

# New gTLD Update

*15 October 2012*

*Toronto*



# Kudos to New gTLD Program Team



- Welcome Christine Willett as General Manager of the New gTLD Program Team
- New gTLD team concentrating at the task at hand...
- meeting the objectives we have set for them
- Our trust in them is well-placed

# Agenda

- New gTLD sessions this week
- Recent developments
- Application statistics
- Evaluation progress
- Clarifying question pilot
- Application comments
- Customer service center & communication
- Applicant support
- EBERO
- Trademark Clearinghouse
- URS
- Prioritization Drawing



# New gTLD Sessions This Week

- **New gTLD Introduction**  
(Sunday at 19:30 UTC in Metro East)
- **Sunrise and Trademark Claims Working Session**  
(Monday at 21:00 UTC in Metro Centre)
- **Trademark Clearinghouse Implementation**  
(Wednesday at 13:00 UTC in Metro Centre)
- **Universal Acceptance of All TLDs**  
(Wednesday at 14:00 UTC in Harbour C)
- **Prioritization Drawing**  
(Wednesday at 15:00 UTC in Metro East)
- **IDN Variant Program Update**  
(Thursday at 13:15 UTC in Metro East)
- **Uniform Rapid Suspension**  
(Thursday at 15:45 UTC in Metro East)



# Recent Developments

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# Recent Developments

- “Use of Drawing for Prioritizing New gTLD Applications” paper posted for public comment
- “Clarifying question” pilot
- Application status microsite page
  - Phase 1: application status, objection, application updates (completed)
  - Phase 2: GAC EW, string contention sets, some evaluation results (November)
  - Phase 3: GAC advice, remaining evaluation results (April)



