New gTLD Implementation Model

New gTLD Program Goals

- Launch a process to introduce new gTLDs into the Domain Name Space following the direction provided by ICANN's GNSO policy recommendations, specifically

- Provide a timely, clear roadmap for applicants describing the application and evaluation process
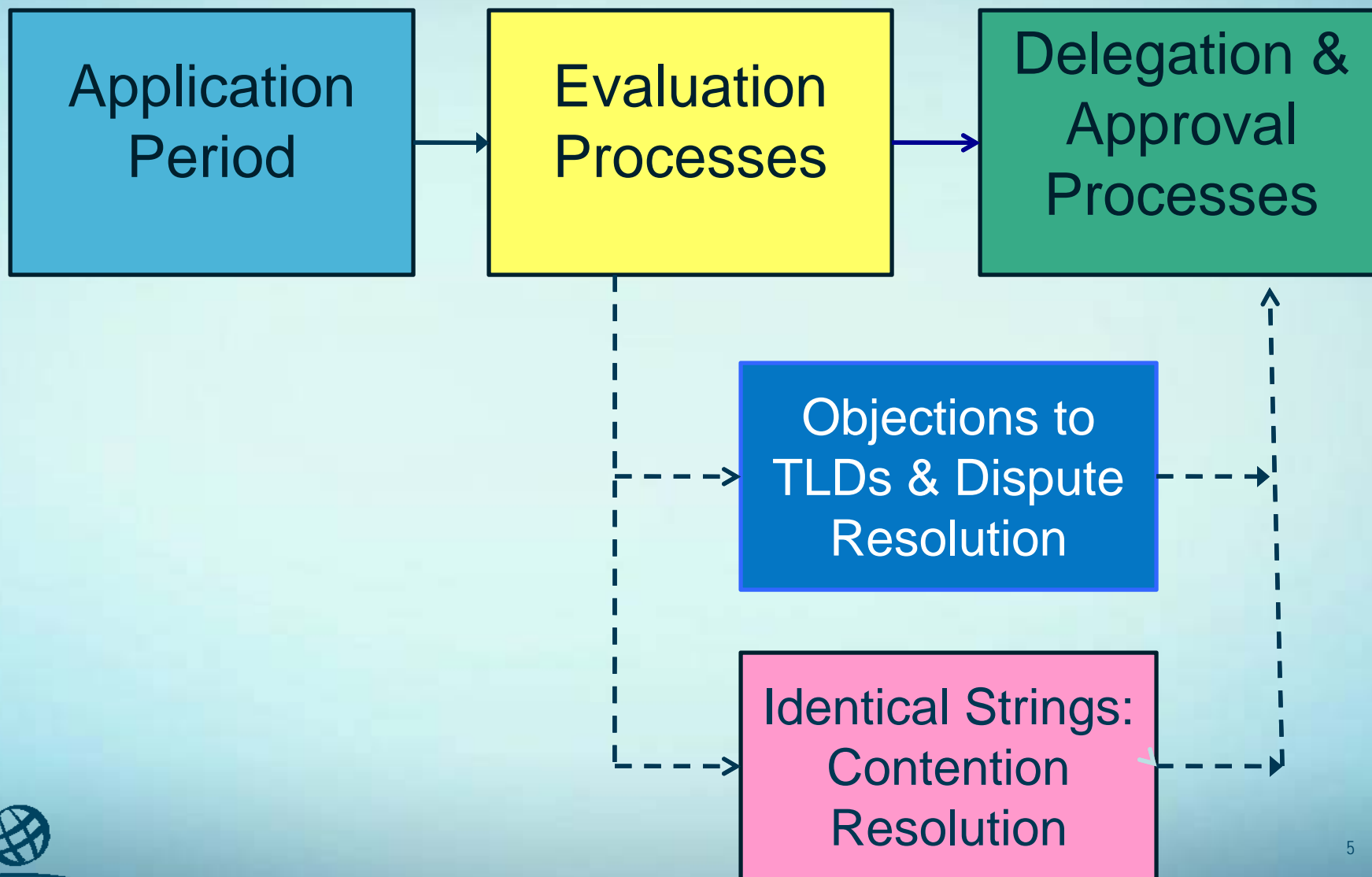
- Preserve DNS stability and security

Caveat

- The implementation model is just that, a model.
- There has been considerable implementation work done at the direction of the ICANN Board while the Board considers the Policy Recommendations
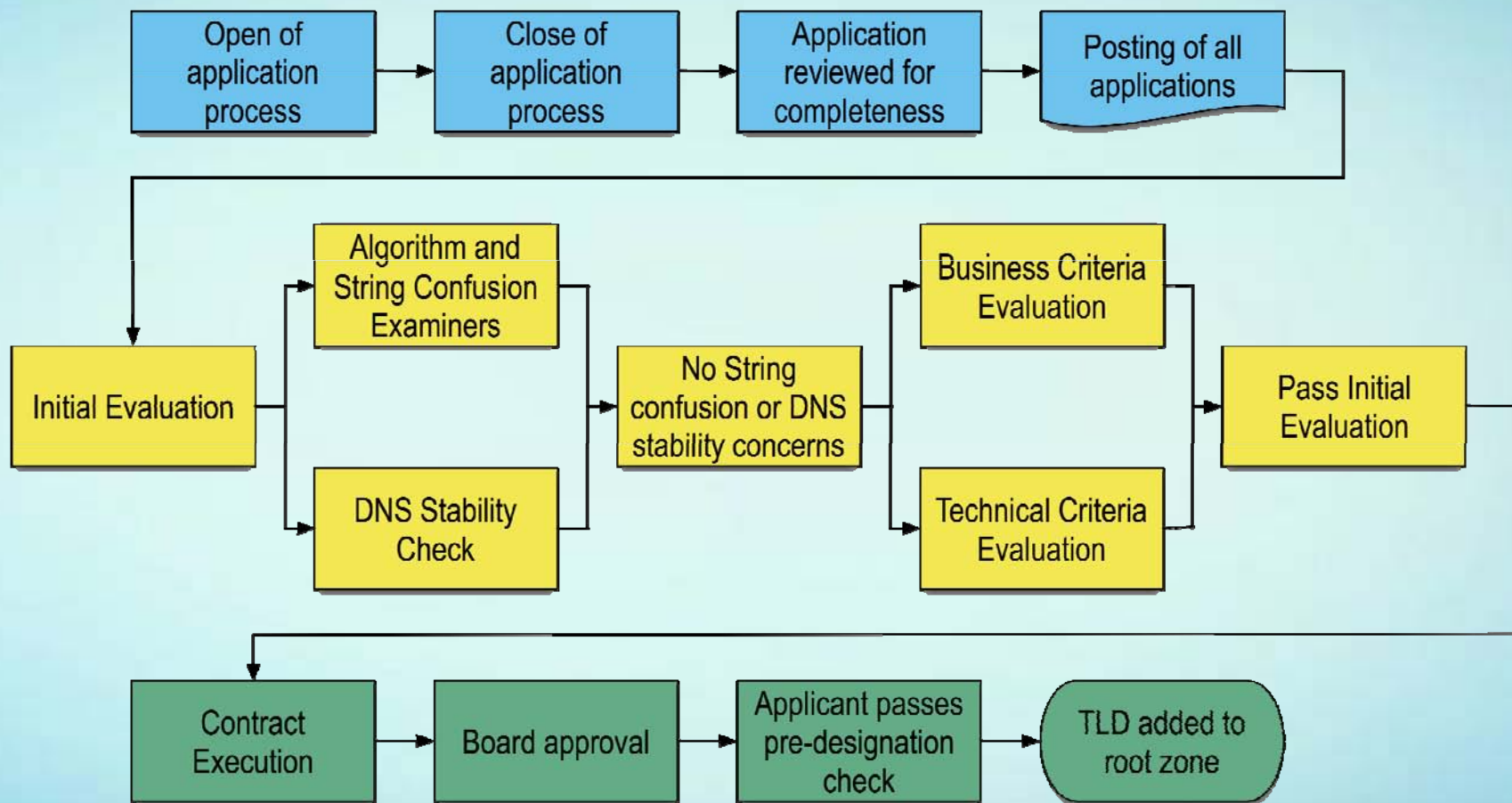- The actual implementation may vary from what is presented here

