

Brand Registry Group

Brand Registry Group
The Association for Brands at the Top Level

ICANN Council Consideration and Decision → **Board Consideration**

Operational and Design Phase
Operational Design by ICANN.org → **Feedback Group**

ICANN Initiates Operational Design Phase for Next Round
ICANN starts the Operational Design Phase for the next round of New gTLDs. The Board initiates \$9m planning and assessment process.

BRG President Asks Why Isn't ICANN Ready For New gTLD Round?
BRG President, Heath Dixon, writes to ICANN Board to ask why ICANN isn't ready for the next round of new gTLDs?

What ICANN Should Do Now to Help Future Applicants of New gTLDs
The BRG published an article on CircleID giving ICANN Board a clear way forward to help new gTLD applicants.

ICANN72 - 25 October 2021

Getting to the Next Round



Welcome



Heath Dixon

President, Brand Registry Group

Panelists

Welcome to our panelists:



Nigel Hickson, DCMS, UK Gov and UK GAC Representative



Mike Silber, Group Chief Regulatory Officer at Liquid Telecom and former ICANN Director



Deborah Atta-Fynn, VP Cybersecurity & Technology Controls, Brand Protection, JP Morgan Chase



Tony Kirsch, Head of Professional Services, GoDaddy Registry

Getting to the Next Round

Aug
2015

Dec
2015

2016
-2021

Feb
2021

?

?

?

Issue
Identification

Issue
Scoping

Initiation

Working
Group

Council
Deliberations

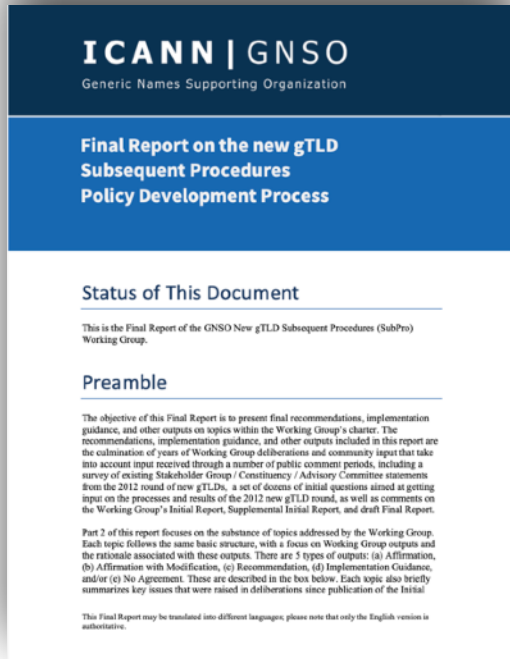
Board
Vote

Implementation

Next Round

Operational
Design Phase
Loop

Operational Design Phase



The ODP is a significant undertaking for which the Board provided approval of up to US\$9 million outside of ICANN's operational budget.

Internal Project Organization: Org internal infrastructure ramp-up to support this effort

- Project Management Framework Development
- Resource Build-Out
- Development and launch of Sub Pro ODP Webinars and other community engagement activities

Operational Design Phase (ODP): ODP execution stage to deliver the *Operational Design Assessment (ODA)*, based on the Board-determined scope

Board Consideration: Board's determination on the Final Report Outputs



GNSO Council approved by supermajority
FEB 2021



ICANN Board initiates
€10 month ODP
Plus 3 mth 'ramp up'
SEP 2021



Decision by Board (estimated)
JAN 2023



If approved, implementation may begin....