# Timeline

Jun-12

Jul-12

Aug-12

Sep-12

Oct-12

Nov-12

D

13-Jun  
2012

26-Sep  
2012

AC Period  
Closed

Reveal  
Date

IE  
Began

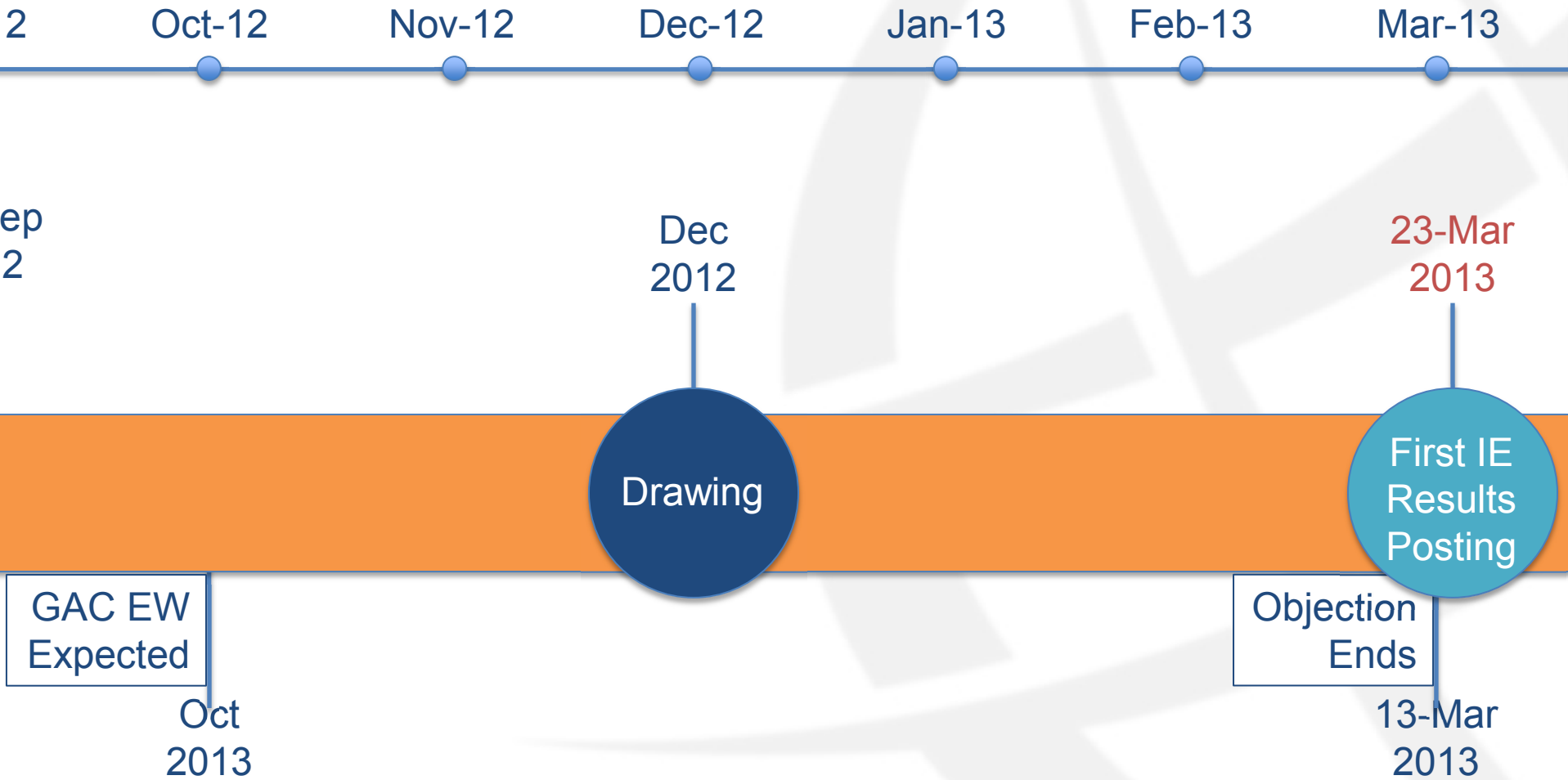
GAC EW  
Expected

1-Jul  
2013

Oct  
2013



# Timeline





# Timeline

Jan-13

Feb-13

Mar-13

Apr-13

May-13

Jun-13

23-Mar  
2013

First IE  
Results  
Posting

Objection  
Ends

13-Mar  
2013

Beijing  
Meeting

Apr  
2013

Q2  
2013

First  
Contract  
Execution &  
Delegation

Last IE  
Results  
Posting

Jun  
2013



# Application Statistics

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# Application Statistics

- Withdrawals
  - Completed: 6 (AND, ARE, EST, CHATR, CIALIS, KSB)
  - In-process: 1
- Objections filed: 0
- Change requests
  - 127 submitted
    - 29 approved (applicants notified)
    - 84 in review
    - 14 require follow-up with applicants
- Number of application comments submitted for panel review: 8,956



# Evaluation Progress

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# Evaluation Progress

<b>Panel</b>	<b>Target Completion</b>	<b>Apps Assigned</b>	<b>Apps in Evaluation</b>	<b>Preliminary App Results</b>
Financial	Jun-13	1114	864	250
Technical and Operational	Jun-13	1114	855	259
Geographic Names	Nov-12	all	94	1830
String Similarity	Nov-12	all	470	937
Registry Services	Jan-13	all	1865	59
DNS Stability	Oct-12	all	all	1924
Background Screening	Feb-13	all	all	0



# Interaction Between Applicants and Evaluators

- Through clarifying questions (CQ) only
- CQs may be issued by the following panels:
  - Technical and Financial: if answer provided is insufficient to award a passing score
  - Background screening: to request additional information, or consent to obtain additional information
  - Geographic names: if supporting documentation is not provided or is insufficient
  - DNS stability and registry services: if TLD or proposed registry service will cause security and stability issues



# Technical and Financial

- Review performed by: Ernst & Young (EY), JAS Global Advisors (JAS), KPMG
- Pilot 3 results show consistency in final results across firms
- QA reports will be published
- Current work:
  - Refining CQs based on feedback from pilot
  - Standardizing evaluation results publication format
- Planned CQ release date: 26 November 2012



# Background Screening

- Review performed by: Price Waterhouse Cooper (PwC)
- Underway
- Review conducted on applying entity, officers, directors, and major shareholders (15% or more)





# String Similarity

- Review performed by: InterConnect Communications (ICC) w/ the University College of London
- Standard: string confusion exists where a string so nearly resembles another visually that it is likely to deceive or cause confusion
- Target review completion date: November 2012
- Applied-for TLDs that are found to be confusingly similar to another applied-for TLD or reserved names will be confirmed by second evaluator



