



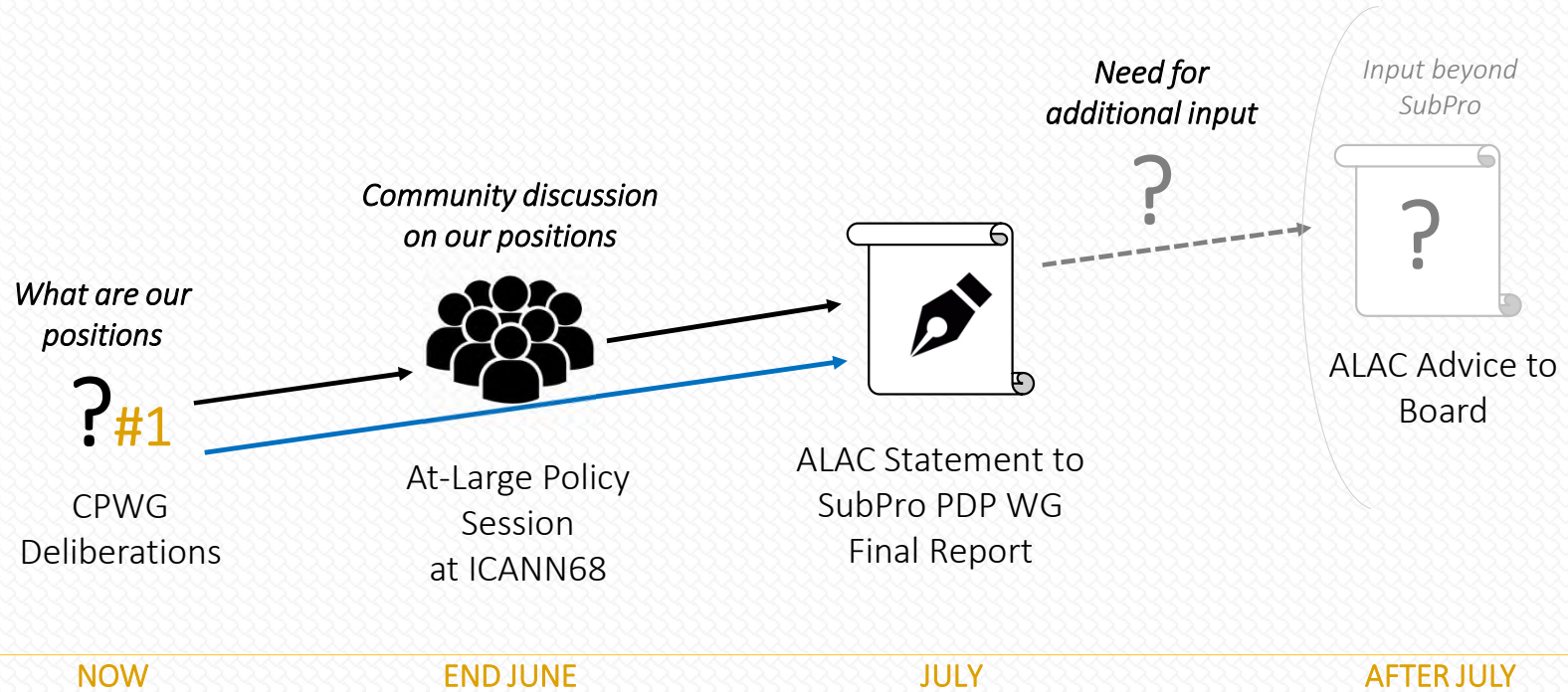
UPDATE & CONSULTATION ON
New gTLD Subsequent Procedures
Consensus Building on Recommendations

COMMUNITY APPLICATIONS (v06)

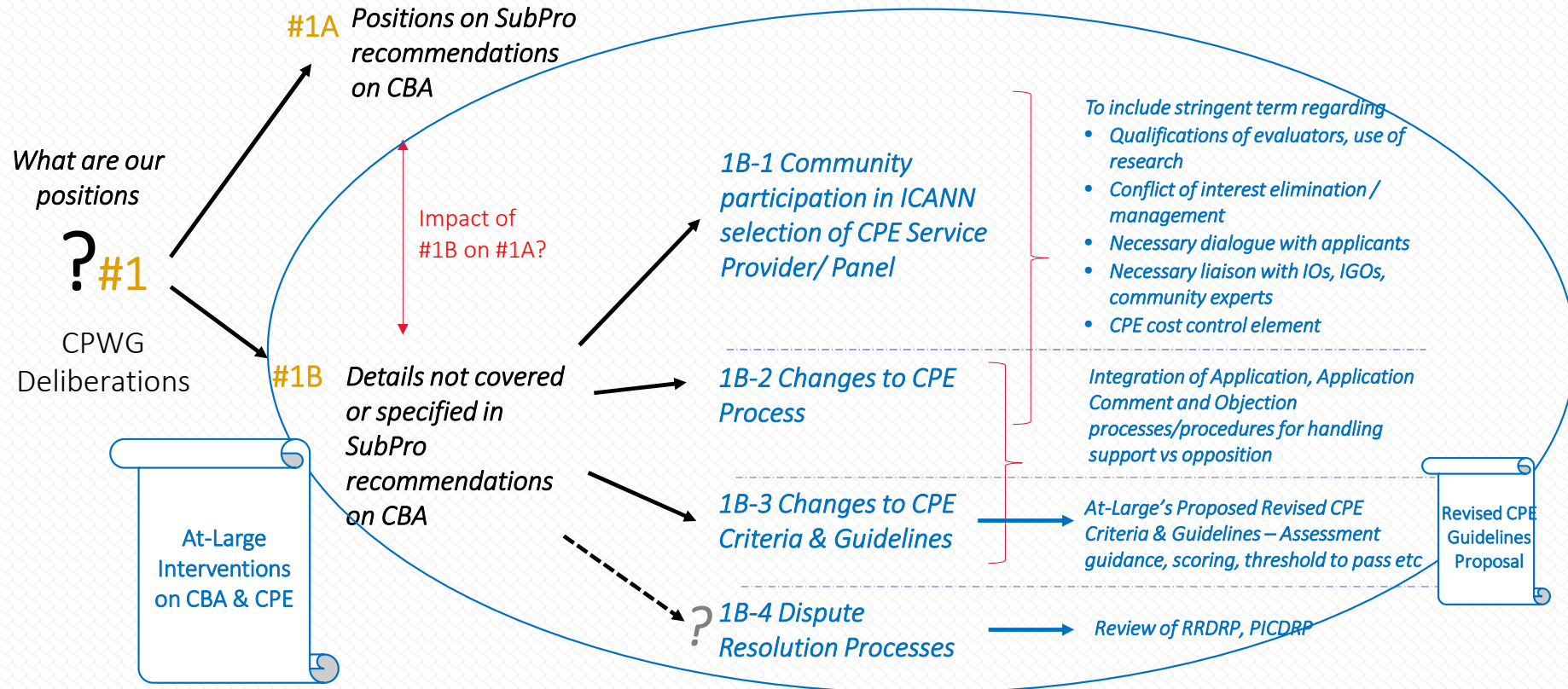
(incl. Community Priority Evaluation - CPE)

