href="#">View Details</a>	6	\$1,000,000	\$2,000,000	\$10,000,000		\$2,000,000	Continue
.TEST	<a href="#">View Details</a>	3	\$500,000	\$1,000,000	\$1,000,000	<a href="#">Save Bid</a> or <a href="#">Cancel</a>	\$ <input type="text" value="980000"/>	Exit
.TESTSTRING	<a href="#">View Details</a>	2	\$500,000	\$1,000,000	\$10,000,000		\$500,000	Exit
.TLD/TID	<a href="#">View Details</a>	3	\$500,000	\$1,000,000	Unlimited		\$500,000	Exit

**Note:**

- Eligible Bidders: Number of Bidders that are eligible to place Bids in this Round.
- Continue : You will be able to bid for this Contention Set in the next Round.
- Exit : You will not be able to bid for this Contention Set in the next Round, unless all Bidders submit Exit Bids and your Bid is tied for the highest price.



# ICANN New gTLD Program

ICANN Conference: Buenos Aires

Time Left in Round

**08:38**

20 November 2013, 09:31:22 UTC  
Round 2 started at 09:30:00 and will end at 09:40:00 UTC.

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## Bidding for ABC Company - Round 2

In order to Continue, your Bid must be greater or equal to the End-of-Round Price.

If your Bid is below the End-of-Round Price, this will be considered an Exit Bid.

Contention Set	View Details	Eligible Bidders	Start of Round Price	End of Round Price	Bidding Limit	Edit Bid	Bid	Bid Status
.EXAMPLE	<a href="#">View Details</a>	6	\$1,000,000	<u>\$2,000,000</u>	\$10,000,000	<a href="#">Edit Bid</a>	\$2,000,000	Continue
.TEST	<a href="#">View Details</a>	3	\$500,000	<u>\$1,000,000</u>	\$1,000,000	<a href="#">Edit Bid</a>	\$980,000	Exit
.TESTSTRING	<a href="#">View Details</a>	2	\$500,000	<u>\$1,000,000</u>	\$10,000,000	<a href="#">Edit Bid</a>	\$500,000	Exit
.TLD/TID	<a href="#">View Details</a>	3	\$500,000	<u>\$1,000,000</u>	Unlimited	<a href="#">Edit Bid</a>	\$500,000	Exit

### Note:

- Eligible Bidders: Number of Bidders that are eligible to place Bids in this Round.
- Continue : You will be able to bid for this Contention Set in the next Round.
- Exit : You will not be able to bid for this Contention Set in the next Round, unless all Bidders submit Exit Bids and your Bid is tied for the highest price.



# ICANN New gTLD Program

ICANN Conference: Buenos Aires

Time Left in Round

**08:23**

20 November 2013, 09:31:37 UTC  
Round 2 started at 09:30:00 and will end at 09:40:00 UTC.

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## Bidding for ABC Company - Round 2

In order to Continue, your Bid must be greater or equal to the End-of-Round Price.

If your Bid is below the End-of-Round Price, this will be considered an Exit Bid.

Contention Set	View Details	Eligible Bidders	Start of Round Price	End of Round Price	Bidding Limit	Edit Bid	Bid	Bid Status
.EXAMPLE	<a href="#">View Details</a>	6	\$1,000,000	<u>\$2,000,000</u>	\$10,000,000	<a href="#">Edit Bid</a>	\$2,000,000	Continue
.TEST	<a href="#">View Details</a>	3	\$500,000	<u>\$1,000,000</u>	\$1,000,000	<a href="#">Edit Bid</a>	\$980,000	Exit
.TESTSTRING	<a href="#">View Details</a>	2	\$500,000	<u>\$1,000,000</u>	\$10,000,000	<a href="#">Edit Bid</a>	\$985,000	Exit
.TLD/TID	<a href="#">View Details</a>	3	\$500,000	<u>\$1,000,000</u>	Unlimited	<a href="#">Edit Bid</a>	\$500,000	Exit

### Note:

- Eligible Bidders: Number of Bidders that are eligible to place Bids in this Round.
- Continue : You will be able to bid for this Contention Set in the next Round.
- Exit : You will not be able to bid for this Contention Set in the next Round, unless all Bidders submit Exit Bids and your Bid is tied for the highest price.



# ICANN New gTLD Program

ICANN Conference: Buenos Aires

Time Left in Round

**08:02**

20 November 2013, 09:31:58 UTC  
Round 2 started at 09:30:00 and will end  
at 09:40:00 UTC.

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## Bidding for ABC Company - Round 2

In order to Continue, your Bid must be greater or equal to the End-of-Round Price.

If your Bid is below the End-of-Round Price, this will be considered an Exit Bid.