# Geographic Names

- Review performed by: Economist Intelligence Unit (EIU) and ICC w/ the University College of London
- Review performed on all applications
- Government support or non-objection letter must meet criteria in section 2.2.1.4.3 of the AGB
- Planned notification issue date: November 26, 2012
  - Applicants will have until the end of IE (June 2013) to provide/amend deficient documentation
  - If documentation is not provided or amended, applicant will be notified and given additional 90 days to comply



# DNS Stability and Registry Services

- Reviews performed by: Interisle
- DNS stability review performed on the string against requirements specified in section 2.2.1.3.2 of the AGB
- Registry services reviews performed against criteria in section 2.2.3 of the AGB
- Extended analysis during IE may be necessary for DNS stability review
- Registry services and technical panels may confer when reviewing an application, but clarifying questions may be issued by each panel
- Planned CQ release date: 26 November 2012



# Clarifying Question Pilot

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# Clarifying Questions

- Purpose: to provide applicants with the opportunity to clarify aspects of the applications that evaluators find do not contain enough information to award a passing score
- A large number of applications will receive CQs
- Important that CQs are consistent across all applications



# Clarifying Question Pilot

- Purpose: to ensure questions developed by the evaluators are clear, concise and consistent
- Questions and survey sent on August 31, due on September 17
- Number of participants: 41  
Number of responses: 36
- Participation or non-participation does not impact processing of application

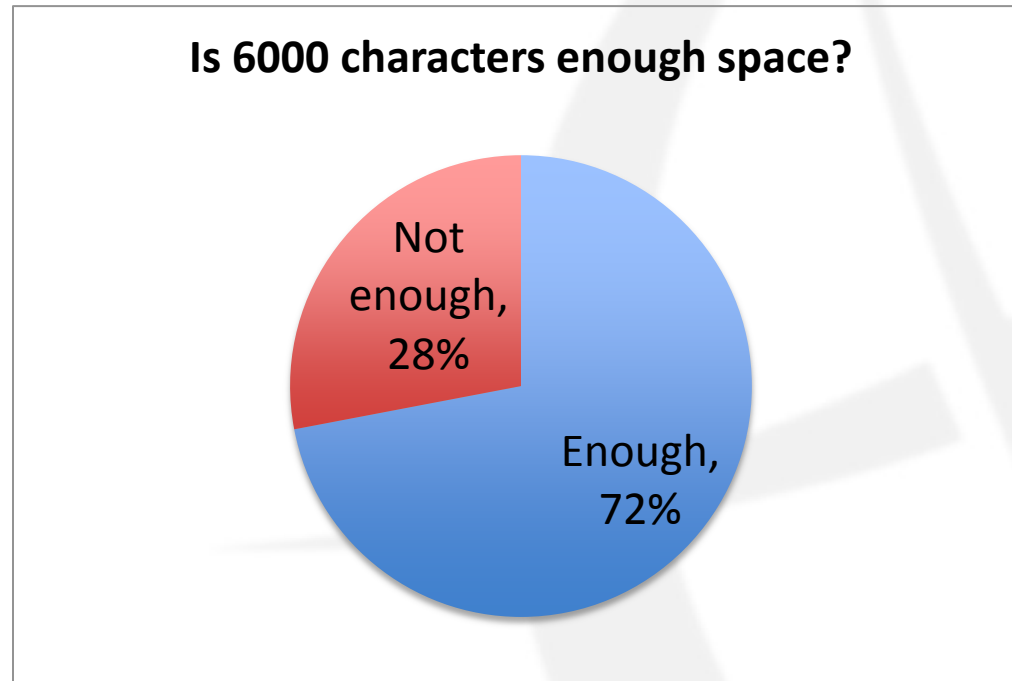


# Survey Questions

1. Is 6000 characters sufficient space for CQ responses?
2. Are CQs clear? If not, which questions were unclear?
3. Suggestions for improvements to structure of CQs?
4. Is 2 weeks sufficient time to respond to CQs? If not, how much time is needed and why?
5. Other comments about the CQ pilot?