2012 Round – Quick Recap

- 1930 Applications Submitted
- Approx. 1150 on the internet today
 - .brands = ~480
 - .city = ~70
 - Generic/Community = ~600

2012 Round – Quick Recap

- Legacy TLDs

- Significant growth in internet adoption
- Limited choice of TLDs
- Limited competing technologies

- nTLDs

- Reduced growth in internet adoption*
- Hundreds of TLDs hitting the market simultaneously
- Significant changes to technology
 - Social Media
 - SEO Algorithms

2012 Round – Quick Recap

	Time in Existence	Total Domains Registered	Current Domains Under Management	Average Renewal Rate
All nTLDs	7 Years	136M	26M	19%
.com/.net	36 Years	376M	160M	42%
All Legacy 'commercial' TLDs	36 years to 10 years	455M	192M	42%

As at June 30, 2021

Generic Top-Level Domains



City Top-Level Domains



toureiffel.paris



baloons.nyc

Decorating

BALLOON SALOON®

133 West Broadway NYC



- BALLOON DECORATING ▶
- BALLOON BOUQUETS ▶
- SHOP OUR STORE ▶
- PARTY SUPPLIES ▶
- INFLATABLES ▶
- CONFETTI & FUNKY
- BALLOONS
- MYLAR BALLOONS ▶
- LATEX BALLOONS ▶
- BALLOON LETTERS
- BALLOON NUMBERS
- BALLOON WEIGHTS

