



At-Large Consolidated Policy Working Group (CPWG)

Consultation on:

**Initial Report on the New gTLD Subsequent Procedures PDP
(Overarching Issues & Work Tracks 1-4)**

Neustar's Proposal for New gTLD 3-Phase Application Window

v01, 5 January 2019

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Background & what is At-Large being asked?



- ❑ Public comment on **Initial Report on the New gTLD Subsequent Procedures Policy Development Process (Overarching Issues & Work Tracks 1-4)** ran 3 Jul – 26 Sep 2018

- 72 community submissions were posted to Comments Forum

Relevant Links:

- PC page: <https://www.icann.org/public-comments/gtld-subsequent-procedures-initial-2018-07-03-en>
- ICANN Staff Report of PC: <https://www.icann.org/en/system/files/files/report-comments-gtld-subsequent-procedures-initial-07nov18-en.pdf>

- ❑ Subsequent Procedures PDP WG then established 3 Sub-Groups A, B and C (succeeding WT 1-4) to review the community submissions
- ❑ During Sub-Group A's call on 3 Jan 2019, in reviewing submissions on the topic of 2.2.3 Applications Assessed in Rounds, SubPro PDP WG Co-Chair Jeff Neuman, requested SO/AC liaisons to obtain from their respective SGs, feedback on **Neustar's proposal to conduct the next New gTLD Program application window in 3 phases followed by an open round.**

Application model in 3 phases followed by an open round

- SubPro PDP WG PR 2.2.4.c.1 recommended recognition of TLD categories to continue – (1) standard TLDs, (2) community-based TLDs, (3) TLDs for which govt entity serves as RO, (4) geographic TLDs, and (5) Spec 13 .Brand TLDs
- **Basis:** Recognize challenges associated with finding a viable solution to application windows because of unknown variables - unknown level of demand for new gTLDs, how much pent up demand there is for new gTLDs, and the skepticism some hold in relation to this question.
- **Belief:** Issues of pent-up demand can be addressed by conducting the initial application window in three phases, followed by an open round.
- **Belief:** Key benefits of this approach are that it will:
 1. Enable ICANN Board to deliver on commitments to introduce next round of new gTLDs as expeditiously as possible;
 2. Allow ICANN Community to finalize prerequisite policy & other work efforts in accordance with phased application process;
 3. Provide ICANN Org with a process allowing them to develop requisite systems and processes over time rather than needing everything in place on a single date;
 4. Reduce resourcing impact on ICANN staff and third party vendors by not undertaking the phases concurrently;
 5. Provide predictability and certainty for potential applicants;
 6. Reduce risk of excessive demand by spreading applications over three distinct phases.

Neustar's Proposal



Three Phase new gTLD Application Model Proposal

Phase 1 - .Brand TLDs	Phase 2 – Geographic TLDs	Phase 3 – Generic and Community TLDs	Followed by Open Round **
Application Period: 1 Oct 2019 to 12 Jan 2020 *	Application Period: 1 Apr 2020 to 31 Jul 2020 *	Application Period: 1 Oct 2020 to 12 Jan 2021 *	Application Period: 1 Oct 2021 for 3 months *
Neustar believes this 3-phased approach address question of 'pent up demand'			
<p>Rationale</p> <ul style="list-style-type: none"> <input type="checkbox"/> .Brand TLDs are clearly defined by objective criteria and will be required to accept the conditions of Specification 13 of the Registry Agreement. <input type="checkbox"/> There is known demand for new .Brand TLDs. <input type="checkbox"/> Assist with building program awareness for subsequent application phases. <input type="checkbox"/> .Brand TLDs accounted for the lowest level of contention sets within the previous application round. <input type="checkbox"/> With the exception of a few notable exceptions, .Brands were not subject to objections or other review processes. <input type="checkbox"/> Historically low rates of abuse and concern for ICANN. 	<p>Rationale</p> <ul style="list-style-type: none"> <input type="checkbox"/> The significance of providing cities around the world with the opportunity to build an online presence for their respective communities. <input type="checkbox"/> Clearly defined eligibility criteria as outlined in the Applicant Guidebook. <input type="checkbox"/> Non-existent contention sets during the 2012 application process. <input type="checkbox"/> With a few notable exceptions, were not subject to other review processes. 	<p>Rationale</p> <ul style="list-style-type: none"> <input type="checkbox"/> In the 2012 round, generic and community TLD applications were the source of the most controversy and delays due to contention sets and auction processes; Objections; GAC advice; CPE. <input type="checkbox"/> It is anticipated that these will continue to provide the biggest challenge in application processing. <input type="checkbox"/> Moving these applications to Phase 3 of the application window will allow the less-controversial strings to be processed in a timely manner and not unnecessarily delayed while solutions are being developed for any potential issues that may arise. <input type="checkbox"/> Provide greater data points and confidence around the likely number of applications and market demand. 	<ul style="list-style-type: none"> <input type="checkbox"/> It is intended that this open round would have a three month window to submit applications consistent with the application windows in the phased application process. <input type="checkbox"/> On 1 October 2022, a first-come first-served (FCFS) open application process would commence. <p>** Open Round means no category limitations, not FCFS</p>

* Proposed dates are illustrative only

Action Items



- ◉ Further questions at this point?
- ◉ Wish to provide input?
 - Start an email thread on cpwg@icann.org; or
 - Join the CPWG Call on **9 Jan 2018 (TBC)**
- ◉ Penholder to compile input, draft response for submission to SubPro PDP Sub-Group A

Want to join the CPWG and participate in this At-Large policy-making opportunity?

Contact our Staff Support Leads:

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Thank you