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SINGAPORE – TLD Launch Process Experiences and Registry Onboarding

Monday, March 24<sup>th</sup> 2014 – 17:00 to 18:30

ICANN – Singapore, Singapore

KRISTA PAPAC:

We'll get started in just a moment, everybody. Thanks for your patience.

Okay. We're going to go ahead and get started.

Thanks, everybody. Good afternoon. My name is Krista Papac and I'm a member of the Global Domains Division registry services team. Today we're going to talk about the top-level domain launch process experiences and registry on-boarding.

Before we get started, though, I just wanted to remind everybody of the announcement that ICANN made a week ago today that we launched the new Global Domains Division or GDD portal. This is a portal that will have -- will support different stakeholders within the ICANN model but initially has been built or developed to support new gTLD registries. In the future, it will also support existing or legacy TLD registry operators as well as registrars and other processes.

So the first iteration came out on Monday, and for those of you that are existing registry -- excuse me, existing new gTLD registries or coming up on that, close to becoming one, it will make your on-boarding process a lot more smoother and more efficient than the manual processes we've been using.

So the agenda for today, we tried to mix this up a little bit and give you a little bit different format. So we're going to go through a

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presentation, because we don't want to leave that behind. And then that presentation will give you an overview of what on-boarding and launch processes are, as well as what the different steps are.

Then -- and myself and Karen Lentz are going to do that.

Then Kim Davies from the IANA team is going to take you through a couple tips and tricks for transition to delegation process, for those of you who haven't gone through that yet. And then I'm going to turn it over to (saying name), number member of our registry services team, who is going to interview some of these panelists -- or the panelists that we have up here, that can tell you a little bit about their experiences with on-boarding and, specifically, launch. The panelists I'll interview when I get to that part of the session. And then finally we will open it up for questions and answers.

So just to remind everybody of what registry on-boarding is. It's basically once you have successfully -- or once you've signed the Registry Agreement and you've become a registry now, you've moved from being an applicant to a registry operator, we collect various bits of contact information from you as well as credentialing information to set up the registry so it can interact with ICANN throughout the life of the relationship.

It also includes the predelegation testing process, which many of you have heard about for quite some time, and many of you have already been through.

It's also the setup and testing of the trademark database, so it provides you access to the trademark database so that you can fulfill the



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trademark clearinghouse RPMs requirements that I'm sure you're familiar with, as well as it includes establishing sunrise and launch of the TLD.

So establishing your sunrise periods as well as your claims periods and any limited registration periods should you have them.

So registry on-boarding is really, from the moment that you've signed your Registry Agreement, these steps will get you from that point in time to general availability. So here's a list of the eight steps.

We've tried to bucket them or make them as simple as possible, so hopefully that comes through.

Step one is an optional step, but for those of you who have been around the ICANN world for a while, the Registry Stakeholder Group is a stakeholder group that's been set up to -- where all registries come together and work together to influence the ICANN policy process in the interest of registries. So that optional step is there for you.

The next step is to begin the predelegation testing process, and that really -- step two runs concurrent with step three, four, five, and six. Can run concurrently.

Step three is where you provide information for credentialing. So once your TLD is delegated, you have obligations to provide different reports to us and make data escrow deposits. And so in order for you to do that, you need credentials for the various systems and we need to know how to securely exchange that information between ICANN and your firm, your company.



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Step four is providing contact information. So the only contact information we have about you up until now is related to the application and not really the registry itself. So we need to collect that data from you.

Step five and six have to do with the TMDb token process. Step seven is the one that people get really excited about, which is the transition to delegation process that leads you to being delegated. And then step eight, once you're delegated, this is where you set up your sunrise process, your trademark claims process and again if you are doing limited registration, you would do it at that time.

So step one is the option of joining the Registry Stakeholder Group, and what we've done here is we've provided you the link where they have an online form that you can access and complete that and then you can become a member.

Step two -- and, sorry, the purpose of these slides is just to give you a little bit more context, and many of you have heard this before so I'm going to try to go through them quickly so we can get to the more fun part which is hearing from these guys about their experiences.

So step two, completing predelegation testing. We've had many sessions at ICANN meetings, as well as Webinars, on this. So I think it's a pretty well established process that people are familiar with, but you can certainly find more information about it on the [icann.org](http://icann.org) -- the -- new gTLDs, excuse me, [dot.icann.org](http://dot.icann.org). But basically predelegation testing is where you demonstrate to ICANN that you're technically capable of running the registry and the tests that are in line with the



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requirements that I'm sure yourself familiar from the Applicant Guidebook.

Step three, providing information for credentialing. This is the step that many of you will be familiar with, we call the On-Boarding Information Request or the ONBIR. There are multiple credentialing or types of credentialing information that we exchange with you. They're all listed out here, but they have to do with zone file access, bulk thin registration data excess, EPP extension, so on and so forth.

Step four is the collection of contact information. Some of these bullet points are actually optional pieces of contact information. What the specific requirements are can be for each one, so which ones are required, which ones are optional, which ones require a real person, et cetera.

That description or that information can be found in what we call the GDD portal guidance. So if you have signed a Registry Agreement with ICANN, you will have access -- you will now have access to the GDD portal. And when you log into the portal, you can -- there's a link on pretty much every page that says for more information, click -- you know, access the GDD portal guidance. In the guidance document you'll find all of the information about what's required for these different contacts or ones that are optional as well as more detailed information on the credentialing information and what specific information and, you know, syntax, format, et cetera you need to use to provide that credentialing information.

One thing I want to -- oops, sorry. Go back one slide.



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One thing I wanted to point out is the last bullet point in the right-hand column which is public-facing information. So there is a page on icann.org -- there's actually a whole section of the Web site that is dedicated to registries, and it has information about the different -- for example, the different dispute resolution procedures that are required. It has information on how you can make additions, changes, or deletions for registry services in your contract, et cetera.

There's also a link there that is the listing of registries, and it's where the general public can go and find out which TLDs there are and how to get in contact with them.

And so that's what this public-facing information is. It's the information -- So most of the contact info that you provide us is for us to get in touch with you. It's confidential. We don't share it with anybody outside of ICANN staff. But the public-facing information is the information that we post so that people in the general public can know how to get in touch with you.

So step five, obtaining the TMDB token and registering with the TMDB. In this step, ICANN -- we send you the contact -- actually, excuse me. You provide us with the TMDB token contact, which is collected in step four, and we send you a token. Once you get the token, and those tokens are generally active within about four hours, once you receive the token you can use it to register in the TMDB or with IBM, who is the provider of that service.

