



## **UNDERSTANDING THE APPLICANT GUIDEBOOK for New Top-Level Domains**

Cairo  
2 November 2008



### **Agenda**

- Guidebook overview
- Supporting and explanatory materials
- Guidebook Module detail
- Probable timelines



## What was published

- The Applicant Guidebook (RFP)
- Supporting memoranda intended to annotate the Guidebook and describe the reasoning and Guidebook development process
- Other supporting information
- User friendly comment fora
- Background material containing key messages



## Key Themes

- New gTLDs will promote competition and choice, IDNs will offer many potential new opportunities and benefits
- Principles of conservatism: technical and fiscal
- Emphasis on registrant protection
- The decision to launch new gTLD rounds followed a detailed and lengthy consultation process with all constituencies of the global Internet community.
- A public comment period for revision of the RFP will allow for detailed review and input to be made by the Internet community

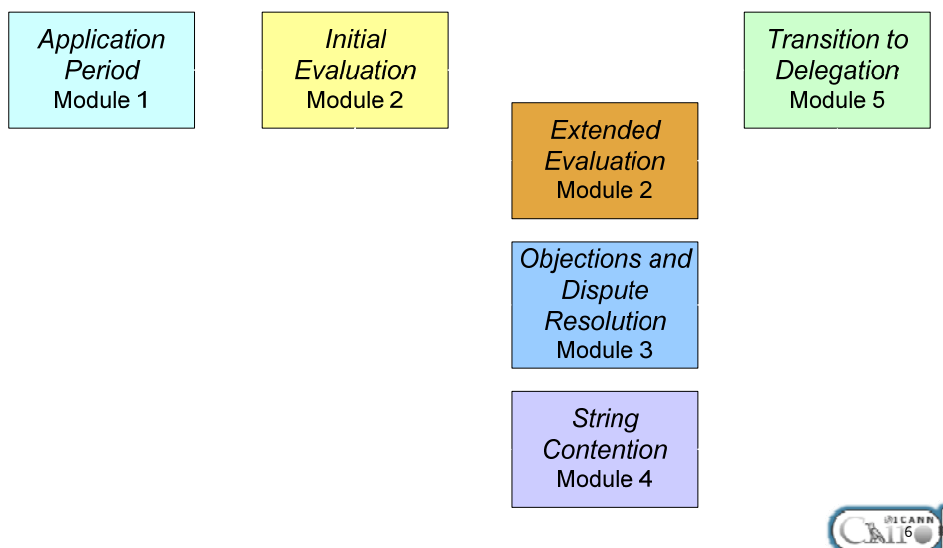


## Aspects of the Process: Uncomplicated & Robust

- Uncomplicated process in most cases:
  - 6-step inquiry
  - Objective criteria
- Robust process when it needs to be:
  - Provide a path for addressing objections on specific limited grounds to proposed TLDs
  - Resolve situations where there are multiple applications for the same (or very similar) TLDs



## New gTLD Evaluation Process



## **Applicant Guidebook Organisation**

- Module 1 – Overview
- Module 2 – Evaluation procedures
- Module 3 – Dispute resolution procedures
- Module 4 – String contention procedures
- Module 5 – Delegation processes (including base registry agreement)
- Module 6 – Terms & conditions