BALLOON DECORATING LONG ISLAND, HAMPTONS, & NYC



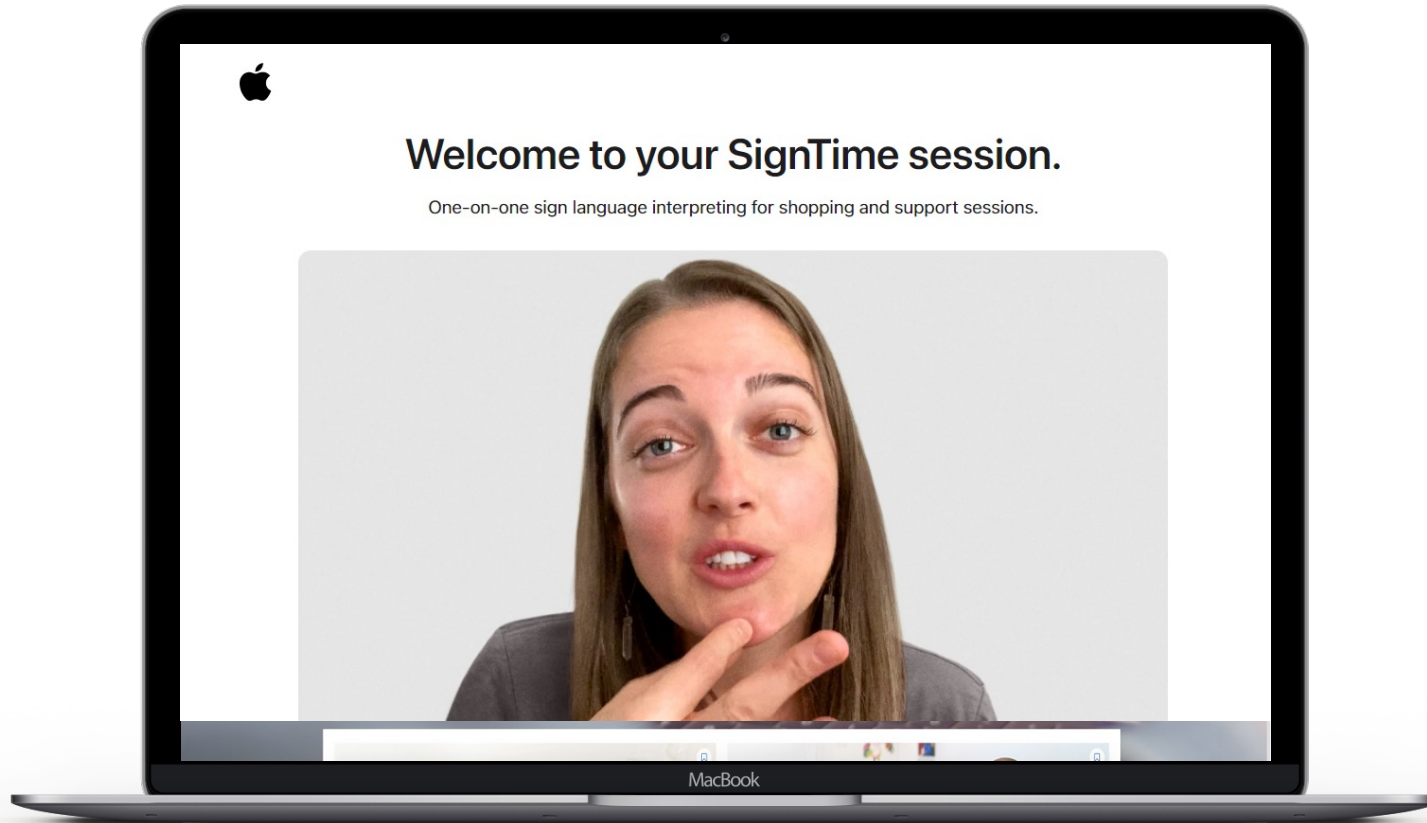
.brand



home.kpmg



 GoDaddy Registry



.brand Industry Sectors

- Banking and Financial
- Automotive
- Insurance
- Information Technology
- Industrial
- Retail
- Media
- Manufacturing
- Pharmaceutical
- Health

The screenshot displays the MakeWay.World website, which is described as 'The world's leading hub of .brand information'. The navigation menu includes links for 'What is a .dot brand?', 'Showcase', 'News', 'Resources', 'Videos', and 'Stats Hub'. A list of current .brands is provided, including .s, .homedepot, .honda, .hsbc, .ibm, .lego, .microsoft, .mlb, .nba, .netflix, .nike, .oracle, .samsung, .sky, .toyota, .visa, and .walmart. The main content area features a large banner for the '.brands Industry Report – April 2021' with a 'Read More' button. Below the banner, a 'Top Stories' section lists several reports, such as '.brands Spotlight: ads.amazon' (Sep, 2021), '.brands Spotlight: sigtime.apple' (Jul, 2021), '.brands Industry Report – April 2021' (Apr, 2021), '.brands 2020 in Review' (Dec, 2020), and '.brands Spotlight: youtube' (Oct, 2020). The GoDaddy Registry logo is visible in the bottom right corner of the banner area.

See what global brands are doing with their .brand TLDs

Other Cool Things!

Cool Innovations

- .app – Mandatory SSL on all domains
- .bank – Secure environment for banking, DMARC innovations
- .pharmacy – Helping the industry to overcome counterfeit goods
- .cpa / .physio – Uniting and supporting global accredited professions
- .hsbc – Using branded short links in social media to build customer trust
- .xyz – Trusted by Google to rebrand its new parent company (abc.xyz)
- .google – Used for significant societal change
- .art – Empowering data for the art industry
- .jpmorgan – The first ever international .brand TLD to be accredited in China

Summary

- Demand is real
 - India, China and developing world are yet to participate at scale
 - Applicants are waiting
 - Didn't exist
 - Weren't big enough
 - Thought they'd apply later
 - New business needs
 - Mergers and Acquisitions
 - See a new niche
 - Want to innovate in new ways

Summary

- Key Considerations
 - ICANN
 - Perception & Trust
 - Future Community Support
 - Maintaining the multistakeholder model
 - Our role is to create a level playing field
 - Blockchain and Alt Root TLD threat is real
 - nTLDs can stimulate innovation

Getting to the Next Round

- Subsequent Report Outputs
- Operational Design Phase - scoping questions
- Concerns - round up
- Making it happen
- Keeping it on track

Sub Pro - Final Outputs

Changes recommended from Sub Pro PDP:

Substantive: 9 recommendations

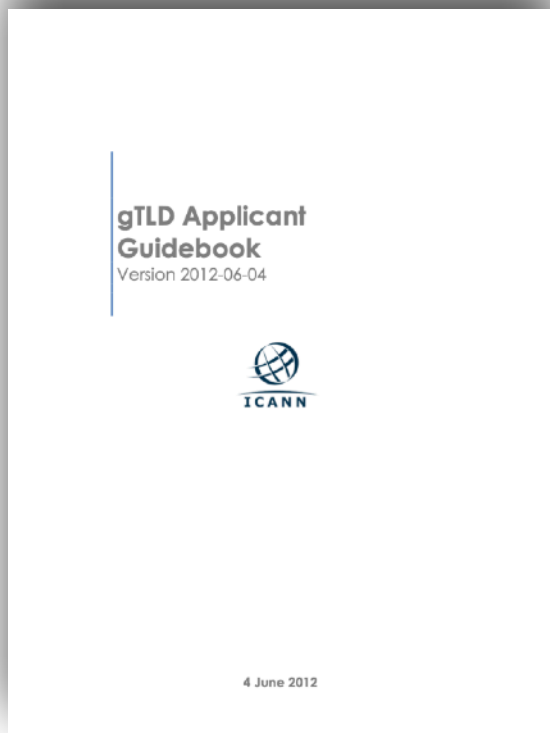
Predictability Framework (2.1, 2.7), RSP Pre-Evaluation (6.2,6.3,6.4,6.5,6.8,6.9), Change Requests (20.8)

Moderate: 33 recommendations

Types of TLDs (2), PICs/RVCs (7), Applicant Support (3), Change Requests (2), Registrant Protections (3), IDNs (1), GAC CA & EW (2), Objections (1), Limited Challenge/Appeal Mech (3), Community Applications (7), Base Agreement (2)

Minor: 80 recommendations

Application Rounds (4), Metrics & Monitoring (4), Conflict of Interest (1) PICs/RVCs (2), UA (1), AGB (4), Comms (1), Systems (3), Fees (1), Submission Period (1), Applicant Support (5), T&Cs (4), App Queuing (2), Reserved Names (2), String Similarity (5), IDNs (5), Sec & Stability (3), Applicant Reviews (10), Role of App Comment (6), Name Collision (1), GAC CA & EW (3), Objections (5), DRP after Delegation (1), Auctions, Mech of Last Resort & Private Res (2), Registrar Non-Discrimination (1), Registry System Testing (2), Contractual Compliance (1)



Supplemented with
Implementation
Guidance

Operational Design Phase

- ODP Scope/Questions - examples

1.3. Predictability Framework and the Standing Predictability Implementation Review Team (SPIRT)

1.3.1. What are the proposed criteria for an issue to become a candidate for the Predictability Framework?

1.3.2. What is the proposed process flow for the Predictability Framework?

1.3.3. What are the roles and responsibilities of various parties (GNSO Council, ICANN org, applicants, objectors, other Supporting Organizations/Advisory Committees, ICANN Board) in relation to the predictability framework?

1.3.4. What mechanisms are proposed to reconcile disparate decisions, should they occur, between any combination of the parties (e.g., SPIRT, GNSO Council, ICANN Board, ICANN org) under the Predictability Framework?

“The Working Group recognizes the challenges in determining the details of the framework and establishing the SPIRT and therefore emphasizes that implementation of both elements should focus on simplicity and clarity.”

Annex E of the Final Report includes criteria/description of types of issues that may become a candidate for the PF, supporting processes, roles and responsibilities. SPIRT Only provides advice. “The SPIRT is intended to serve as an advisory body to provide guidance to ICANN org, the ICANN Board and the ICANN community. Such advice and/or guidance shall not be binding on any party and does not replace any other method of providing advice or guidance under the Bylaws.

Operational Design Phase

- ODP Scope/Questions - examples

2.1. Application Submission and Processing

2.1.1. What is the proposed length of the application window?

2.1.2. What are the proposed application submission requirements?

2.1.2.1. What materials are required from the prospective applicants?

2.1.2.2. What impact could economic and trade sanctions have on application processing of implementing the Outputs?

Recommendation 16.1: The Working Group recommends that for the next application window and subsequent application windows, absent “extenuating or extraordinary” circumstances, the application submission period must be a minimum of 12 and a maximum of 15 weeks in length.