Aspects of the Process

- Simple process in most cases:
  - 5-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
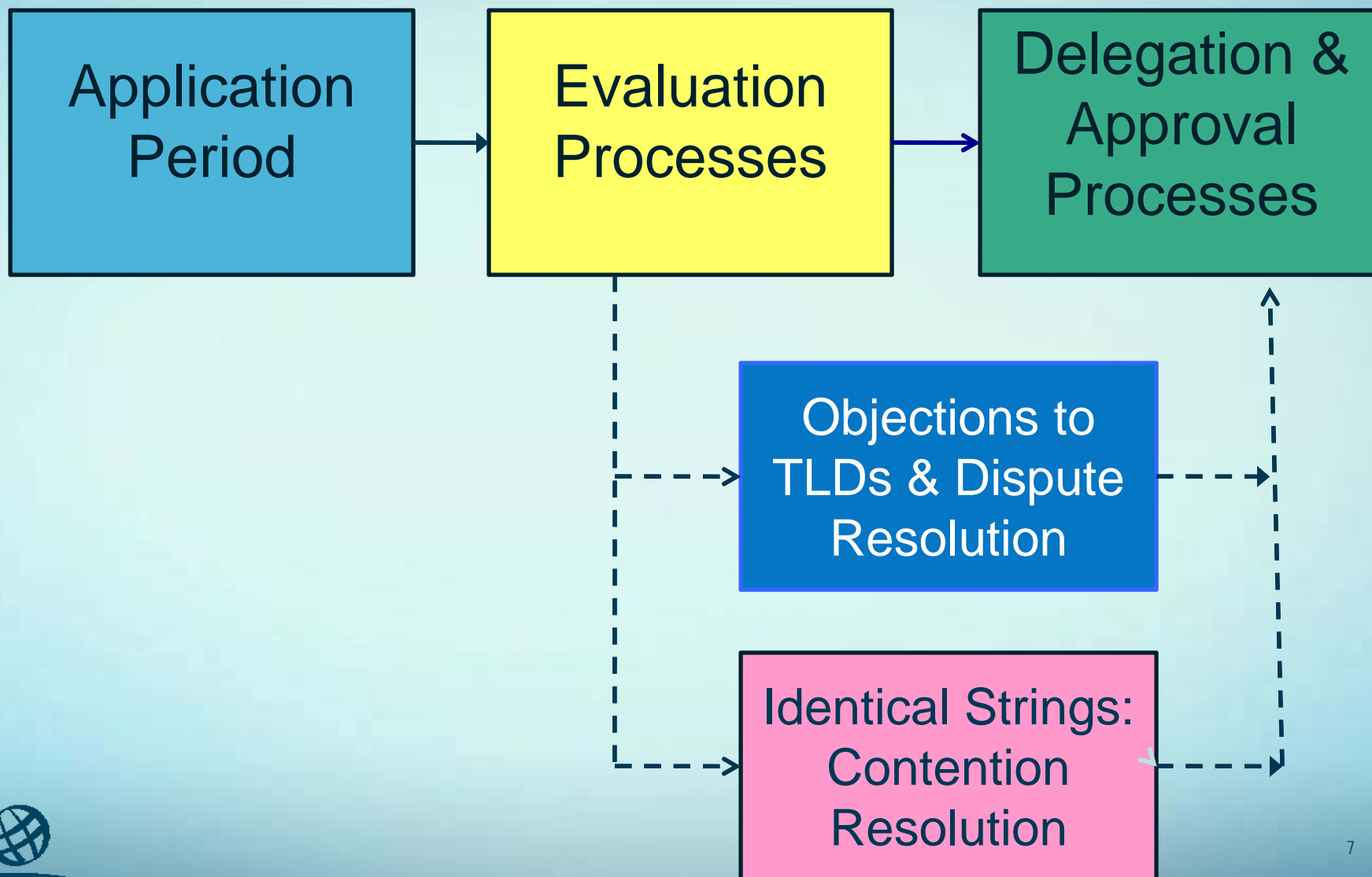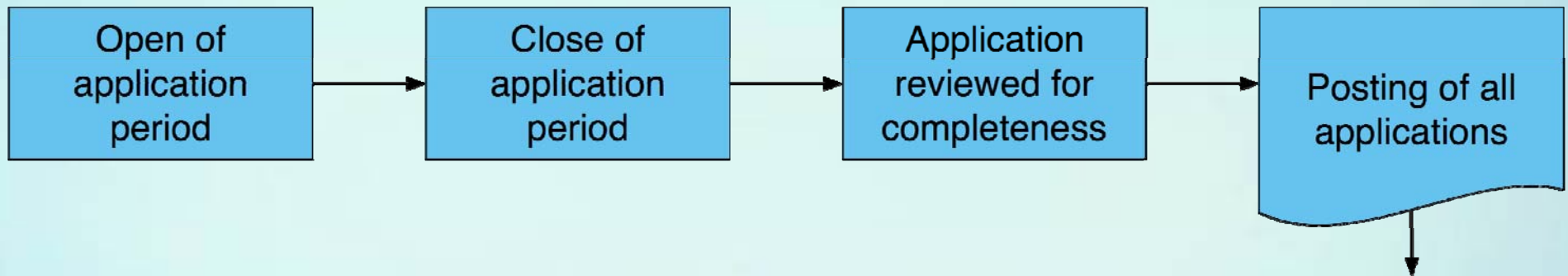
Simplified Process

Application Period → Evaluation Processes → Delegation & Approval Processes

Objections to TLDs & Dispute Resolution

Identical Strings: Contention Resolution

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Fastest Potential Path of an Application

Main Application Paths

```
Application      Evaluation      Delegation &
  Period     →   Processes   →     Approval
                                  Processes
```