# Summary of Survey Results - Character Limit



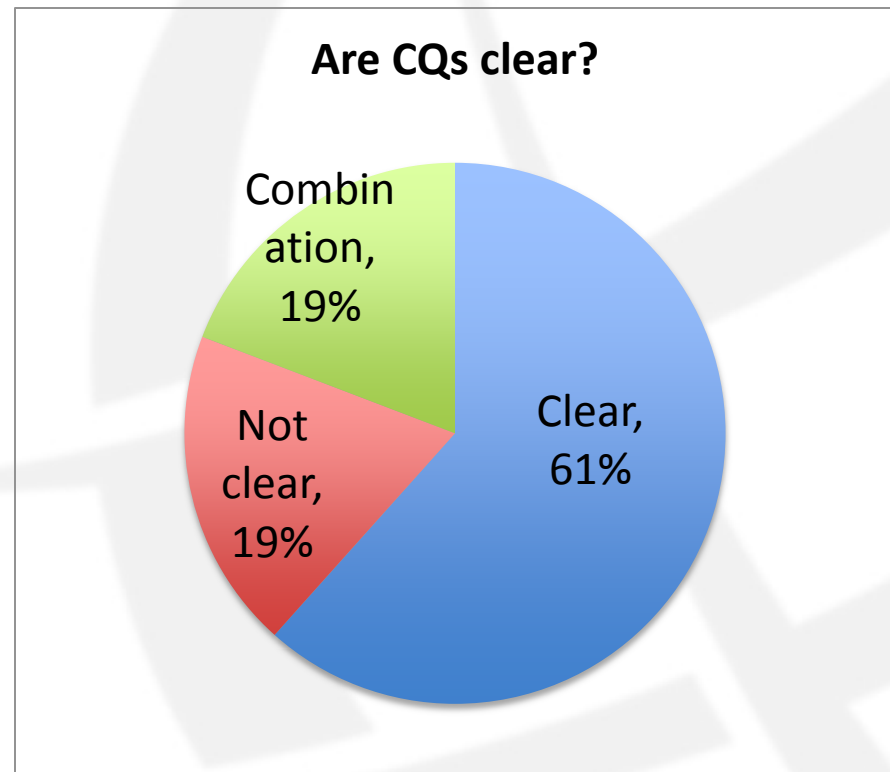
The 28% that responded the 6000-characters allowed is not enough requested an average of 12000 characters



# Summary of Survey Results - Clarity

## Unclear questions

- Financial
  - Q49: 56%
  - Q50: 37%
- Technical
  - Q44: 71%
  - Q30: 67%
  - Q35: 67%