Then ICANN will send you the credentials that you need to registry in the TMDB.



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Actually, I'm sorry. That was a mistake. IBM will send you the credential. So you use the token to get into the TMDb and then they'll send you the credentials that you need. We'll get that corrected and post the slides.

Step five -- Step six. To complete TMDb testing, this is a complete interaction between yourselves and IBM, and this is the different steps that you have to take.

Downloading the SMDB revocation list, downloading the DNL list, uploading your LORDN file, et cetera. Again, all of this information has been posted on the new gTLD Web site, and you can find it there as it's been there for a long time.

Step seven, complete the transition to delegation.

So once you've gotten through all the previous steps, you're now ready to go through the transition to delegation process. What this process does it basically takes you from being a part of the new gTLD applicant program to being a new delegation -- or transfers you to IANA for delegation.

The things that are included in this particular process are you get access -- you have to -- you receive a transition to delegation case, comes to you from the application portal. You go in and access that case and it requests you to provide a delegation point of contact. Once you've done that, you'll be asked to go and obtain your IANA -- we'll send you the delegation point of contact and IANA token. And then that token can be used by the delegation point of contact to log into IANA's system and start their delegation process.



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And finally step eight. This is the establishing your sunrise claims and limited registration periods. And I'm actually going to turn this over to Karen Lentz who can take us through this process.

KAREN LENTZ:

Thank you, Krista.

So one of the latter steps in the process is to establish the startup phases for the TLD. We make that information available on our Web site in the consolidated form so people can tell what TLDs are upcoming and helps them plan and prepare. And so we have a process for submitting and reviewing that information.

Next slide.

So once the TLD has been delegated, they will have a function available in the portal that Krista mentioned to submit the information pertaining to their TLD. That includes some required and some optional fields. The necessary information is the type of sunrise. So there are a couple of permutations. It can be a start date or an end date-based sunrise period. The dates of the sunrise and claims period. The registry needs to submit evidence that the trademark clearinghouse integration testing has been completed or that, where applicable, there's been an exemption from that based on prior testing. And the last required bit is the sunrise registration policies. So what are the requirements that the registry is going to impose for registrations during the sunrise, and that includes a sunrise dispute resolution procedure for the TLD.





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We do ask when you're submitting those that you provide the actual documents of the policy as a review, rather than just linking -- giving us a link to something.

Optionally the registry does have the ability to schedule additional periods beyond the -- besides the required sunrise and claims periods. We call those limited registration periods, and should there -- should the registry be using one of those, they would also submit that information in the -- with their TLD startup info so it can be publicized as well.

Next slide.

A couple of other elements of this process. There is -- I mentioned that there are required -- required sunrise and claims periods, several requirements around how those are to be implemented by the registry to employ the rights protection mechanisms that are part of the Registry Agreement.

So there is as part of the agreement, provision for requesting an approved launch program or ALP, and these -- should a registry want to do something that is sort of an exception that wouldn't ordinarily be permitted under the requirements, they can submit a request. We have a process posted as well as the review guidelines for how such requests are reviewed.

And so I just wanted to clarify, because I got several questions after the new gTLD program update that this is not required. The only instance where a registry would need to submit a request for an approved launch program is if they are proposing to do something that wouldn't



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be already covered within the existing requirements. So that process is there as well.

And then the TLD startup information, which is a requirement before a registry starts the sunrise, can be -- the trigger for that is once the TLD is delegated, and that functionality is available in the portal once delegation has occurred.

When we get the info submitted by the registry, we do a review to make sure that the dates comply, that the minimum length of the period is met, and that all of the required elements, the requested documentation are included. And then the -- assuming it passes all those tests, the information gets posted publicly. And should there be any questions or issues, then we go back to the registry with those.

Is there another slide?

Yes. The point I didn't mention is that once the TLD startup info is submitted with the requested dates from the registry, that ICANN takes those and schedules the periods according to -- or with IBM, as the trademark database operator. And there's some options in there. You know, obviously we try to give you the requested dates by the registry. There are some options for us, second and third choice, and again we handle the scheduling and confirm the dates that have been assigned to that registry's sunrise or claims period.

I think that's it for that section.

KRISTA PAPAC:

Thank you, Karen.



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So we've attempted to graphically represent the timeline for this -- for TLD -- for on-boarding and TLD launch. This timeline is a quickest-path timeline. These times are not -- sometimes it can take a little bit less time, sometimes it can take a little more time, but these are the timelines we've been -- many of these numbers or weeks we've been posting for some time now.

We've tried to correlate the steps with the time so hopefully it gives you a sense of what to expect. Many of these steps don't have to happen in that time period. So, for example, completing PDT, we say you can complete that in six weeks but if you wait eight weeks to even start it and then it takes you six weeks to complete it, that's up to you.

So the first three bars are steps -- sorry. The top bar which is the optional step to join the Registry Stakeholder Group is reflected as being optional, and you can do that at any time once you've signed your Registry Agreement. The rest of the steps are mandatory steps. And the first -- If you notice, there's -- I like to call it marigold bullet points across the top which really show some milestones, the first being that your registry agreement is signed, the second being delegation, and the third being general registration.

And as I said at the beginning, the goal is to get you from Registry Agreement signed to general availability.

The three sort of turquoise steps, which are two, three and four, they can run concurrent. They do run concurrent to one another. And again, they don't -- PDT, predelegation testing, does take about six weeks, but the providing credentialing information and contact information, you can do that in two hours or you can do it in six weeks. However, before



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you can go to step seven, the steps two, three and four need to be completed. So they are gating factors to the transition to delegation process.

So if you've completed PDT but you haven't provided us with all of your contact information or you haven't completed credentialing, which is the ONBIR, you won't be able to proceed to transition to delegation. Transition to delegation takes about two weeks. And then you're delegated.

Step five and six, if you had any idea how much time we tried to figure out -- we spent trying to figure out how to represent this. Basically you can start steps five and six, which are the TMDB token process, as early as -- as soon as your Registry Agreement is signed, and it just needs to be completed before you can start sunrise because that is -- you need that testing -- you need the testing certification or exemption, if you fall in that bucket. That has to be completed in order to begin sunrise.

So it only takes about a week for each one of those steps, and they can be completed anytime between Registry Agreement signing and the beginning of sunrise.

And finally step eight is your sunrise claims and limited registration periods.

Next slide.

So now I'm going to turn it over to Kim Davies from our IANA department who is going to give you some tips and tricks for transition to delegation and delegation process.



KIM DAVIES:

Thanks, Krista. As you heard earlier in the presentation, one of the steps towards launching a new gTLD is the process of delegation. As this is one of the IANA functions, it's performed separately from much of the other work by the IANA department.