Objections to TLDs & Dispute Resolution

Identical Strings: Contention Resolution

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Application Phase

```
┌──────────────┐      ┌──────────────┐      ┌──────────────┐      ┌──────────────┐
│   Open of    │      │   Close of   │      │ Application  │      │              │
│ application  │─────▶│ application  │─────▶│ reviewed for │─────▶│ Posting of all│
│   period     │      │   period     │      │ completeness │      │ applications │
└──────────────┘      └──────────────┘      └──────────────┘      └──────────────┘
                                                                          │
                                                                          ▼
```
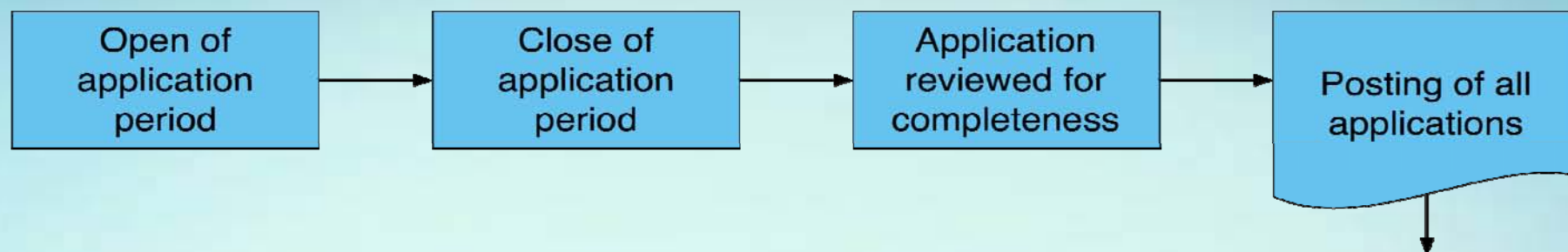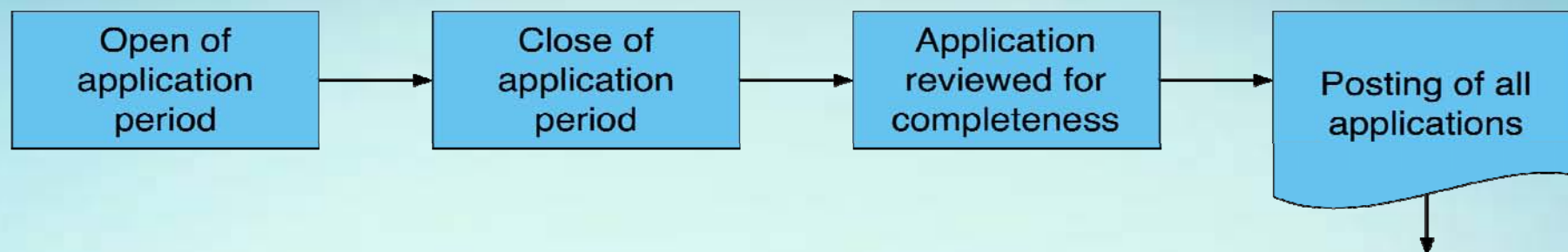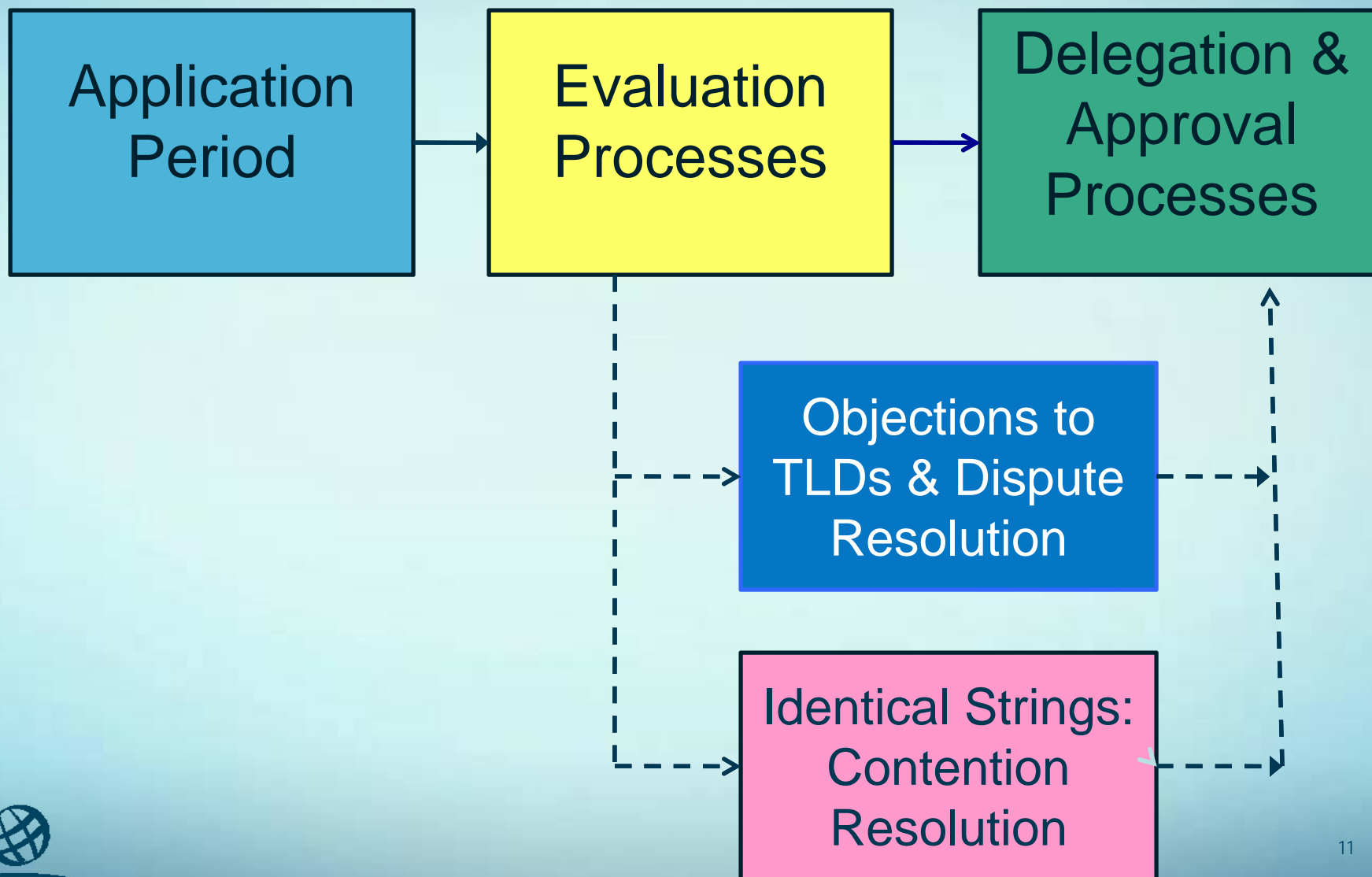
Application Period

- Expected to last at least 45 calendar days

- Will follow 4-month communications period

- Applications will be reviewed for completeness

- Information on all applications will be posted on ICANN's website <u>at the same time</u>

- Fees:

  - Application

  - Additional ⟶ depending on application path
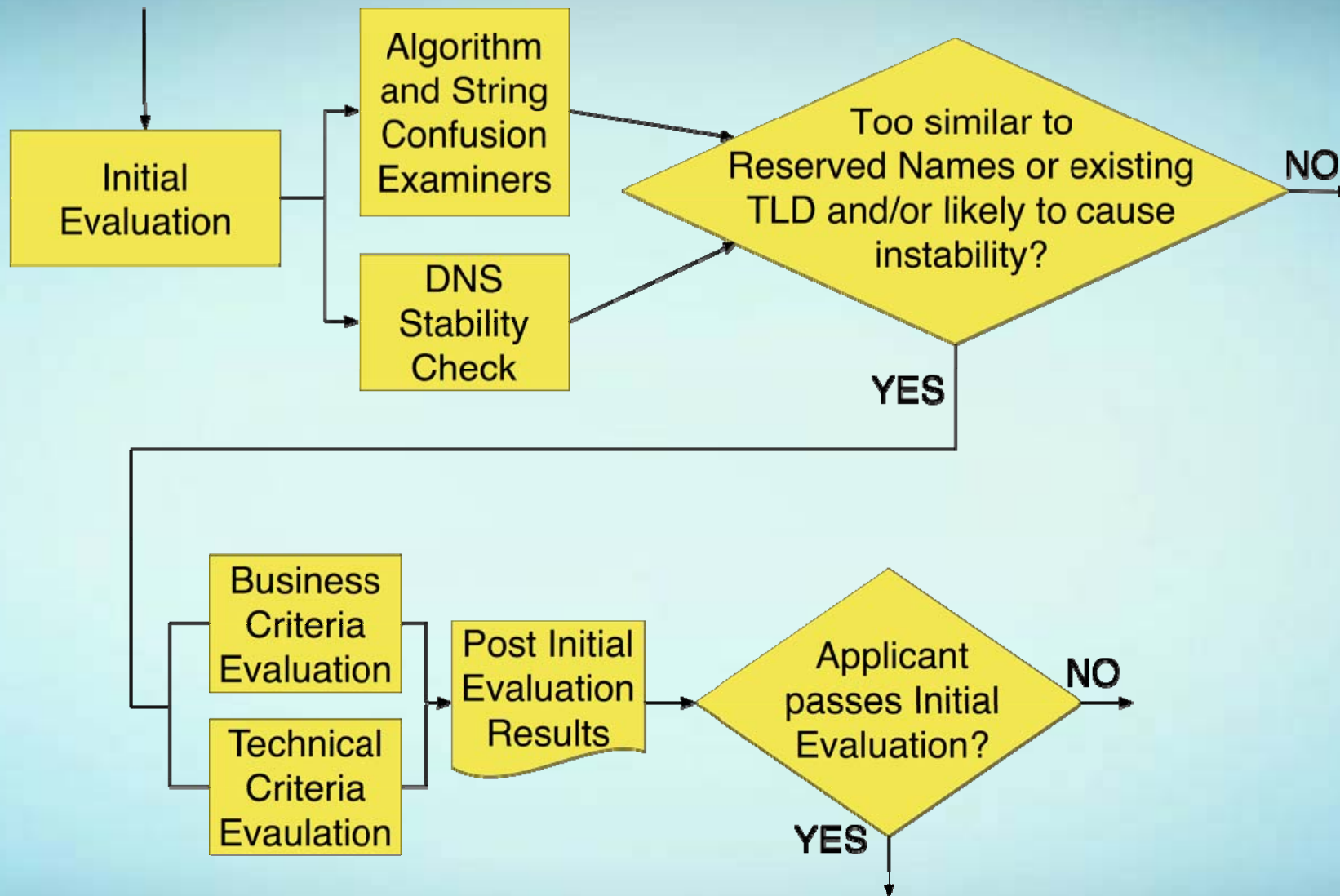
Types of Applicant

