# New gTLD Program - Evaluation Process
## DRAFT- For Discussion Purposes

ICANN

```
Open of          Close of         Applications      Posting of all
application  →   application  →   reviewed for  →   applications
period           period           completeness
```

Objection **Filing Phase**
(Actual proceedings can
last for an extended
period of time)

Initial Evaluation

DNS Stability Check          Algorithm and String Confusion Examiners

Too similar to Reserved Names or existing TLD and/or likely to cause instablity?
— Yes
— No

Business Criteria Evaluation          Technical Criteria Evaluation

Post IE Results

Applicant passes IE?
— No
— Yes

Applicant elects to proceed to Extended Evaluation
— Yes
— No

Applicant enters EE

Applicant passes EE?
— Yes
— No

Are there any objections?
— Yes
— No

The application can be objected to on any combination of the four criteria at the same time

String Confusion | Existing Legal Rights | Morality and Public Order | Community Objection

Application Denied

Does applicant clear all objections?
— No
— Yes

Is there string contention?
— Yes
— No

Is there a community based applicant?
— Yes
— No

Comparative Evaluation or Auction
— CE
— Auction

Comparative Evaluation

Is there a clear winner?
— No
— Yes

Auction → Successful bidder secures string

Contract execution

Board approval
— Yes

Pre-delegation check

**TLD added to root zone**