Contention Set	View Details	Eligible Bidders	Start of Round Price	End of Round Price	Bidding Limit	Edit Bid	Bid	Bid Status
.EXAMPLE	<a href="#">View Details</a>	6	\$1,000,000	<u>\$2,000,000</u>	\$10,000,000	<a href="#">Edit Bid</a>	\$2,000,000	Continue
.TEST	<a href="#">View Details</a>	3	\$500,000	<u>\$1,000,000</u>	\$1,000,000	<a href="#">Edit Bid</a>	\$980,000	Exit
.TESTSTRING	<a href="#">View Details</a>	2	\$500,000	<u>\$1,000,000</u>	\$10,000,000	<a href="#">Edit Bid</a>	\$985,000	Exit
.TLD/TID	<a href="#">View Details</a>	3	\$500,000	<u>\$1,000,000</u>	Unlimited	<a href="#">Edit Bid</a>	\$1,138,000	Continue

### Note:

- Eligible Bidders: Number of Bidders that are eligible to place Bids in this Round.
- Continue : You will be able to bid for this Contention Set in the next Round.
- Exit : You will not be able to bid for this Contention Set in the next Round, unless all Bidders submit Exit Bids and your Bid is tied for the highest price.



# ICANN New gTLD Program

ICANN Conference: Buenos Aires

Time Left in Round

**07:43**

20 November 2013, 09:32:17 UTC  
 Round 2 started at 09:30:00 and will end at 09:40:00 UTC.

Bidding

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## Bid Confirmation for ABC Company - Round 2

Generated Wednesday, 20 November 2013, 09:32:13 UTC.

Round: Round 2 ▾

[\[Print this page\]](#)

Total Commitment	Cost of Contention Sets you have won:	N/A
<b>\$5,103,000</b>	Budget now committed on active Contention Sets (Shown Below):	<b>\$5,103,000</b>

The table below shows each of your active current Bids in Round 2. If your current Bids does not reflect your intentions, you may change them on [the Bidding Screen](#).

Contention Set	Eligible Bidders	Start of Round Price	End of Round Price	Bidding Limit	Your Bid	Bid Status
.EXAMPLE <a href="#">View Details</a>	6	\$1,000,000	\$2,000,000	\$10,000,000	\$2,000,000	Continue
.TEST <a href="#">View Details</a>	3	\$500,000	\$1,000,000	\$1,000,000	\$980,000	Exit
.TESTSTRING <a href="#">View Details</a>	2	\$500,000	\$1,000,000	\$10,000,000	\$985,000	Exit
.TLD/TID <a href="#">View Details</a>	3	\$500,000	\$1,000,000	Unlimited	\$1,138,000	Continue

**Note:**

- Eligible Bidders: Number of Bidders that are eligible to place Bids in this Round.
- Continue : You will be able to bid for this Contention Set in the next Round.
- Exit : You will not be able to bid for this Contention Set in the next Round, unless all Bidders submit Exit Bids and your Bid is tied for the highest price.



# ICANN New gTLD Program

ICANN Conference: Buenos Aires

20 November 2013, 09:40:28 UTC  
 Round 3 End-of-Round Prices have been announced. Round 3 is scheduled to start at 09:50:00 UTC.

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## My Results - Round 2

Round: Round 2 ▾

[Print this page](#)

The following table is the list of Contention Sets in which you are participating for this auction.

Contention Set	Round 2 Results				Round 3 Price		Total Commitment		
	Your Bid	Your Result	Aggregate Demand	Winning Price	Start of Round 3	End of Round 3	Your Cost	Your Deposit	Net Balance
.EXAMPLE	\$2,000,000	Still Bidding	5	Open	\$2,000,000	\$3,000,000	N/A	\$1,000,000	N/A
.TEST	\$980,000	Didn't Win (R2)	0	\$980,000	N/A	N/A	\$0	\$100,000	-\$100,000
.TESTSTRING	\$985,000	Won (R2)	0	\$952,100	N/A	N/A	\$952,100	\$1,000,000	-\$47,900
.TLD/TID	\$1,138,000	Still Bidding	3	Open	\$1,000,000	\$1,500,000	N/A	\$2,000,000	N/A
<b>Total</b>							N/A	<b>\$4,100,000</b>	N/A

### Note:

- All information on this screen is tentative and subject to confirmation by the Auction Manager after the auction.
- Aggregate Demand : Total number of Bidders with Continue Bids in the specified Round.

End of the  
Auction



# ICANN New gTLD Program

ICANN Conference: Buenos Aires

20 November 2013, 10:20:38 UTC

**The Auction has concluded.**

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## My Results - Final

Thank you for participating in the Auction. Below are your tentative Auction results. You will receive a confirmation email with instructions for the next steps.