- Open:
  - Names generally available to any type of registrant
- Community-based:
  - Addresses a clearly identified, organized and pre-established community with finite membership
  - Is endorsed by that community
  - Features a string that is strongly and specifically associated with the community in question
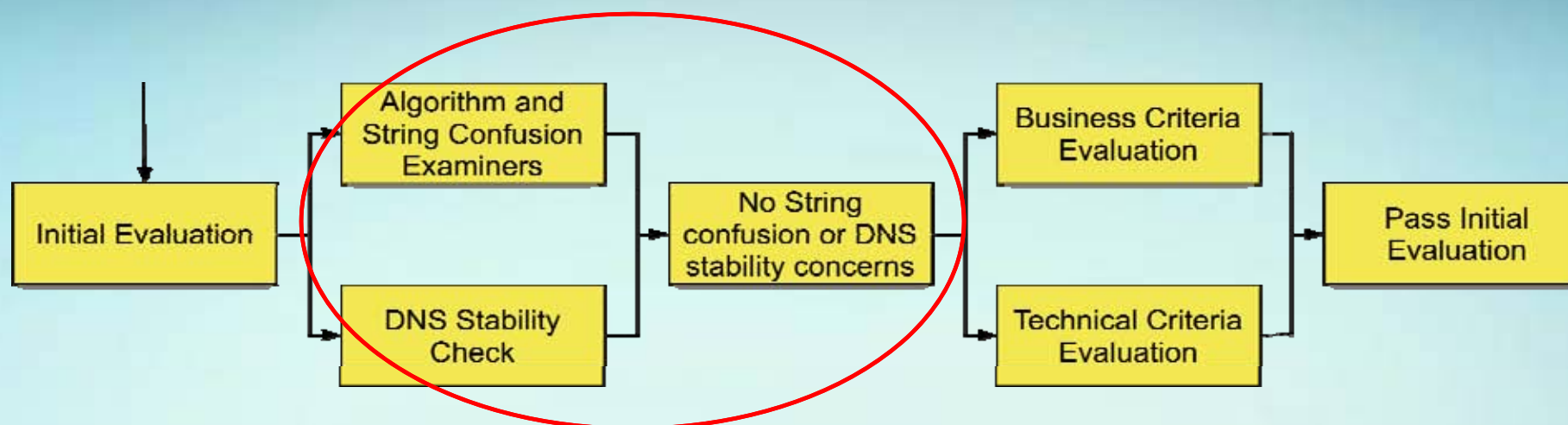 - Has a dedicated registration and use policy

Main Application Paths

```
Application          Evaluation          Delegation &
Period         →     Processes      →    Approval
                                         Processes
```