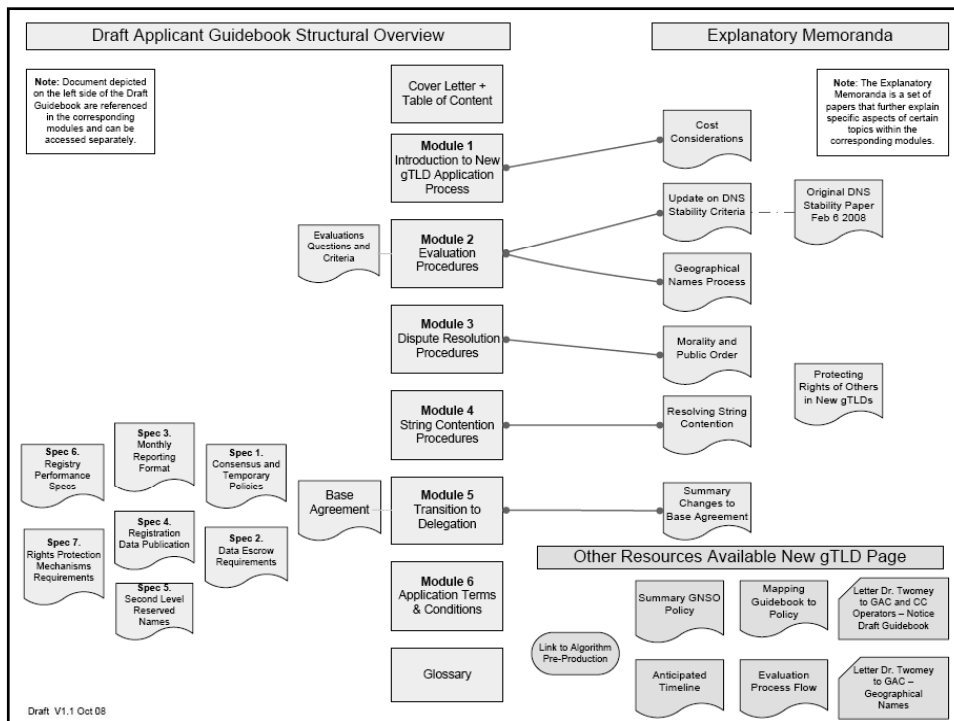
## **Explanatory memoranda**

- Resolving String Contention – a complete lifecycle
- Cost Considerations of the New gTLD Program
- Proposed Process for Geographic Name Applications
- Update to DNS Stability Paper – additional Technical Criteria Requirements, including IDNs
- Protection of Rights of Others in New gTLDs
- Morality and Public Order Objection Considerations in New gTLDs
- Summary of Changes to Base Agreement

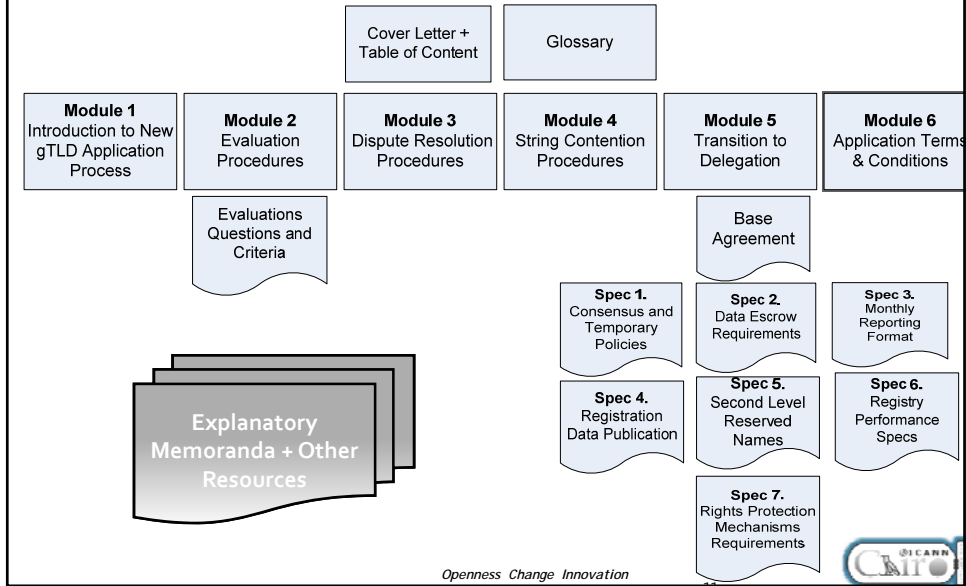


## Related Resources and Materials

- Summary: GNSO Policy Recommendations
- Cross Reference: Applicant Guidebook to GNSO Policy Recommendations
- ICANN Similarity Assessment pre-production algorithm: <http://80.124.160.66/icann-algorithm/>
- Interactive Process Flow: <http://www.icann.org/en/topics/new-gtld-interactive.htm>
- Anticipated timeline