Round:

[\[Print this page\]](#)

The following table is the list of Contention Sets in which you are participating for this auction.

Contention Set	Final Results				Total Commitment		
	Your Bid	Your Result	Aggregate Demand	Winning Price	Your Cost	Your Deposit	Net Balance
.EXAMPLE	\$2,500,000	Didn't Win (R4)	N/A (tie-break)	\$2,500,000	\$0	\$1,000,000	-\$1,000,000
.TEST	\$980,000	Didn't Win (R2)	0	\$980,000	\$0	\$100,000	-\$100,000
.TESTSTRING	\$985,000	Won (R2)	0	\$952,100	\$952,100	\$1,000,000	-\$47,900
.TLD/TID	\$1,400,000	Won (R3)	0	\$1,123,000	\$1,123,000	\$2,000,000	-\$877,000
<b>Total</b>					<b>\$2,075,100</b>	<b>\$4,100,000</b>	<b>-\$2,024,900</b>

### Note:

- All information on this screen is tentative and subject to confirmation by the Auction Manager after the auction.
- Aggregate Demand : Total number of Bidders with Continue Bids in the specified Round.

# Messaging

COMMUNICATION WITH THE  
AUCTION MANAGER



# ICANN New gTLD Program

ICANN Conference: Buenos Aires

20 November 2013, 10:01:33 UTC  
Round 4 End-of-Round Prices have been announced. Round 4 is scheduled to start at 10:10:00 UTC.

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## Messages

[View Printable Format](#)

### Announcements

You have 1 announcement.

To: All Participants

**Welcome!**

From: Amy Anderson, Auction Manager

Sent: 20 November 2013, 10:01:29 UTC

Welcome to the ICANN Conference in Buenos Aires!

[View entire announcement »](#)

### My Conversations

You have no conversations.

[Start New Conversation »](#)

**Note:**

- "My Conversations" shows the most recent message of each conversation.
- The Auction Manager may respond to your messages via phone or this message facility.



# ICANN New gTLD Program

ICANN Conference: Buenos Aires

20 November 2013, 10:02:00 UTC  
Round 4 End-of-Round Prices have been announced. Round 4 is scheduled to start at 10:10:00 UTC.

- Bidding
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## Start New Conversation

To: Auction Managers

Subject: Tie-Breaking Round

How will my Bidding Limit be affected by the Tie-Breaking Round?

[« Back to Messages](#) Send



# ICANN New gTLD Program

ICANN Conference: Buenos Aires

20 November 2013, 10:03:34 UTC  
Round 4 End-of-Round Prices have been announced. Round 4 is scheduled to start at 10:10:00 UTC.

[Bidding](#)[Generate Bid Confirmation](#)[My Results](#)[Auction Info](#)[Auction Schedule](#)[Messages](#)[Downloads](#)

## Conversation

Tie-Breaking Round	
Between: ABC Company and Auction Managers	
From: <b>John Smith, ABC Company</b> 20 November 2013, 10:02:03 UTC	How will my Bidding Limit be affected by the Tie-Breaking Round?
From: <b>Amy Anderson, Auction Manager</b> 20 November 2013, 10:03:03 UTC	Your Bidding Limit will be increased by \$50,000 for the Tie-Breaking Round. For more information, please refer to page 23 of the User Manual.
<p><a href="#">← Back to Messages</a>      <a href="#">Respond To This Conversation</a></p>	