Objections to
TLDs & Dispute
Resolution

Identical Strings:
Contention
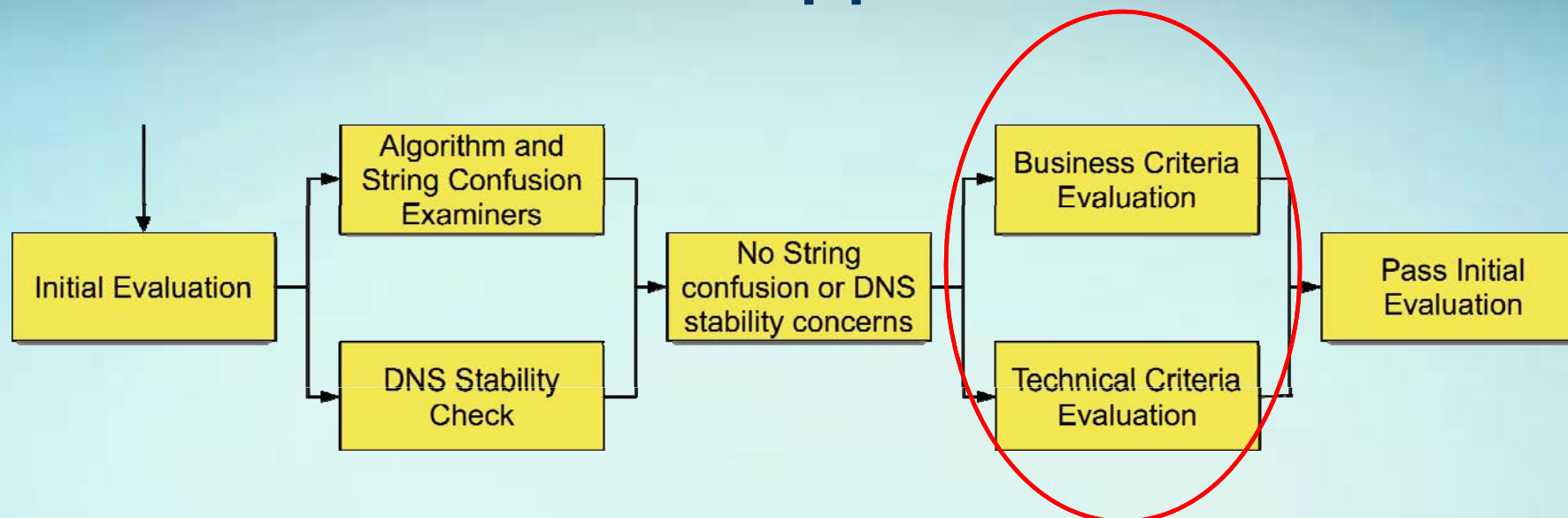Resolution

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Initial Evaluation Phase
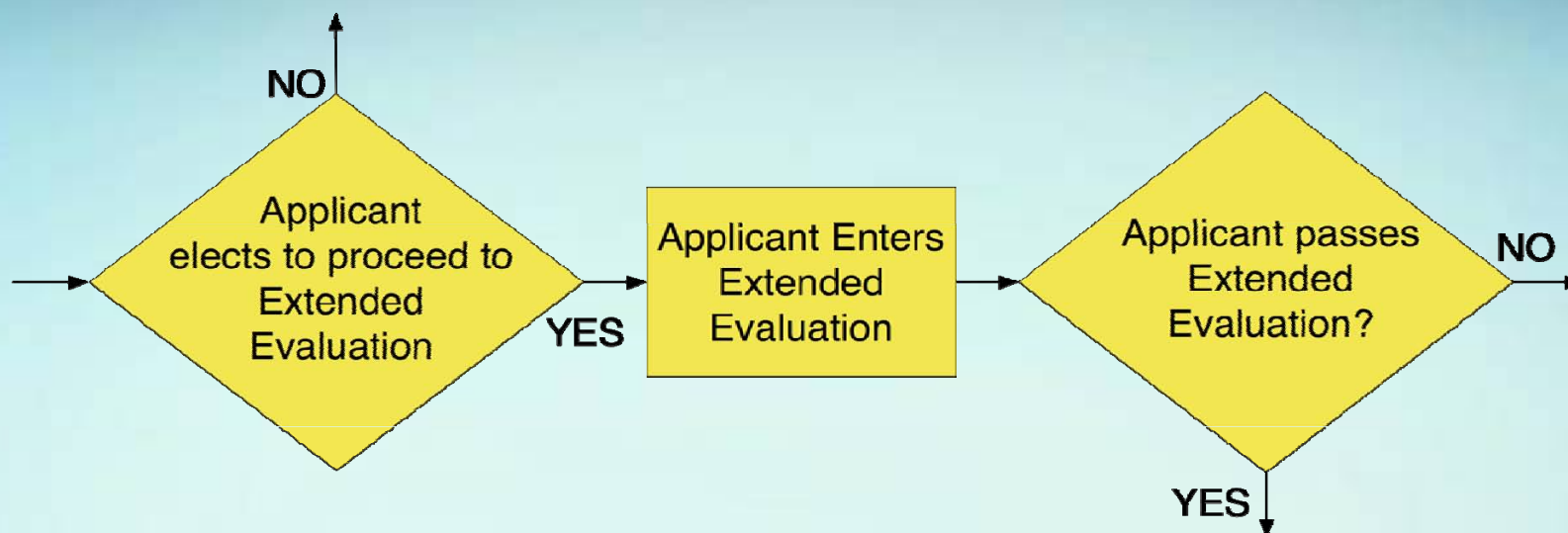
Initial Evaluation – TLD String

- TLD strings need to follow DNS stability rules
  - ASCII rules already published
  - Additional IDN rules under consideration
- Strings checked for similarity
  - Examiners decision informed by algorithm
  - Existing TLDs, reserved names
  - Other TLD strings applied for ⟶ String Contention
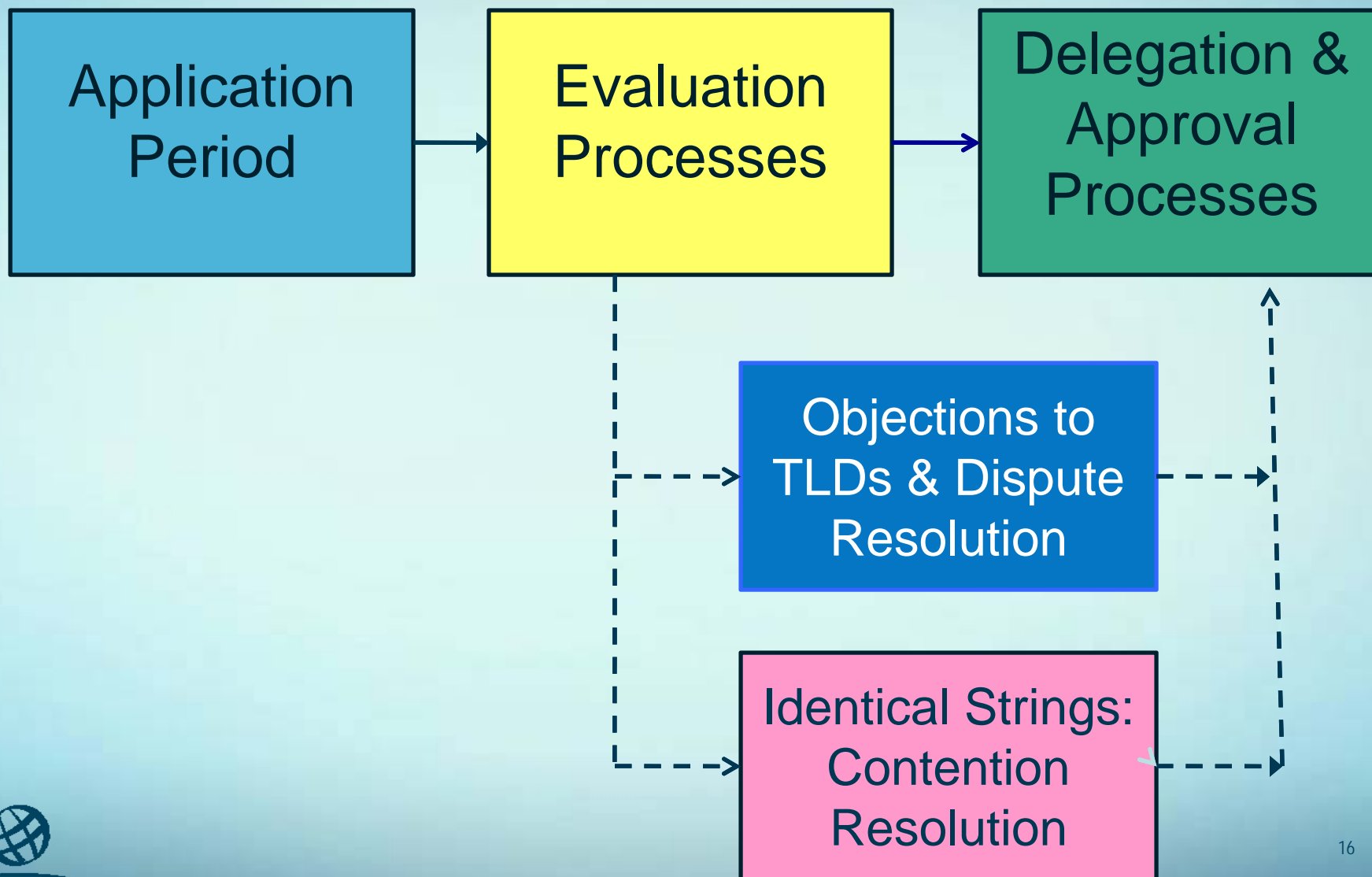
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Initial Evaluation – Applicant

- Applicants are established organizations

- Technical evaluation: Applicant must demonstrate its competence to operate a registry in compliance with industry protocols and standards