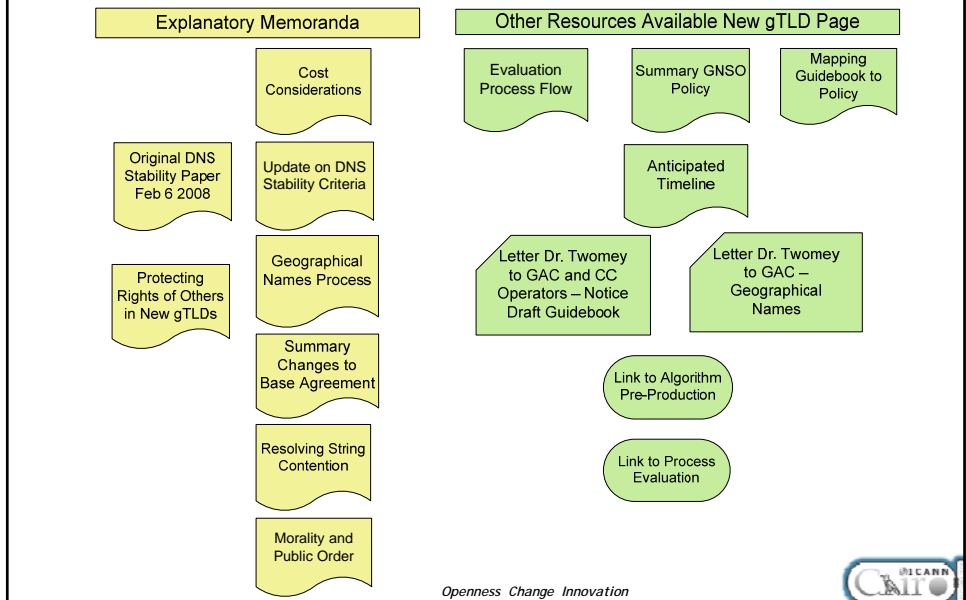


## Draft Applicant Guidebook Structure



Openness Change Innovation

## Resources Available – New gTLD webpage



Openness Change Innovation

## Guidebook – Online Resources

- From the front page, link to the comments section:
  - <http://www.icann.org/en/topics/new-gtld-comments-en.htm>
- or link to the New gTLD Program Page:
  - <http://www.icann.org/en/topics/new-gtld-program.htm>
- Where there is a link to an interactive process flow:
  - <http://www.icann.org/en/topics/new-gtld-interactive.htm>



## Guidebook: Preliminary Considerations for Applicants

- Any established organisation, institution or corporation in good standing may apply for a new gTLD (not individuals).
- Applicants will choose designation as an open or community-based TLD.
- The evaluation processing fee, based on a cost recovery model, is: \$185,000. There may be other fees paid directly to outside providers.
- IDNs (probably) available.



## Module 1 – Introduction and Overview

- Application life cycle – summary of processing stages
- Description of application types:
  - Open
  - Community-based
- Documents required from all applicants
- Requirements specific to IDN applicants
- Processing fee information



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- Description of application types:
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  - Community-based
- Documents required from all applicants
- Requirements specific to IDN applicants 18
- Fee and payment information





## Module 1 – Introduction and Overview

- Applications initially assessed in rounds 13
  - Guidebook pertains to initial round
  - Information included on follow-up rounds
- Fees calculated on a cost recovery basis 18
  - Processing fee: US\$185,000 is estimated sum of evaluation, development and risk costs
  - Additional fees paid directly to outside panels and providers if necessary



## Module 2 – Evaluation Procedures

- String reviews
  - DNS stability
  - String confusion
  - Geographic names
- Applicant reviews
  - Technical capability
  - Financial capability
  - Registry services offered



## Module 2 – Evaluation Procedures

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- String reviews
  - DNS stability 4
  - String confusion 2 5 18
  - Geographic names
- Applicant reviews
  - Technical capability 7
  - Financial capability 8
  - Registry services offered 4



## Module 2 – Specific Criteria / Procedures

- Avoidance of strings causing technical instability 4
- Avoidance of confusingly similar TLD strings 2
- Applicant demonstration of technical capabilities 7
- Applicant demonstration of financial capabilities 8
- Registry services evaluation 4



## Demonstration of technical & financial capability

- 20 technical / operational questions, each scored and covering an area of technical competence
- 11 financial questions, 7 scored criteria
- Principles and focus upon:
  - DNS security & stability
  - registrant protection
  - conservatism (technical and fiscal)
  - flexible criteria to accommodate different models
  - requirement for some protection of rights mechanism