Before we launched this process we went through a lot of effort to optimize how we process these. The good news is based on our initial experience over the last few months, that optimization process has really gone much better than we'd hoped. In fact, most delegations are typically taking a couple of business days, end-to-end, to be processed within our department.

That being said, there's a few things we've run into several times that I thought it would be worth highlighting to future delegation applicants in order to ensure a smooth process.

The first one on the list is that as part of the transition to delegation, you're asked to provide a delegation point of contact. You do this through the application system for new gTLDs. This is then transmitted to IANA within ICANN. And when you go to redeem your delegation token to commence the delegation process, the first thing our system will do is email that delegation point of contact. That delegation point of contact will receive a unique PIN, which they then to immediately use in order to commence the delegation process.

The reason we do this is it's the way we get assurance that the delegation point of contact consents to beginning the delegation process at that point in time.



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So the first take away is make sure when you commence the delegation process that your delegation point of contact is aware, that they're ready and expecting the email and that they're ready to act upon that email.

The second point is once that process has completed, you then get to fill out the information that you wish to have delegated in the root zone. This includes your name servers, your contact persons and so on.

Part of the IANA verification process is to send emails to all the contacts that you've identified you want listed in the IANA database. One thing that we've noticed is that often applicants will submit multiple different email addresses which are, in fact, aliases to the same person. They don't then realize that we need confirmations back from each one of those different aliases.

So be mindful that each different unique email address that we have supplied to us needs to respond. So pay attention when you get those notices that if you've listed multiple different contacts, to respond to each one of those confirmations.

If you're in doubt as to whether you've confirmed all the emails you're expected to, you're able to log into our system and see the status of current pending confirmations that we haven't yet received.

The third item to highlight is we ask for an entity known as the sponsoring organization. This is the generic term we use to refer to what is, in fact, the gTLD registry. Be mindful that the organization name for the sponsoring organization must be exact match for the contracted party with ICANN.



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Part of our test for validity with a gTLDs request is to ensure that the party that's requesting delegation matches the contracted party.

The fourth item to highlight is the host names that are used in a delegation application must exist at the time of transition.

This has been a surprise to some, particularly as there is a separate requirement that for WHOIS servers, the WHOIS -- the host name of WHOIS.nic.tld must be responsive. However, at the time of delegation, that host name doesn't exist in the DNS, so it would fail our technical checks. We are introducing new functionality to allow that kind of configuration at delegation time. We expect that new functionality to be rolled out next month. But, in the meantime, be mindful that you can't actually use your new TLD in your contact details such as your email address. You can't use it as your web address until it's actually delegated. You're certainly welcome to submit a subsequent request after delegation to modify your details to point to that new domain. But, prior to delegation, you can't actually use that new TLD yet.

Finally, one issue that we've -- one misconception that we've seen is that we do a series of technical tests on the supplied information. As a result of this technical test, we often identify issues that we report back to as technical check failures. Be mindful that the way these technical tests are configured is designed to be conservative. Often they'll be configurations that prove to be acceptable but will be flagged as errors. Our expectation there is that the applicant should come back to us, explain to us the configuration, and why the issue is not an error. And then, based on our review and discussion with the applicant, we'll be happy to advance those kinds of requests. It's not always possible to



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have a completely objective test to some of the things we're checking for. Therefore, our system errs on the side of caution to flag issues that might not be issues. So don't be alarmed if our system initially gives you an error message and alerts to you problems. If you know it's not a problem, please have a discussion with us. And we can work on preceding your request. So, hopefully, with those five items in mind, those that are commencing transition to delegation can watch out for some of these common issues. At the same time, we're looking to improve our system to make some of these issues less important. Particularly, that fourth item. We hope to have a fix, an improvement to our system in the coming month that should obviate the need for that. Thank you.

KRISTA PAPAC:

So just to recap, once you have signed your registry agreement, your registry primary contact, which is provided now in the contracting information request, will receive GDD portal welcome notification. If for some reason you did not provide the registry primary contact in the contract information request, you can simply contact -- you can email [newgTLD@icann.org](mailto:newgTLD@icann.org) to let us know who that person is, and we'll set them up with a portal account. So first thing is you sign your registry agreement; you get a notification that you now have access to the GDD portal or a welcome notification, if you will.

Once you get that, you can log in to the portal and go ahead and begin the on-boarding process and the -- excuse me, the OMBIR, completing the OMBIR and providing the contact information that's required.





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You'll also get -- receive a notification that you're invited to predelegation testing. That process is facilitated through the applicant portal, because we want to make sure we keep it confusing and interesting for you guys. And you can log in to that portal to begin the predelegation testing process.

In some cases, if -- I'm sorry. Not in some cases. If your registry primary contact is the same person or somebody that already has credentials to the applicant portal, they will be able to use those same credentials to access the GDD portal once the registry agreement is signed.

If the registry primary contact is not somebody who has credentials to the applicant portal, they will receive a second email that gives them credentials so they can log into the GDD portal.

I hope that made sense. And then, finally, any questions that you have about on-boarding or any of these processes can be submitted to ICANN by logging in to the GDD portal and using the new case work item or by e-mailing us at the [newgtld@icann.org](mailto:newgtld@icann.org) email address.

The other thing I want to let everyone know is for the new GDD portal, we had a couple webinars we held a couple weeks ago. They're posted on the new gTLD microsite. They're recorded, and there's also a presentation you can look at. One of the things in the presentation -- I think it's the last slide or very close to the last slide is we've created a cheat sheet for you that tells you which processes you perform in which portal. So what do you do in the new gTLD portal, and what do you do in the GDD portal? It's really easy to follow. And that should assist you, if you're not sure where to perform which tasks.



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So with that, I'm going to have Han Chuan lead the panel discussion here with some registry operators -- not applicants but registry operators -- who have gone through various stages of what we just talked about. Before I hand it over, I was going to just introduce the panel to you quickly. We have Tom Brackey here from dot menu. We have -- I know I'm going to say your name wrong -- but Ronald Schwartzler from dot wien. We have Tim Johnson from dot wiki. We have Teng Yunyun from CONAC. And we have Ding Yi from CNNIC.

I'm going to go ahead and let Han Chuan do the panel. And we'll do this for probably another 20-25 minutes, and then we'll open it up for questions. Thank you.

HAN CHUAN LEE:

Thank you, Krista. My name is Han Chuan Lee. I'm based in the Singapore office, one of the registry services team members. If you attended Fadi's opening this morning, I'm one of the dark men in blue this morning. So, as you know, my role is one of the registry services members. But today I'm going to be anchorman for the GDD talk show. We're going to have a topic today keeping it light with gTLD launch. And we have five very good panelists today.