- Operational / business evaluation: Applicant must demonstrate its capability to operate a stable registry
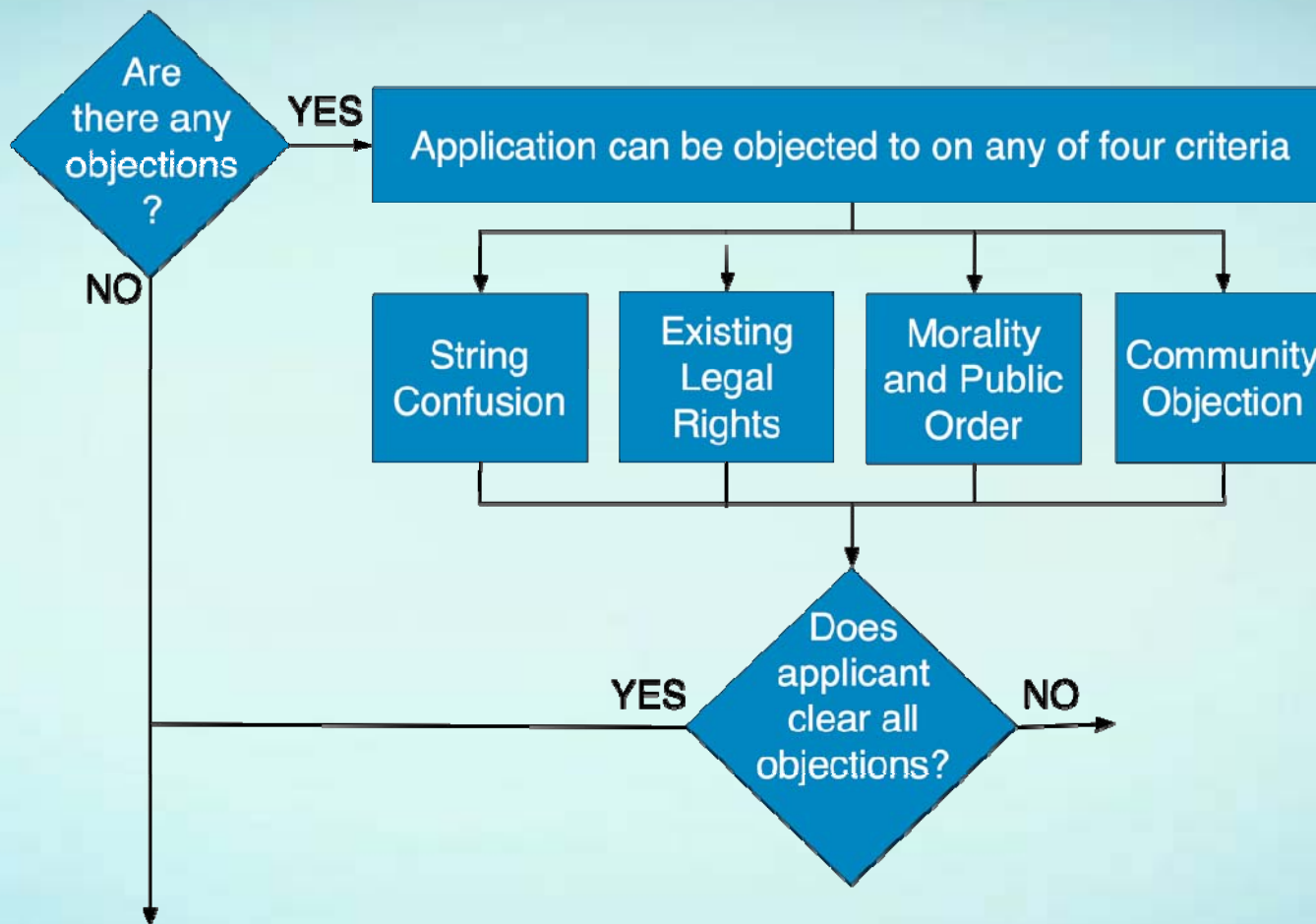
Extended Evaluation

- An applicant who does not pass Initial Evaluation may appeal this decision by requesting additional review ⟶ Extended Evaluation

- One additional iteration takes place between applicants and evaluators to clarify information in the application and allow further examination of issues

- Same baseline criteria will be used

Main Application Paths

Application Period → Evaluation Processes → Delegation & Approval Processes

Objections to TLDs & Dispute Resolution

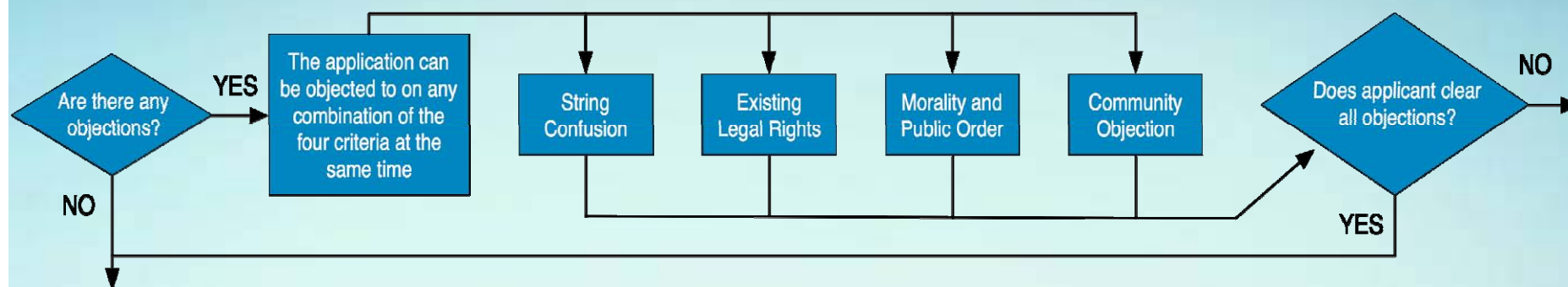Identical Strings: Contention Resolution

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Dispute Resolution Phase

Interests Protected in the Process

- User confusion should be avoided

- Protection of intellectual property rights

- Morality & public order safeguards
  - Interests of governments

- Protection of community interests
  - Religious organizations
  - Geographically based communities
  - Indigenous groups
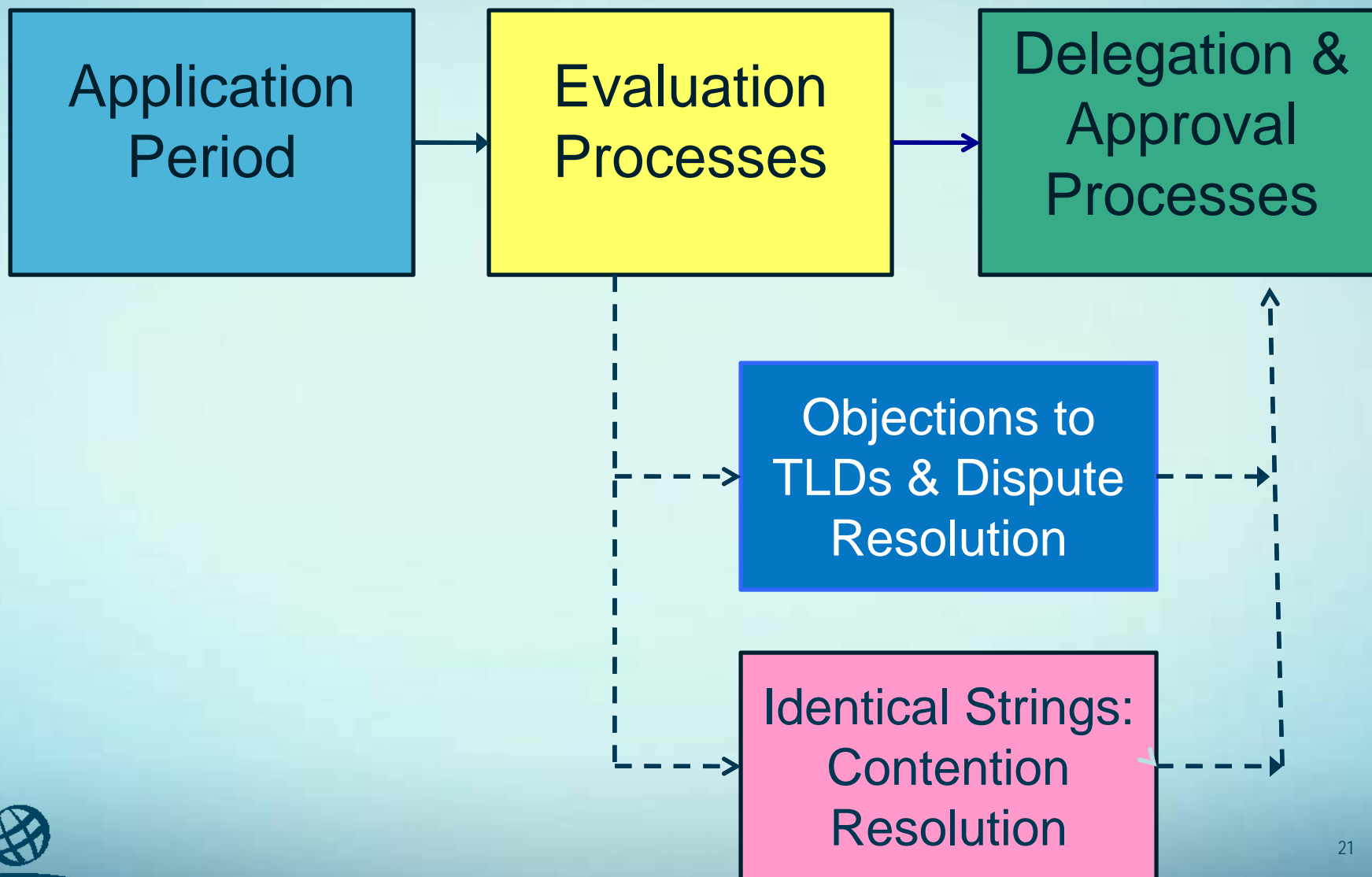
Dispute Resolution Phase