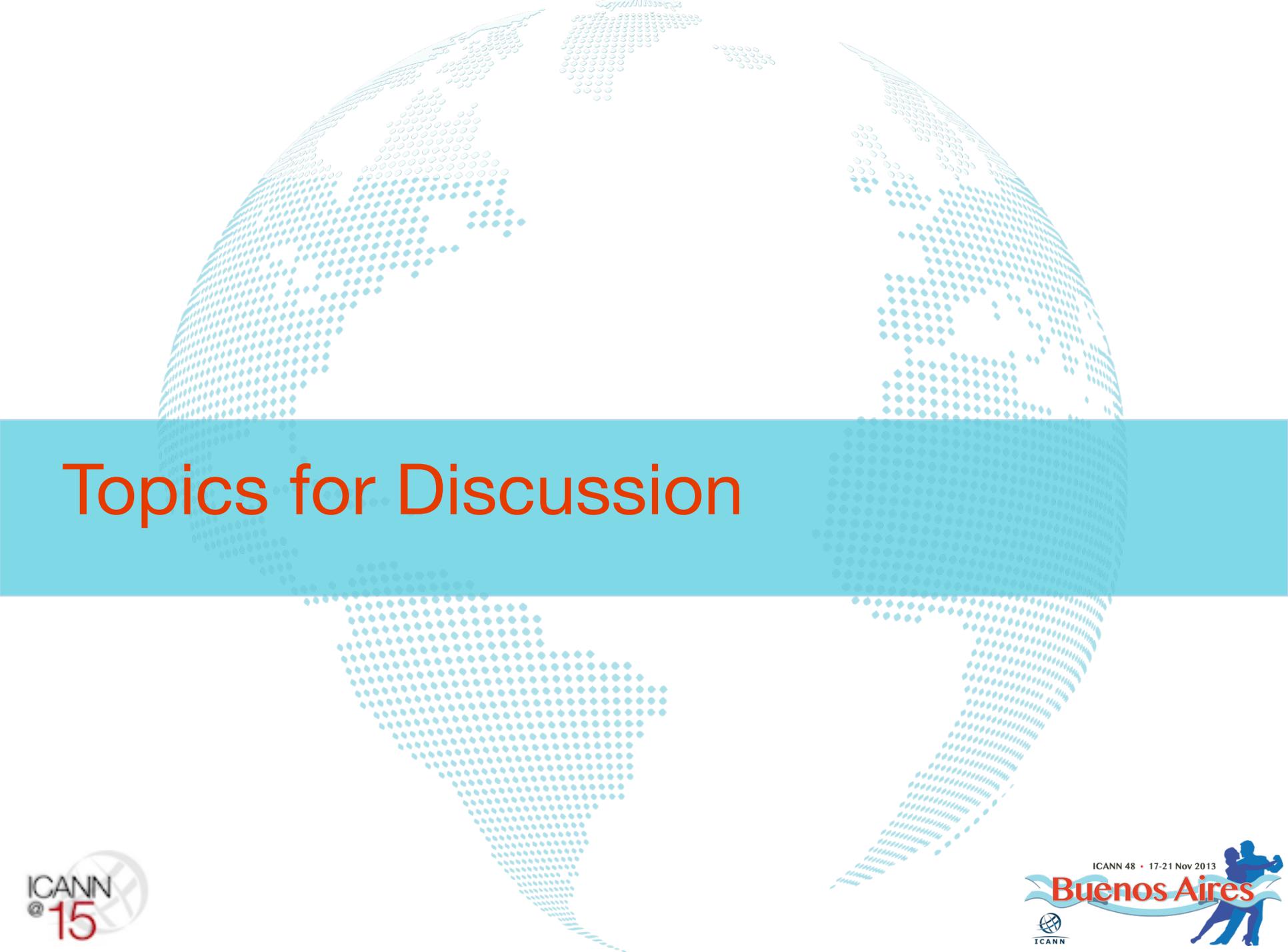
# New gTLD Auctions

» Question & Answer

» Topics for Discussion

**Russ Weinstein**

Sr. Manager, gTLD Operations



# Topics for Discussion

# Auction > Bidding Round Duration

## + Proposal for round durations

- Round 1: Duration is 30 minutes
- Recess between rounds are 10 minutes
- Round 2 and all subsequent rounds are 10 minutes

## + Rationale

- Identities of contending applicants are known in advance
- Bidders know their bidding limit in advance based on their deposit
- Mock Auctions available in advance
- Round 1 slightly longer to accommodate any initial log in issues
- Bidder can “bid ahead” using proxy bid and only obligated to pay highest losing bid

# Auction > Scheduling of Auction Events

## + Proposal for Scheduling Auction Events

- Auctions will initially be scheduled ~ 1x per 4 weeks
  - Auctions will be conducted on Wednesdays at 16.00 UTC
  - Deposits due by 16.00 UTC on the Wednesday prior to the Auction
- Auctions will be at least 3 weeks after Notification of Auction Date
- Multiple Contention Sets may be auctioned simultaneously
- A bidder will not be scheduled for more than 5 contention sets in a single Auction Event—bidder may waive this maximum
- Contention Sets to be auctioned will be selected based on eligibility & member with lowest priority number

## + Rationale

- Complexity of Auction set up & fund transfers necessitates down time between Auctions
- Provides over 7 weeks of lead time to prepare deposit
- AGB prescribes grouping of sets into Auction Events when possible

# Auction > Postponing a Contention Set

## + Proposal for Postponement Process

- A 1x postponement up to 90 days may be granted per Contention Set
- Postponement requests must be submitted by Applicants' primary contacts through the portal
- All members of the Contention Set must submit their own requests, & all members of the Contention Set must agree to the postponement
- All requests must be sent within 30 days of notification of intent to Auction

## + Rationale

- Prevents any single entity from stalling
- Basis of request is good faith attempt to resolve
- Mutual desire to resolve contention

# Thank you



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# Buenos Aires