Application submission requirements should be based on the same content as last time to effectively cover the evaluation principles carried forward. Some variances needed to accommodate type of TLD (Spec13 applicants will need to submit the relevant items with the application) and reduced information required if pre-approved RSP selected. Financial materials may be replaced by self-certification under certain conditions covered in Implementation Guidance 27.18. - Is this detail really needed for ODP/Board Decision?

Sanctions - could be considered in parallel to ODP but is it really needed as part of ODP/Board Decision??

Operational Design Phase

Concerns

- Community has not been involved in scoping document for ODP - ICANN could have saved time and resources if expertise and knowledge was tapped into.
- Uncertainty and delay of ICANN Board decisions in response to substantive, volunteer-community efforts - increasing concerns with accountability.
- Lack of planning, resources and declining institutional knowledge. Will ICANN Board keep this process and expanded timeline on track?
- What are the 'complex' issues that remain? Is the Board intending to address these in parallel to ODP?

Operational Design Phase

Getting to the next round - making it happen

- Remove unnecessary ‘clutter’ from ODP process that is not needed for the Board to make its decision.
- Make timely decisions wherever possible (should the Board decide whether it is/is not in the interest of ICANN and the ICANN community to implement subsequent procedures? If not, why are we spending \$9m to plan, after multi-\$m of policy work?) and track/drive delivery of community’s work.
- Conduct work in parallel - community work can be continued in parallel to address complex (or non-complex) issues. (e.g. develop SPIRT, Applicant Support)
- Knowledge, experience and expertise has been created within the community - tap into it.

Operational Design Phase

Getting to the next round - how to keep this on track

ICANN Board should:

- Provide a breakdown of its expectations and targets for the ODP for the 10 (13-month including ‘ramp up’) period.
- Provide a detailed breakdown of the costs associated with conducting the ODP.
- Provide a report of progress against targets for the ODP work, including costs.
- Confirm how the Board will monitor and track deliverables during the ODP and ensure the ODP is completed ‘within 10 months’.
- Identify and explain what the Board considers to be ‘complex’ issues that need to be addressed before making its decision on Subsequent Procedures PDP, and how it expects to address these issues.

Operational Design Phase

- Closing statements / Q&A

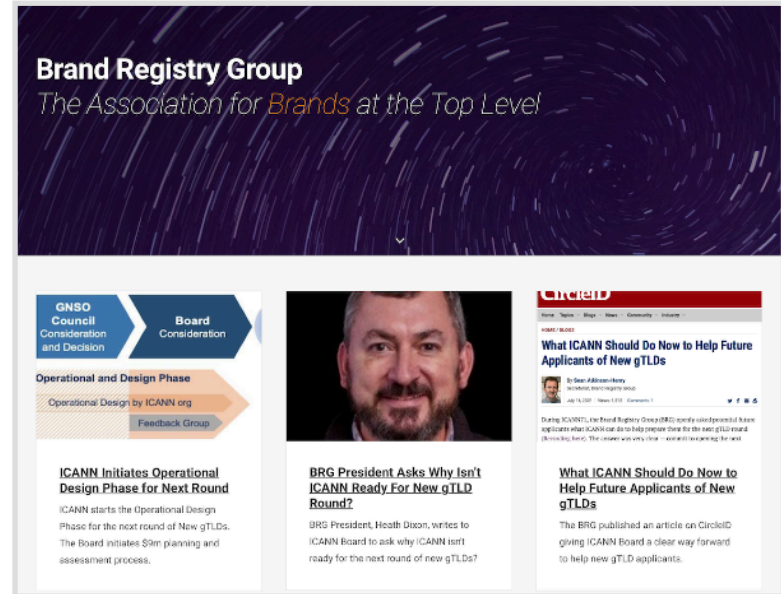
Thank you



Heath Dixon

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