- Formal objections can be filed during a pre-determined period of time

- The dispute between the objector and applicant will be resolved by independent dispute resolution providers (DRPs)

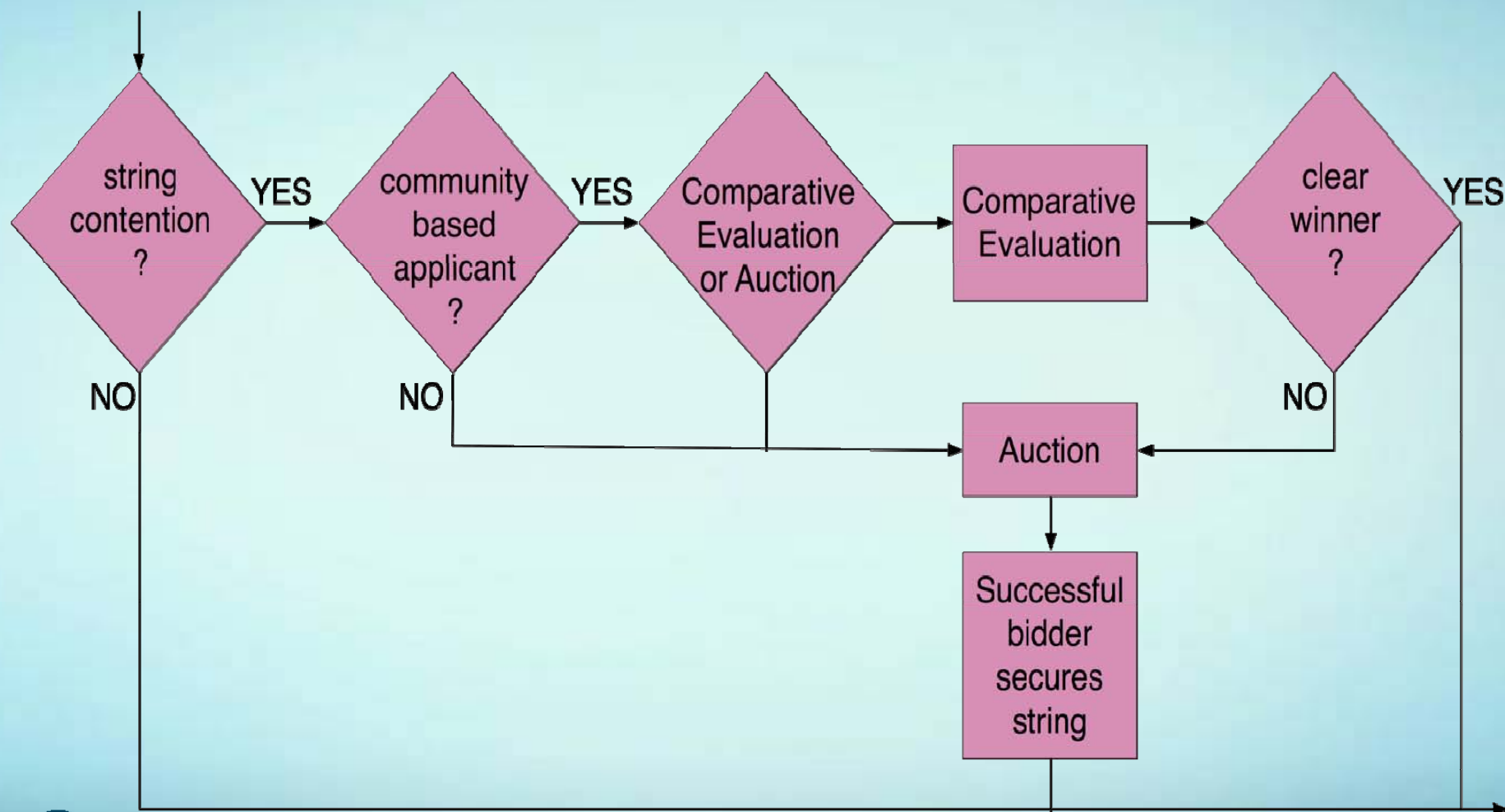- Fees will be paid directly to the DRPs

Dispute Resolution Process

- Only one dispute resolution service provider will be designated to administer all objections filed under any particular grounds for objection

- ICANN is working toward agreements with independent, internationally-recognized dispute resolution providers (DRPs) to administer the objection and dispute resolution proceedings

- DRPs will work with ICANN to adapt draft procedures and refine standards/guiding principles

- If more than one objection on the same grounds is filed against the same application, the intent is that those proceedings would be consolidated

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Main Application Paths

Resolving Contention Between Identical / Similar Strings

Resolving Contention Between Identical / Similar Strings

- Occurs when two or more TLD strings that remain after the evaluation and objection stages are identical or result in string confusion

- Applicants will be informed about the contention be given time to mutually resolve it

- Applicants will enter either into<u>comparative evaluation</u>or an <u>auction</u> process
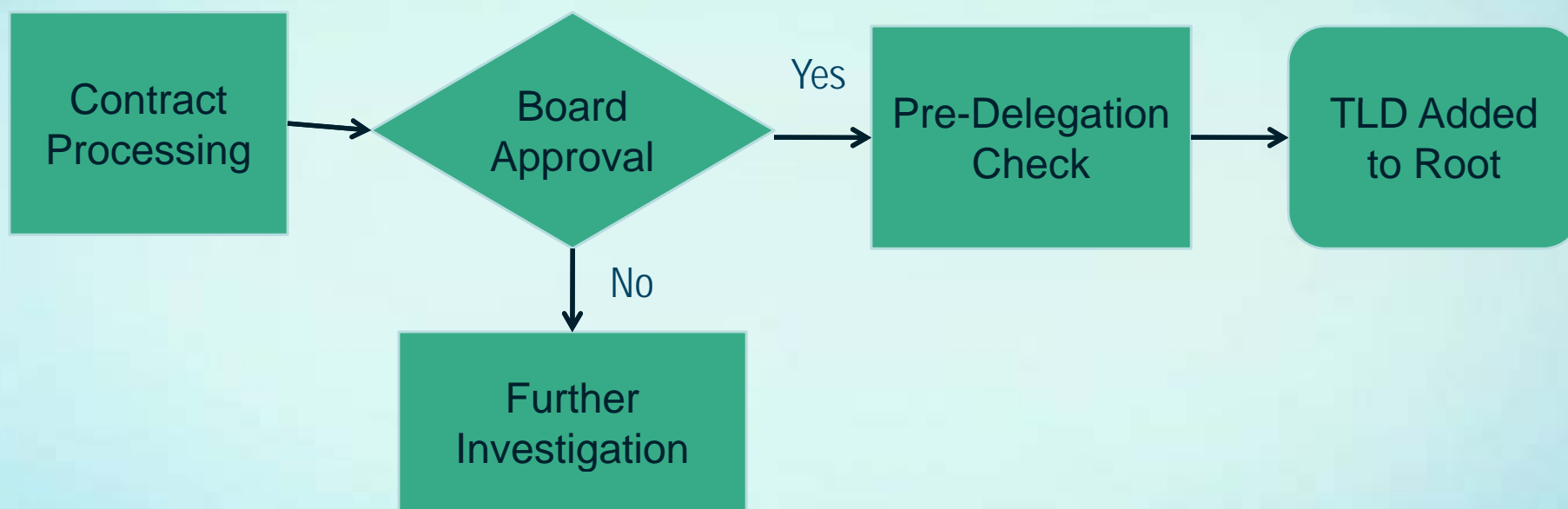
Community-Based Applicants& Comparative Evaluation