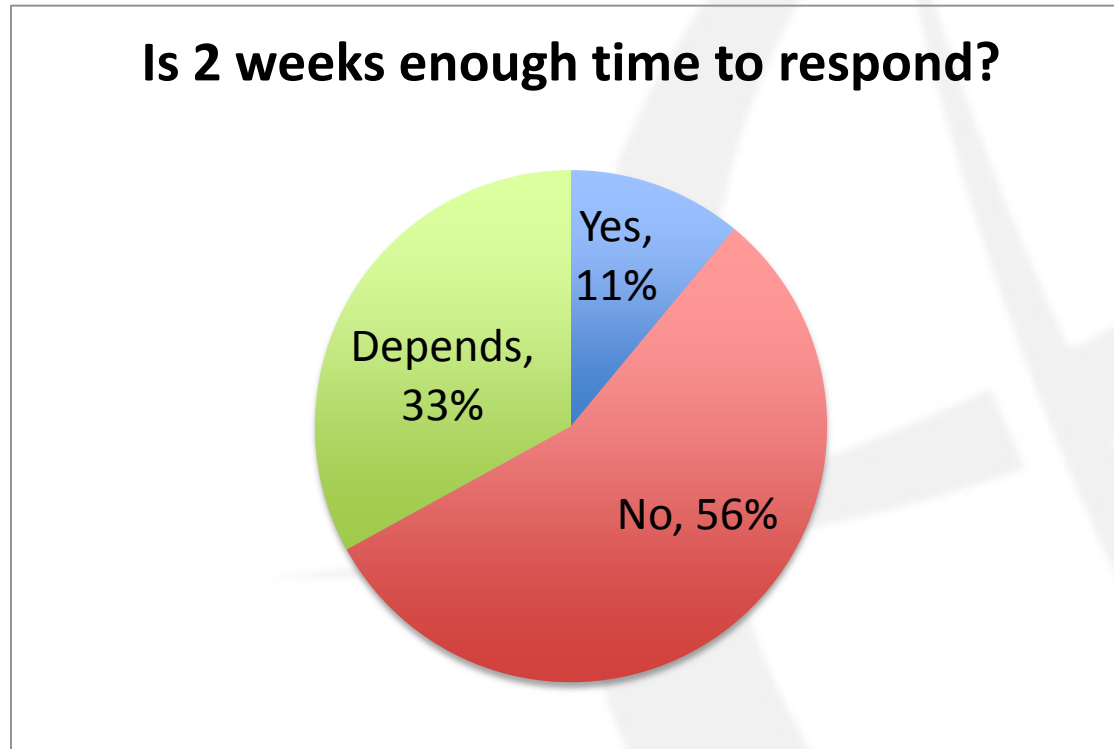


# Suggestions for Improving CQs

- Use bullets instead of paragraph form
- Be more specific
- Allow applicants to correspond with evaluators
- Disclose current scores
- Provide sample LOC and answers that meet requirements



# Summary of Survey Results - Time



- “No” responders request on average 4 weeks
- “Depends” responders cite volume of CQs and external dependencies (e.g., banks) as potential factors

# Summary of Survey Results - Other Comments

- Allow applicants to correspond with evaluators
- Provide sample LOC and answers that meet requirements
- Some requested information are confidential and cannot be provided by applicants
- Some requested information are not applicable to certain business models



# Actions Resulting from Pilot

- No additional CQ pilot required
- CQs are being re-worded based on feedback received
- ICANN is considering circumstances for granting additional time when requested. ICANN will provide information to help prepare in advance:
  - Advisories with specific examples of answers that meet or do not meet requirements will be published
  - Prior notification to applicants of CQ release date
- Additional or direct contact between applicants and evaluators are not permitted
- Target CQ release date of November 26 through TAS

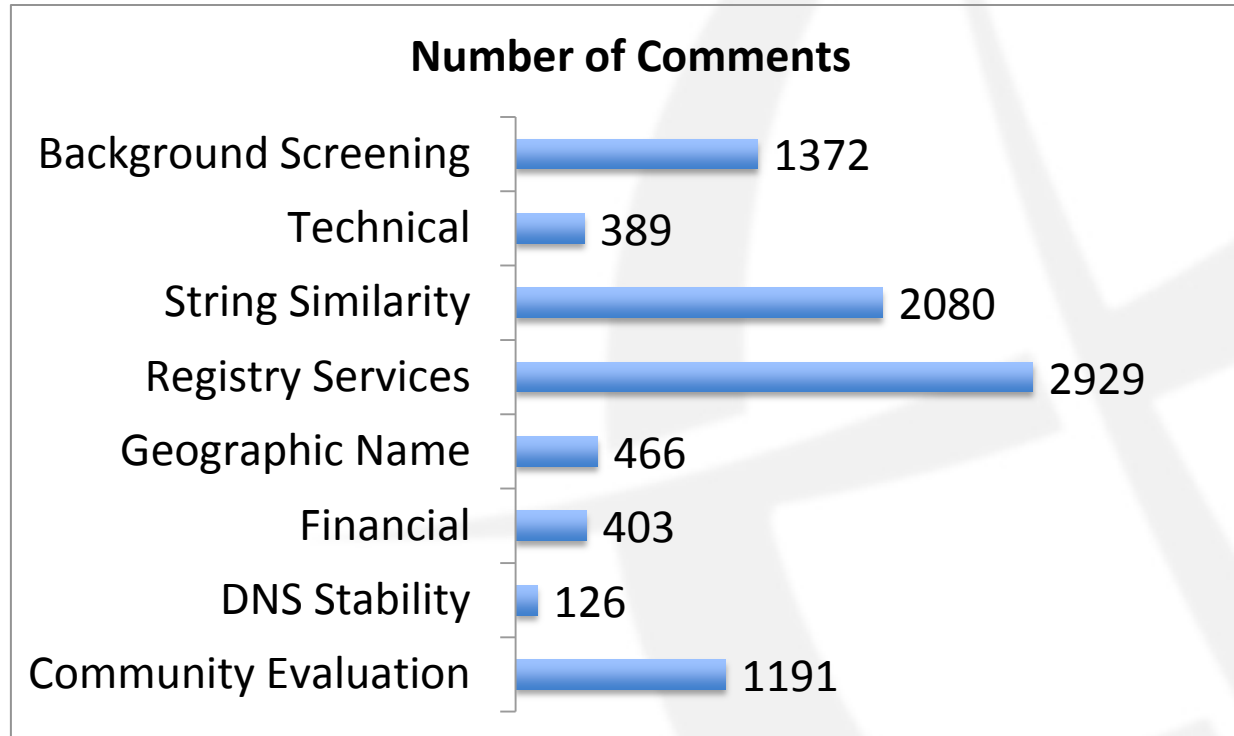


# Application Comments

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# Application Comments



- Application comment window “closed” September 26
- CQ will be issued if comment impacts scoring