So Tom -- sorry, Tim, no. Dot kiwi. So tell us about some of your TLD launch activities and what were the considerations that you're thinking of in all those nights?

TOM BRACKEY:

Do you want me from menu or Tim from Kiwi?



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HAN CHUAN LEE:                      Sorry. Tim for Kiwi.

TIM JOHNSON:                      In terms of launch preparation and activities, we ran quite a lot of public related events. So seminars up and down -- kiwi means a New Zealander, for those of you who don't know that yet. So we ran quite a lot of seminars up and down the country talking particularly about the sunrise process and the trademark claims and the trademark clearinghouse and those things. We did that for a period of six to nine months prior to our sunrise. We ran a lot of editorial type comment through marketing magazines, business journals, publications, those sorts of things. So a lot of our activity was about education of the process, because we perceived that the market really didn't understand new gTLDs and really certainly wouldn't understand the processes and intricacies of the launch process.

HAN CHUAN LEE:                      It's interesting that you guys have an early bird period for your launches. So can you share with us what prompted you to have this kind of early bird kind of launch? Because this is not something that's common.

TIM JOHNSON:                      Yeah, I think that's just our terminology. Early bird is a land rush. We perceived the market didn't understand what a land rush is, but they do understand early bird ticketing or early bird pricing. So it's about terminology. But we did also run a founders program first sunrise, and



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now we're in the early bird or land rush program before we hit. I don't think we did anything terribly different, but we marketed it in, hopefully, a more understandable way to people outside the industry.

HAN CHUAN LEE: Yes, I totally agree that some industries can be quite different from -- you want to do a rush in a land in a domain name case. You're absolutely right. So, Thomas, you have a very good menu for building luxuries, right?

TOM BRACKEY: Well done.

HAN CHUAN LEE: So what do you consider in your TLD startup plans, you know, like what do you do a start day or end day? Are you going have a special period? And what kind of announcements are you going to make?

TOM BRACKEY: Well, I appreciate you making reference to the TLDs, because I'm working with a few of them. But menus is why we're here today. And menu has gone through the process and actually started its GA about six days ago. So we've weathered the storms. We've made it through to the other side, and now we're actually live.

So, in terms of, you know, sunrise, you know, we're looking at an end date or a start date. And we chose to do a 60-day end date sunrise. And the thinking behind that was we wanted to be as inclusive as



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possible to brands. We wanted to make sure that, if somebody registered later in the process rather than earlier that they would still have an opportunity to be there. That, if there was more than one brand that had the same name, the opportunity wouldn't be eclipsed for both folks. So that was one consideration.

Another consideration was, frankly, revenue generation. We thought that with an end date sunrise, you know, you're going to have the opportunity for potentially for there to be auctions there. And we have auction partners that we worked with. And we'd long anticipated that there might be some additional auction revenue there. So we thought it would be both more inclusive and, hopefully, generate more revenue. As it turned out, I don't think we had any auctions arising out of sunrise. And we didn't really see as much activity there as we thought we might. And that's probably because most of the registrations occurred through brand registrars. And, you know, there's quite a few big restaurant brands. But it's not as brand centric a space as some other things we work with, for example, luxury. That's why we chose an end date. I don't think there's too much in the way of consideration one way or the other. At the end of the day, we gave a fair amount of analysis to something that didn't matter.

HAN CHUAN LEE:

And, Teng, you have a very interesting two strings, actually, in Chinese. And you guys, basically, take care of the government and public benefits organization in your country. So how has this -- you know, you're not really a brand registry, not very commercial in nature. So how has this



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nature of TLD affects when you take into consideration when you do your startup for your TLD?

TENG YUNYUN:

Hello, everybody. I'm from CONAC. Just, as Han Chuan said, CONAC registry operate TLD that is government affairs and that interest. Government affairs is just accountability-based way along government entities in China to apply. And public interest is only allowed to register from nonprofit organization. So we have strict registration and different dispute resolution that is very different from UDRP and other dispute resolution policies.

HAN CHUAN LEE:

Thank you. So, Ronald, I understand that your TLD is now going through sunrise. And since the sun is going to rise for more than a month.

So what was some of your sunrise preparation and how was execution and, you know, presunrise? How did you look at some of this period of sunrise you know when you launch a TLD?

RONALD SCHWARZLER:

So we are applicant for dot wein, which is the German word for Vienna, the Austrian capital. We're a gTLD with the government behind us. But we're a privately-owned company dedicated to make money, which is in some case not a contradiction but not that easy as it probably sounds.

And, in the very beginning, we had to make some contract with our government. And this contract said we had to take special care for the local businesses. So we have, for example, a very well-known hotel.



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(Indiscernible.) I don't know how many of you have been to Vienna. And this must have at least the same possibility to register its name than anyone that is in the trademark clearinghouse probably located in yeah, wherever, Belvedere vodka or Belvedere museum. So this was one of our most concerns that we had from the very beginning. How are we able to support our local businesses and not really knowing at the beginning how TMCH, how all these RPM things that Karen is responsible for will work together.

And so we did a launch program and applied for a launch program. And it turned out the time is running out in getting this launch program approved, like we have heard tomorrow, that there is no launch program already approved but we're in sunrise. In personal telephone calls with Chris and with Karen, we managed to get a launch program that looks quite similar to the one we wanted to have. We have sunrise, very long sunrise at about 70, 75 days. In parallel we have a limited registration period where we can have the local prior rights approved by the registry. And, believe me, customers don't care whether they are in sunrise TMCH or sunrise local prior rights. They don't even ask you whether they are priority 1 or priority 2. And, if I look at the numbers that we right now have, we have less than -- yeah, let me give you a high number, 5% coming in through TMCH, 95 coming in through limited registration period. So we spend 90% of our time dealing with TMCH and having very little TMCH registrations but a very high interest in the launch local registration period registration. So I'm happy that we found some way around to give the locals at least a feeling to have the same possibility than the TMCH entries, which is not true. Yeah? The TMCH entries have priority. But they are that little that we do not have



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any contention right now. We have five weeks to go in sunrise. Not any contention between the TMCH and the local entry. So I think we can fit both. We are strict adhering to the ICANN regulations, but we can also put a perfect fit for our local businesses. And it seems to turn out well.

HAN CHUAN LEE:

Great to hear that everything turned out well.

So, Thomas, you have most experience with three TLDs. Were there anything that changed you're so totally unprepared for and you're rushing to get it resolved that, you know, keep you up really late at night?