- The Policy Recommendations established a preference for community-based applicants

- A bona fide community-based applicant can elect to have contention resolved through a comparative evaluation

- Winner should clearly and convincingly add more value to the global Internet namespace than other contenders

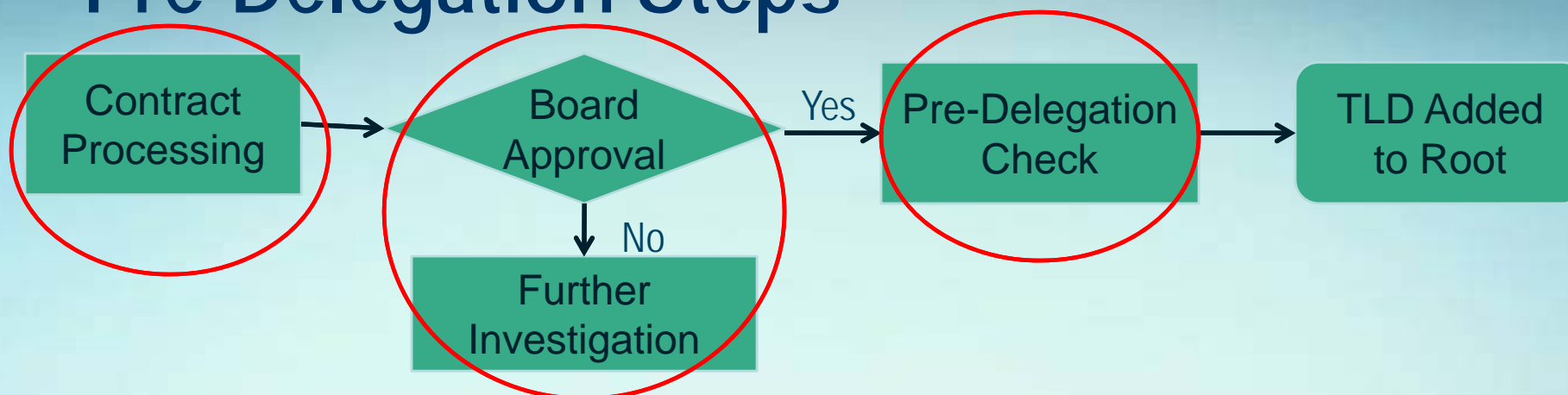- If no clear winner, parties may proceed to auction

Auction: to resolve string contention

- Economic case for auctions paper to be published

- Different potential auction models are under investigation

- Auction process will be managed by a third party service provider

- Before an auction is conducted, ICANN will undertake a community-based consultation to determine uses of funds consistent with ICANN's mission and for the benefit of the DNS and DNS community

Delegation Phase

```
Contract          Board        Yes    Pre-Delegation        TLD Added
Processing   →   Approval   ──────→      Check          →     to Root
                    │
                    │ No
                    ↓
                 Further
              Investigation
```

Pre-Delegation Steps

```
Contract      →    Board    Yes→  Pre-Delegation  →  TLD Added
Processing        Approval         Check              to Root
                     ↓ No
                  Further
                  Investigation
```
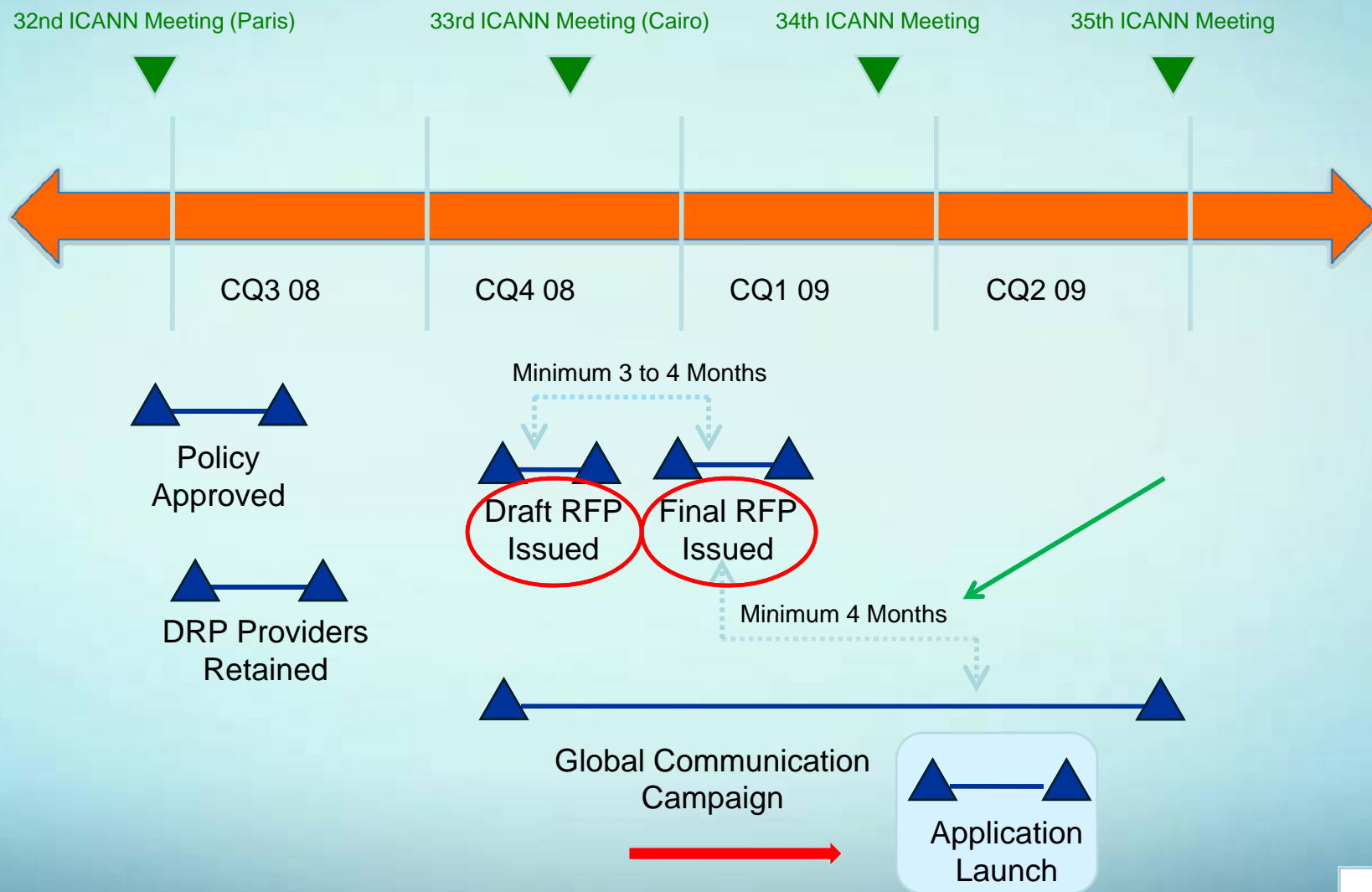
- Standard base agreement will be part of RFP
- Staff will recommend Board approval of applicants that have followed the standard process
- Actual delegation of a new gTLD to a successful applicant is contingent upon the applicant's demonstration, to the extent possible, that it has fulfilled the commitments required to meet the baseline criteria
- Pre-determined period of time to make all necessary structural arrangements for the pre-delegation phase

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Anticipated Timeline

Thank You