## Module 3 – Dispute Resolution Procedures

This module includes:

- four grounds for objection
- standing requirements for each of the grounds
- procedures for filing objections and responses
- procedures for adjudication proceedings
- dispute resolution principles (standards)



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## Module 4 – String Contention

- Contention arises when there are identical or very, very similar string applications
- There is a methodology for identifying “contention sets”
- In certain cases a comparative evaluation occurs to resolve the contention
- Parties are encouraged to resolve the contention themselves
- A memorandum describing alternatives for a last-resort resolution method is posted for comment



## Module 4 – String Contention

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## Module 5 – Transition to Delegation

- Registry Agreement
  - Base agreement
  - Seven associated specifications
- Pre-delegation requirements
  - Technical tests
  - Continuity requirements for protection of registrants
- Leads to delegation by IANA



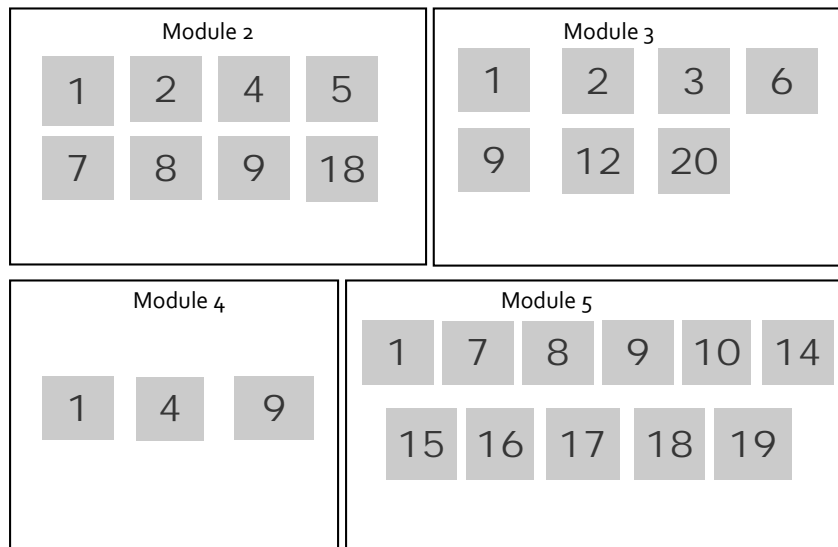
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## GNSO Recommendations & Draft Applicant Guidebook Cross Reference

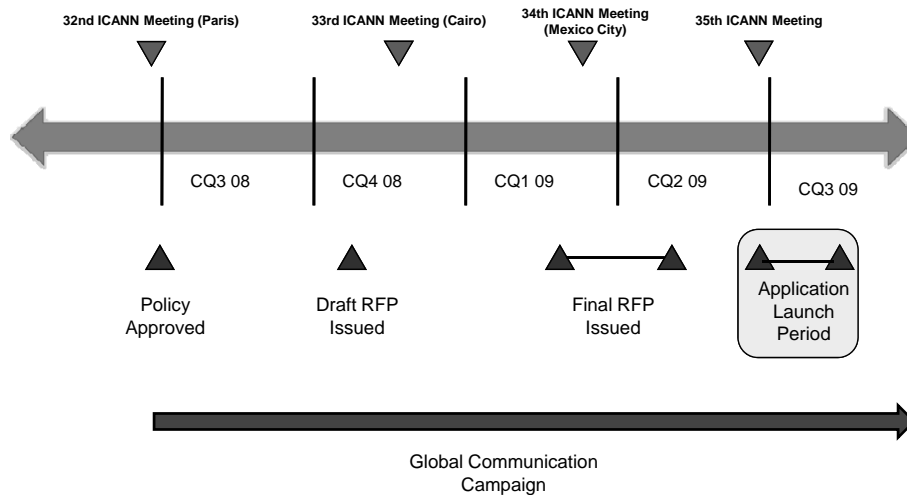


## Timeline Assumptions

- There will be another version of the draft Guidebook published for comment before the final version is published.
- The Board will approve the final Guidebook.
- There will be a four-month communications period between publication of the final Guidebook and the acceptance of applications to ensure adequate communications.



## Anticipated Timeline New Generic Top-Level Domains



Updated October 2008

THANK YOU