TOM BRACKEY:

Where do I start, right? So we have three TLDs. They're all delegated now, so there were a lot of things that were unexpected. I think this application process for all of us has taken years. And it's been a dynamic policy landscape. And there have been changes, and there have been glitches, and there's been GAC comments, and there's been objections, and there's been contention and there's -- you know, it's just been fun and exciting times. But we've managed to navigate all this.

I tell you, the one thing you know, that I didn't expect, which has changed fundamentally -- and it's a huge positive for all the registry operators. And that's the interaction with registrars. If you can think back to two years ago, we're thinking we've got to become our own registrar. We've got to have at least one path to market. How can we get anybody to carry our TLD? How big a check are we going to have to write to Go Daddy to even let us be sold to the public? And there's just





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been a sea change since then. And we're now in a completely different world where the reception from registrars has been warm and welcome and inclusive. And I think we've on-boarded with 80 different registrars. I don't think we've had a single registrar say we don't want to carry dot menu. We don't want to carry dot luxury. And, instead of finding a situation where we're trying to force our product out to the public or make sure there's some possible way someone could buy what we want, instead it's out there and it's available to the whole world. And there's lots of reasons why that change has occurred. And it's a very different landscape than it was even 18 months ago. And I think it's a great thing for all the registry operators.

HAN CHUAN LEE:

And, Tim, what was most challenging that you thought that it was for -- and, you know, you thought it was so rewarding that it was all worth the effort.

TIM JOHNSON:

Challenges. Well, again, it was that -- I think, as Thomas said, the constant change in the landscape over even the last just 12 months has meant that we're constantly having to review our launch process, our policies, how we engage with the market, where we put our resources. We're a smaller registry so limited resources. I think that's been the biggest challenge for us is dealing with that constant change. I think the other thing was, because we were quite far up the front in terms of the launch of many gTLDs, we're finding that we're constantly coming up against things which no one had experienced before. So issues kept cropping up with various predelegation testing or through delegation or



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things like that. So you think that you have a fairly defined process to launch. But then you constantly are finding those things popping up, which has also, obviously, been very challenging.

What have I found rewarding? I think, being in the root, I just don't think you can be anything more rewarding than that. I think that's about it, really.

HAN CHUAN LEE:

So change has always been very unexpected.

Ding, being from China, you have referred two strings in Chinese as well, the equivalent of dot company and dot network in Chinese. So how much -- how far ahead do you think in your launch plans and when you plan your activities such as your sunrise or in your launch or any special launch programs, how much time do you spend in all this planning?

DING YI:

When we have signed the contract, we have planned for the launch phase. And this lasts about six months. During these six months, we have done a lot of work such as complying with the update name collisions. You know, when the newest name collision mitigation policies come out, we should modify our systems. I should to say it's hard work for us to receive our systems. Additional, when we have sunrise processes beyond the RPM, so we have prepared for the launch applications. And we have submitted to the -- to ICANN and waiting for the ICANN to renew result. That's all.



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HAN CHUAN LEE: So name collisions issue. And I hope you attended the session earlier. There was a very good discussion that we had in name collision.

So I have two questions for all the panelists. And maybe we'll -- let me start by asking.

So one key success factor. So one key success factor that you think is very important to have a very successful launch.

TOM BRACKEY: I think the most important success factor is having integration with the registrar community. Getting the message out to the registrars about what you're doing, investing the time and effort to, you know, negotiate and contract with many of them as possible. And, once that plumbing is done, once all the pipes are connected, transitioning into what the messaging is going to be. Because these days -- with a lot of these TLDs, especially verticals like we're working with, you know, we're not just selling a domain name any more. We're selling a value proposition to a particular constituent in that vertical. So start thinking about that messaging. Figure out who that constituent is that you're trying to reach. Figure out what their issues are and what the solution is that you can provide. So you've got a value proposition, right? So you identify those constituents. Put together a value prop. Execute on that. Relay it to the registrars, and give them the support they need. Give them the sales tools they need to go out and get your product to the market.

HAN CHUAN LEE: Yes, yes. You're right. Having a very close relationship with the registrars is very important.



RONALD SCHWARZLER: So same message from me. It's really a marketing issue. You have to inform your customer what they can and should do with the domain. We took a different approach, but this is probably because we're very limited in kinds of square kilometers. We have a very limited audience. Consider Vienna, which is some 30 by 30 kilometers or something like this. You have very different means of communicating to the end customers. So what we did, being part of a larger group of companies, being a directory service provider like Yellow Pages or something like this, we got the addresses of 160,000 business owners, business people and wrote them an old-fashioned paper letter telling them that there's a sunrise with the official logo of the City of Vienna on this sheet of paper. And, believe me, we got up to 400 phone calls a day. We did not tell them to call us. We did tell them go to your registrars.

But then to say the registrars, yeah, we probably cannot inform them correctly. They said please ask your registries, whatever is concerning sunrise or whatever. So we got 400 phone calls a day that we had to answer. But and if we were not able to answer, we got them on the answering machine and we called them back. People do not expect you call back, yeah? Obviously. They were really astonished that we called them back and tried to explain them our sunrise, our limited registration period and something like this. And I think this is some key success that you really take care of your, in this case, end customers that have to come over the registrars.

So this is probably something unique for a city TLD instead of a worldwide dot ski or dot web or dot chub. But as a city, you have a very



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clearly delineated community, the inhabitants of your city. Marketing and communication is one of the key factors for sure.

HAN CHUAN LEE: Yes, having 400 phone call is a very happy problem, I assure you that.

TIM JOHNSON: I agree definitely with both those answers. For us I think it's a little less about the registrars and it's a little more about the marketing and the communications.

So again, we have quite a defined market, geographically. So it's somewhat easier for us to do a PR and marketing campaign.

I would say that the success factor for us is how much air time that we've had on TV. News coverage, print coverage, and magazines, which we haven't paid for.

So I think the PR campaign for us was the most important thing, which would drive the demand from the consumer to the registrars who will then act in response to that.

We've found that registrars generally have been slow to respond. And I'm talking about registrars particularly within New Zealand have been quite slow to the respond to the gTLD program, even though dot kiwi is coming.

So for us it's about driving the demand from the consumer, making the registrars see the demand and reacting so they make sure they're onboarding with us in a timely fashion.



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Yeah, so for us it's all about marketing, PR, the (indiscernible).

HAN CHUAN LEE: I love PR.

>> If only one factor of success, my answer is time. I think time is very important for marketing and for business collaboration. And time is very important for your preparation, including your (indiscernible) your human right resources, and your technical system, and your legal structure and so on.

