Subsequent Procedures

At-large Objectives
At-large observations

• No need to rush a new round
  • Implement CCT recommendations
  • Implement RPM review recommendations

• Should focus on underserved applicant pools from 2012
  • IDNs
  • Communities
  • Underserved Regions

• Concerned about geographic names
Community Priority Evaluation

• Lessons from 2012?
• Can “community” be defined in an acceptable way?
• How do we get the kinds of communities we want?
• Tied to applicant support?
• Implications of a “Brand” round?
• How can the at-large community help?
Applicant Support

• Lessons learned in 2012?
• Proposals for improvement?
• Is there a template for success with a gTLD?
• Are underserved regions good markets for gTLDs?
• How can the at-large community help?
Geographic Names

• At-large are split
• What’s the concern?
  • Land grab of names for resell to cities and regions?
  • Cultural appropriation?
• How to address concerns?
• How to prevent pure financial transactions?
Geo Names: Specific Concerns

- Is expansion necessary?
- Definition of Geo name
- Intended use of strings considered geo names
- Preventative Protection Mechanism(s)
- 2012 AGB successes an failures