# Customer Service & Communication

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# Customer Service Improvements

- Completed move of SugarCRM behind Citrix to enhance security for applicants
- New email templates targeted for roll-out week after Toronto to improve communications with applicants
- Additional work underway to improve applicants' user experience of the CSC portal (target roll-out early December)
- Recruiting efforts underway to expand support to additional regions in order to leverage time zone and language skills to be more responsive to applicants' needs.



# Application Change Request Process

- Requests must be submitted by primary contact and include:
  - Change Request Form <http://newgtlds.icann.org/en/applicants/customer-service/change-requests/form-05sep12-en.docx>
  - Redline of change(s) being requested
- Requests are reviewed against the 7 criteria at <http://newgtlds.icann.org/en/applicants/customer-service/change-requests>
- The comment window for applications with approved changes will be held open for 30 days
- First set of approved changes will be week of October 15



# Communication to Applicants

- Updates
  - Monthly webinars – application statistics, evaluation progress, and other relevant information
  - Weekly updates – important dates
  - Video updates – overview of program processes
- Applicants' Corner: a one-stop spot for everything new gTLD related for applicants
- Advisories: specific examples of answers that meet or do not meet requirements



# Communication Beyond the ICANN Community

- Recent regional outreach:
  - Outreach to various gov't officials in Latin America & the Caribbean regarding application comments, objections, GAC Early Warning
  - Presentations on new gTLDs to at MENOG 11 (Jordan), PacNOG 11 (Fiji), Asia Pacific Telecommunity (Fiji), European Union HLIG, Digital Europe EU ICT Business Group
- Over 150 news articles since Prague
- Increased social media activity
- Microsite refresh



# Applicant Support Update

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# Current Status

- Applicant support applications are being reviewed by a 5-member SARP
- Self-selected a chair person to lead the panel sessions and be the main point of contact
- Completed panel training: self-training and team sessions
- Decisions expected on November 30



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EBERO



# EBERO Status

- Oral presentations with selected EBERO RFI respondents
- Analyzed data from New gTLD Applications to inform pricing and geographic distribution of EBERO's
- Timeline
  - December 2012: Select 4 service providers
  - January through April 2013: Design and build EBERO service
  - April through May 2013: Simulate/test
  - May 2013: Service go-live





# Trademark Clearinghouse

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# Trademark Clearinghouse

- A repository of verified trademark data
  - Will support rights protection mechanisms in new gTLDs
- Project milestones
  - Securing providers
  - Developing trademark data verification process
  - Developing sunrise and trademark claims processes
- Sessions in Toronto
  - Discussion of sunrise and trademark claims issues (Monday, 5pm)
  - Project update and demonstration of trademark data submission interface (Wednesday, 9am)



# Uniform Rapid Suspension

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# Uniform Rapid Suspension

- A complement to UDRP
  - To address clear-cut cases of trademark infringement in new gTLDs. Intended to be fast and inexpensive (USD 500)
  - Can objectives be met with procedures as drafted?
- Recent developments
  - Suggestions for changes collected in a session in Prague
  - RFI issued 24 September to gather information
  - GNSO and ALAC contacted for process advice
- Session in Toronto
  - Workshop, discussion of suggestions from potential providers to identify a way forward (Thursday, 11.45 am)