So I think time is very important.

Thank you.

>> I totally agree with the success is marketing, and we do a lot of work to spread our brand for the dot (saying name) and dot (saying name), and we try to find (indiscernible) that dot com and dot net is (indiscernible).

That's all.

HAN CHUAN LEE: Commenting among the panelists today. What is the advice that you give to them. You know, if they ask you let's go for some beer and you tell me what advice you give me. So tell us what -- what we tell them over beer.



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TOM BRACKEY:

Well, it depends if they're buying or if I'm buying. If they're buying, I would tell them you really need to plan this out and you need to understand the different phases that you're going through. And as someone that was an applicant for years, you really get in that applicant mind set and you're really focused on policy and you're really focused on question 18 and you're really -- And you're living that whole world. And then all of a sudden, quicker than you realize, uh-oh, I've been delegated now. And, wait, I'm shifting into a mode where I need to have a sales channel. And that's on-boarding with the registrars. And that's another whole phase.

And then following that, once that's done, oh, gee, I'm out in G.A. now, I'm generally available. Now I'm a business operator. Now I have marketing concerns.

So you need to plan all that out, you need to anticipate all that. And we were really surprised by the fundamental change in mind set that accompanied the transition from each one of those phases, from applicant to nuts and bolts of on-boarding to being set free into G.A., in menu's case, six days ago, and now, oh, business issues and how do you solve -- how do you address all that and move on from being an applicant.

So that's -- That would be my one piece of advice to someone that bought me the beer.

RONALD SCHWARZLER:

So my experience is rely on professionals. So we didn't have any issue with -- with our registry system, yeah? We have our partner, NIC dot



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AT, the Austrian registry who does all the technical things for us. So this was some kind I could completely block out, out of my mind. I knew this would work.

All that we had to worry about is the things that you do not have some experience, professional, with. So no one was there who could tell me how to put a new gTLD into operation, how to do the marketing.

So whenever you can use professionals that you are not hindered by doing something that someone else can do better. We never did even think about programming our own registry system or distributing some name service all over the world. This is done multiple times. There are people out there, professionals out there that can do it much better than you as a newcomer.

We, as a newcomer, we focus on our community that we know or hope to know as best as possible, and we want to focus all of our strengths and customer service, on service in the registrars, and serving the local businesses in our special case.

I think we did a good job. Time will prove. But if you have seen the numbers, I don't know wherever you are looking at the example from dot Berlin which is somehow similar, not the big brother or large brother of Vienna but they have after five days about 40,000 domain names registered which is not a city TLD. This concept seems to work. And we've made something, at least the Berlins have made something right and I think with dot Vienna we will do something similar, we hope so, and rely on professionals and use your brain, use your forces to the one things that you cannot buy by something -- or at something other.





TIM JOHNSON:

Yeah, I don't think I have anything amazing to offer. I think I've got two fairly simple things to say, and particularly speaking to what we've been through. So we've only just closed sunrise so I can't offer you anything else. But between signing contract and being in sunrise I would say, number one, just keep things as simple as possible. If you can afford to keep your policies simple, then do it. If you can afford to keep your sunrise process simple, then do that. Simplicity is just -- we found to be the best thing.

Second, I would say make use of ICANN. The CSC is there. Don't be afraid to use it. We found -- initially we were quite tentative in using it but as time went on, we realized it's a really, really great resource, and they were quite responsive, and they refined their processes over time.

So I would say use it, abuse it. You know, make the most of it.

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My suggestion is engage the ICANN community actively. More communication with other registry and registrar. Learn from them. And of course attend an ICANN meeting.

And I have one suggestion for ICANN. Like ICANN work on the applied guidebook before new gTLD applied new gTLDs. So I say ICANN should work out the, like, operation guidebook for every new gTLD operator. Tell us when, how and what we should do after the I signed, instead of send a lot of emails to different people from different department, and maybe different requirement.



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My experience to offer you guys is why -- I have two points. Why is as an IDN registry you should determine your IDN registration policies as early as possible because when you open your sunrise registration, you can change your registration policy. And the second is if you have some registration policies different -- for instance, RPM policy, you should submit your launch program applications to ICANN as early as possible because ICANN will take too long time to review it.

HAN CHUAN LEE:

Thank you.

So I think you're right, ICANN is here to help. Make use of us. Use our resources that are provided for you. And, you know, registrars, registrars are important in that relationship with them. Have enough time to do your planning. Have a good marketing and PR plan and all should be well and you should be able to sleep very well at night.

So I hope this session has been useful for all the TLDs here, and either have to buy beer tonight -- gala, the beers are provided at no charge, but you know these guys will be there, and I wish you all a wonderful evening tonight.

Thank you.

[ Applause ]



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KRISTA PAPAC: So thank you very much to the panel, and to Han Chuan for his animated hosting. That was great. I hope you guys enjoyed that.

So I'd like to now open it up for any questions that you guys might have about the processes we discussed or anything you heard in here today, and I think Eleeza has a question from the chat.

REMOTE PARTICIPATION: Yes, we have a question from our remote participant, and he asks: What are your new TLDs doing re financial launch; i.e., financial reporting, ICANN compliance, cash flow management, DUM metrics?

KRISTA PAPAC: Is this a question for a panelist or for ICANN? Maybe we can ask them a follow-up question, and maybe they can clarify their question a little more in the chat and we can come back to it.

Reg.

REG LEVY: Reg Levy from Minds+Machines.

So I have a few questions about the presentation you guys made before the panelists spoke. The first is you referred to the applicant portal. Is that what replaced TAS? Is that what you mean by applicant portal?

KRISTA PAPAC: Yeah. We've been calling it the new gTLD portal, but we're trying to sort of call that the applicant portal and call this the GDD portal to create



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separation in your minds and ours. But the answer to your question is yes.

REG LEVY:

Thank you. And my other question is the GDD portal as I understand it is currently up and running. How long will the prior systems be in place for use? Because I have heard many stories, and I have experienced a few, of it not working optimally. And so if it's still -- How long will it still be possible to submit information and to manage things through all of the other prior systems?

KRISTA PAPAC:

So if I can answer your question with a question, Reg. So the other -- the new -- well, let me give you some information, then I want to ask you a follow-up question.

The applicant portal is not going away. And truthfully, they're actually connected on the back end, so it's your view that's different than ours.

The -- As far as your question, the second part of your question which is how long -- or how long can you submit things through the applicant portal, can -- Which things are you referring to? Are you talking about cases or are you talking about contact information and on-boarding information requests?

REG LEVY:

So when you put up a slide that had seven different steps for delegation, my understanding was that those would now be going through the GDD portal, but many of those steps for the TLDs that we



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expect to be delegated very soon did not go through the GDD. I only just got GDD access recently. And so those processes also did not go through the applicant portal. Some of them were emails. In fact, most of them were emails back and forth with spreadsheets and various things.

So given that the GDD portal, though up and running, is not 100 percent useful, how long will we be able to submit it via other means?

KRISTA PAPAC:

Sure. So a couple things. Just on the GDD portal itself, I encourage you and anybody else to provide specific feedback because the point is to streamline the processes, make it more efficient, provide a place where we can actually collect that information, not in somebody's inbox but in a centralized place where not just the registry services team but the customer support team and other teams inside of ICANN can see what's going on with your registry.

So I would encourage you to, one, give us the feedback, because we can fix -- there's things we can fix and there's two tracks of fixes. There's initial bug fix or functionalities that aren't working quite right, which I'm sure you're all familiar with, happens in software development, and then there's things that additional functionalities that we want to add.

So I would encourage you to do that with me directly or a member of the team so we can compile that information and work on that.

As far as how long can you continue to use email and manual forms, I believe it's through -- No longer. Okay. So, yeah, we want you to use the portal going forward.



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And again, I'm happy to work with you or have someone on the teamwork with you to either help you through some of those steps or collect the feedback so we can get those bugs fixed in they're in there.

REG LEVY: Yeah, I am in contact with your team trying to figure out why it is I can only see four of our TLDs instead of, I believe, 16. And again, it would be very nice if I could continue to submit information through the prior processes until you guys get it figured out.

KRISTA PAPAC: Okay. So maybe we can have a separate conversation about this, just one on one.

REG LEVY: Okay.

KRISTA PAPAC: Thanks.

JIM PRENDERGAST: Hi, Jim Prendergast, Galloway Strategy Group. maybe, Reg, you can buy Krista a beer and you guys can hammer it all out over that.

First off, congrats to all the registries that have launched and also to the ICANN team. I know it was a long time coming from everybody involved, and I'm sure the ICANN team also likes to see the birds leave the nest every once in a while.



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So two questions, actually, for Tim. First off, how do I score a ride on the dot kiwi bobsled? And secondly, you talked about a pioneer program that you ran. Could you explain a little bit more about that? I know there's a lot of registries that are still getting ready to launch that want to run a pioneer program and are sort of struggling with the sequencing and timing and all that.

TIM JOHNSON: First question, buy me a beer and I'll tell you how.

JIM PRENDERGAST: Excellent.

TIM JOHNSON: Second question, yes, so for our -- for our pioneer program, founders program, whatever you want to call it, we split it into three categories. So we had what we called our launch community, our launch champion, and a launch partner.

So our launch partners were our registrars or resellers who were very proactive and very eager to market dot kiwi. Our launch community were in response to a lot of demand particularly from individuals as opposed to companies. We kind of got irritated by the thought that pioneers have to be big brands. We are more interested in having pioneers for our evangelists, so it's kind of the launch community. It's a community of people of any kind who wanted to adopt dot kiwi from day one and really talk about it and really use it.



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Launch champions were the big brands. They were the ones who had advertising power, influencing power in the market. So we limited the launch champions to a very small amount. I think it was roughly 30. Launch community was more like 300. And launch partners was no limit. That was just -- because there's not that many resellers or registrars in New Zealand. So that's kind of how we kind of cut it up.

I think the launch community was a really big success. Yeah. Did that help?

JIM PRENDERGAST: So when did they get those names? Did they get them prior to sunrise? After sunrise? How did that whole thing work?

TIM JOHNSON: After sunrise. The day after sunrise, yeah.

JIM PRENDERGAST: Got it. Thanks.

VISHAL JAIN: Hi, Vishal Jain from Charleston Road Registry. I just had a question about -- it actually relates to the dot wien example, and I think there are probably some other cities -- I think some other cities who are already doing this where there is a restriction around people having to live in the city or having to have their business registered in the city, and there are other TLDs, like dot EDU is an existing example where there is some kind of restriction on how people can register. And I was just





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wondering, there is a way that that can be done during sunrise as well; right? Or is it the case that if you have a restriction on the domain, it cannot apply during sunrise?

RONALD SCHWARZLER: We do not have any restriction different -- in different phases. You want to show your connection to the city of Vienna, it's the same whether you have a SIMD file or not, but why should one have to rent a taxi from Montreal under a dot wien domain?

So the domain name itself explains that you have a good connection to the string itself. So we do not have a formal nexus.

VISHAL JAIN: Okay. Thanks.

CAROLYN SILBERNAGL: Hello, Carolyn Silbernagl dotHIV. Firstly, thank you to the testimonials. That was really interesting. And, secondly, a very practical question for the contact information filing.

We're moving office in some weeks, and so the contact information, also for the priority contact, will change through that. But those fields are already fixed in the portal. What is the procedure to change that?

KRISTA PAPAC: Thank you, Carolyn. So the current procedure would be to log in and submit a case requesting that. But we will be building that functionality



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in so maybe by the time you move, you'll actually be able to log in and do it yourself. But for now you use the case work item.

Thank you. Eleeza.

REMOTE PARTICIPATION: So we have some clarification on the financial question that's for the panelist. It says ICANN will require monthly reporting. Have you built a financial reporting system for all new registrations: billing, accounting, and reporting?

RONALD SCHWARZLER: We're in the second month of operation right now. So we had to submit the number of registrations, something like this, which directly comes out of the system. For sure we have an accounting system being -- being directly monitored by our -- I don't know the English word. Accountist? How do you call it?

>> Accountants.

RONALD SCHWARZLER: Accountants, which is on a regularly basis checked via the business plan. But so far I'm not aware that I have to submit these internal numbers, including my salary or something like this to ICANN.

Do I? No. I don't have to submit.



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JOHN MCCABE:

John McCabe, dot who is who registry. My first question is for the gentleman from dot wien. And that is: Are you talking about, when you mentioned the special thing for the people living locally, they brought in so many registrations, is that title rights and name rights? Because I'm talking -- we're having IDNs at the second level including German. So I'm talking to a registry in Germany. And he said -- a registrar in Germany. And he said, if you can get title rights and name rights, that's a big opportunity. Is that where you got all of your registrations as opposed to TM -- trademark clearinghouse?