# Prioritization Drawing

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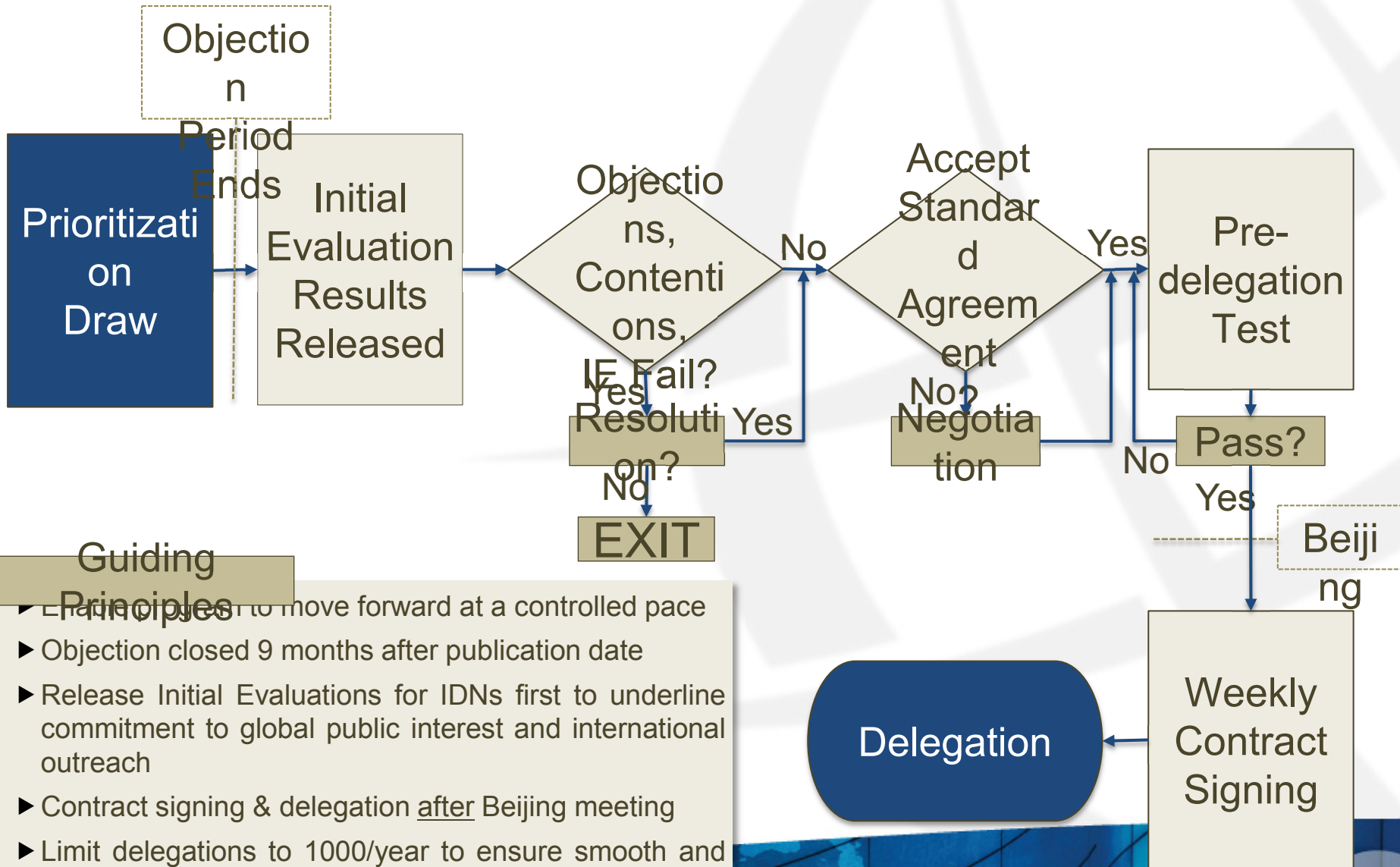
# Prioritization Drawing

- What: Use of a drawing for prioritizing new gTLD applications
- Why:
  - Equitable and reliable
  - Provides each application with the same chance to move ahead in priority
  - Meets need to level load and process applications through the system
  - Meets root zone scaling requirements
  - Enables timely processing of applications through contract execution and pre-delegation testing



# DELEGATION

(Combined batching & metering solution)



- Guiding Principles**
- ▶ Plan to move forward at a controlled pace
  - ▶ Objection closed 9 months after publication date
  - ▶ Release Initial Evaluations for IDNs first to underline commitment to global public interest and international outreach
  - ▶ Contract signing & delegation after Beijing meeting
  - ▶ Limit delegations to 1000/year to ensure smooth and stable delegation

# Thank You





# Questions

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