RONALD SCHWARZLER:

So we have trademark clearinghouse and then the trades that have the priority number one. And then the local prior rights include, for example, your name, the name of your business, the name of a church or cultural heritage or whatever. Or a -- the name of a business that is used within the community as a proof of use to use it within the city. Everyone knows the Vienna airport shuttle service. The company has a different name. But, if you get into this cab or into this taxi, you get a invoice telling it's the Vienna shuttle service. So this company should be able to register Vienna shuttle service. This is what we allow. For example, if you want to have your name register during our local sunrise or limited registration period, you would send your passport. Okay.

JOHN MCCABE:

And, for the gentleman who has dot menu, do you think being one of the first registries to launch was part of that very warm reception you got from the registrars?



TOM BRACKEY:

I think that's part of it. Being first has a blessing and a curse. I think registrars were eager to have product on the shelves. And there we were, and we were available. That sounds golden.

On the other hand, you know, the actual mechanics of working through what the launch is going to be like and working through what the policies are going to be like and working through what the contracting is going to be like every single time it hit menu. So we really had to have our dancing shoes on to be able to walk through all of the challenges that we face. So, you know, I think that was part of the warm reception; but I don't think that was all. And I'll follow up on that by saying, you know, some of the other strings that we're working with have received an equally warm reception. So it's -- and, again, it's been a surprise to me. But we've had the registrar community really give us a very warm welcome. Now, that's in terms of plugging us into the system. You know, in terms of prioritization, in terms of marketing, in terms of push, you know, that's going to be a whole different chapter. And we'll just have to see how that turns out. That being said, you know, supplying the registrar with marketing materials, having the message out there, having the value proposition out there, giving them ammunition, I think -- I think is an important part.

JOHN MCCABE:

Thank you.

ADRIENNE MCADORY:

Hello. Adrienne McAdory, Atgron, Incorporated, dot wed.



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I had a question and a suggestion. My question is how long after predelegation testing should you expect to receive the delegation token?

KRISTA PAPAC:

Hold on. We're just going to pull up the timeline slide.

Or we'll have Russ Weinstein answer it who does the predelegation testing process.

RUSS WEINSTEIN:

Hi, Russ Weinstein here.

So, as the timeline slide will show, if you've completed all the prerequisites, so, if you've completed predelegation testing, you've completed the registry on-boarding, and your name is not one of the names that's not eligible for the alternate path to delegation, you should expect to receive contact within a week or so after you've completed predelegation testing regarding the IANA -- the delegation token.

ADRIENNE MCADORY:

Okay. And my suggestion was about transparency and using -- I know I tend to use the applicant chart. There's a chart on ICANN where all the applications exist. And you can see the status of the applications. And there's a filter there. And I thought it might be nice if we could see the following milestones there as we move more -- people move away from being applicants and being registries to, you know, when the on-boarding document is sent, when the trademark clearinghouse



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database token has been sent, those dates, the predelegation test has been passed, when the IANA token has been sent, what date you were delegated, when your sunrise period will start, when your limited registration period will start, and maybe potentially when your auction dates will start. Because then everyone could just go there and they wouldn't wonder where these dates were, when this happened, all of those things. If those are available as public information, maybe we could put it on that particular chart and use it for more utility.

KRISTA PAPAC:

Thanks for that. So where the applications are listed, there are -- the statuses, up until recently, just referred to the status of the application. Some of the things that you're suggesting are actually internal processes that are between the registry or almost a registry -- no, I think actually most of what you suggested would be between the registry and ICANN. So they wouldn't necessarily be something we would publicize. Because it has to do with interactions that are, again, strictly between ICANN and the registry operator.

And then, as far as sunrise goes, we actually do have a page that's on the new gTLD microsite that shows all of the sunrise periods that have been requested, the claims periods. And then, if they have a limited registration period, that information would be represented there as well. So it's a lot of content, so it's a little bit difficult to pull that into the application statuses page. And, also, it's -- they're kind of different things. The application statuses are really to report on what phase of the program the application is in; whereas, the sunrise is really to talk



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about the sunrise periods, claims periods, limited registrations period for a registry operator. So I hope that helps. Thank you.

And I don't know where Eleeza went. Do we have any more questions in the queue? No. We do have one more question in the room.

LUCAS VALL:

This is Lucas Vall, Brights Consulting. Hopefully, there's a comment on specification 13. And we want to basically know where in the steps will be some changes so we know sunrise likely will change. But there's not going to be any other change.

KRISTA PAPAC:

So, Lucas, are you asking that, if there is a specification 13, what -- which of these steps would be impacted from a sunrise perspective? Okay.

Without having final word on specification 13, it's a little bit difficult to answer that question, because it -- really, the spec is going to influence whether something needs to be adjusted for, again, if that were to exist. And, for those registries that would have a spec 13, we need to know what that looks like before we know whether that would impact the process or not. Do we have any other questions?

So, seeing no further questions, I just want to maybe remind you or let you know a couple more things. First of all, we have a demo booth for the Global Domains Division or GDD portal. It's over near where the registration booth is. There are hours that there are people there demoing for you. But you can also reach out to myself or Ann



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Yamashita, from our team, who is sitting over here in the front row, if you would like to get a demo yourself. We can certainly schedule a time that's not in those hours to do some one-on-one work with you in the portal.

We are very close to finishing the first iteration of the welcome kit, which is a little bit of a guidebook that I think that Teng Yunyun was referring to, a little bit of a helpful tool for registries to get through these processes we just talked about today. The goal of the first iteration is to address everything that you saw in this presentation today but in a little bit more depth.

The next iteration of the welcome kit will actually address what we call ongoing operations. So the way that we're thinking about this is that, as I said at the beginning of this session, what does it take from the time you sign your registry agreement to get to general availability? If you think of that as, like, chapter one, that's what this presentation is about. And that's what the first iteration of the welcome kit will be about. Chapter two would be ongoing operations. So now that I've gotten to general availability, what are all the things I need to do on a regular basis, reports to ICANN and things like that. That will be the second chapter. Again, that will come out the -- the first chapter is imminent. The second chapter will come after that as quickly as we can get it. It's already being drafted, so it just has to go through its reviews and things like that.

And then, on that note, if we could go to the last slide, there's several other sessions this week related to -- can we advance the slide, please? Couple more sessions this week related to new gTLDs and the Global





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Domains Division sessions. But I'd like to point out that on Wednesday morning -- there it is at the top. March 26th at 10:30 we have a session on ongoing operations. So it's the session that matches that second chapter of the welcome kit that I was just referring to.

And, with that said, I want to again thank the panelists very much for coming and sharing your experiences. It was really great to have you guys up here, to thank Karen and Kim for their presentations and Han Chuan for being a great talk show host and all of you for being here. So thank you.

[ Applause ]

[END OF TRANSCRIPTION]