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Proposed Approach for Community Applications



#1 Where can we intervene?



#1B Community Applications

1B-3 Changes to CPE Criteria & Guidelines

Proposition to Fix Concerns with Scoring Mechanism / Threshold to Prevail

Possibility of revamping scoring scale and/or threshold to prevail in CPE - balance increasing “accessibility” to deserving communities without opening floodgates

1. Any major concerns with the 0-2 or 0-3 scoring scale for sub-criteria after taking into consideration the proposed revision fixes?
2. Do we think the threshold of 14 points of max 16 points should be lowered?

CPE Criteria in 2012 Round

Surrounding the FOUR Criteria stated in the Applicant Guidebook, Module 4 s. 4.2

Criterion #1: Community Establishment	Criterion #2: Nexus between Proposed String and Community	Criterion #3: Registration Policies	Criterion #4: Community Endorsement
<p>Measured by 2 sub-criteria</p> <ul style="list-style-type: none"> • 1-A Delineation • 1-B Extension <p>Scoring</p> <ul style="list-style-type: none"> • Max of 4 points for Criterion #1 • Max of 2 points for each sub-criterion 	<p>Measured by 2 sub-criteria</p> <ul style="list-style-type: none"> • 2-A Nexus • 2-B Uniqueness <p>Scoring</p> <ul style="list-style-type: none"> • Max of 4 points for Criterion #2 • Max of 3 points for 2-A Nexus and max of 1 point for 2-B Uniqueness 	<p>Measured by 4 sub-criteria</p> <ul style="list-style-type: none"> • 3-A Eligibility • 3-B Name Selection • 3-C Content and Use • 3-D Enforcement <p>Scoring</p> <ul style="list-style-type: none"> • Max of 4 points for Criterion #3 • Max of 1 point for each sub-criterion 	<p>Measured by 2 sub-criteria</p> <ul style="list-style-type: none"> • 4-A Support • 4-B Opposition <p>Scoring</p> <ul style="list-style-type: none"> • Max of 4 points for Criterion #4 • Max of 2 points for each sub-criterion
<p>Need at least 14 points of max 16 points to prevail in CPE</p>			

Review: Criterion #1: Community Establishment – 2 Sub-criteria

Comparison of 6 Examples from 2012 Round

<p>.GAY dotgay LLC Scored 4/4 here And 10/16 in total – Did not prevail</p>	<p>.KIDS DotKids Foundation Ltd Scored 0/4 here And 6/16 in total – Did not prevail</p>	<p>.RADIO European Broadcasting Union Scored 3/4 here And 14/16 in total – Prevailed</p>	<p>.MUSIC DotMusic Limited Scored 0/4 here And 10/16 in total – Did not prevail</p>	<p>.OSAKA Interlink Co., Ltd Scored 4/4 here And 15/16 in total – Prevailed</p>	<p>.TENNIS Tennis Australia Ltd Scored 4/4 here And 11/16 in total – Did not prevail</p>
<p>1-A Delineation = 2/2 <u>Delineation</u></p> <ul style="list-style-type: none"> • Y-Standard of “coming out” – whether publicly or privately – suff. clear & straightforward • Y-Link among these individuals goes well beyond “a mere commonality of interest” <p><u>Organization</u></p> <ul style="list-style-type: none"> • Y-ILGA represents at least one entity dedicated to community & • Y-ILGA website showed documented evidence of community activity <p><u>Pre-existence</u></p> <ul style="list-style-type: none"> • Y-ILGA existed before Sep’07 <p>1-B Extension = 2/2 <u>Size</u></p> <ul style="list-style-type: none"> • Y-Global est = considerable size; & • Y-Community has awareness/ recognition among its members <p><u>Longevity</u></p> <ul style="list-style-type: none"> • Y-Evidence of clear trend, greater visibility & • Y-Community has awareness/ recognition among its members 	<p>1-A Delineation = 0/2 <u>Delineation</u></p> <ul style="list-style-type: none"> • N-Community as defined by applicant (4 groups) does not delineate a clear & straightforward membership & • N-Commonality of interest within 4 groups but, insuff. cohesion, i.e. no awareness or recognition by community overall <p><u>Organization</u></p> <ul style="list-style-type: none"> • N-No entity mainly dedicated to entire comm – geo reach, range of categories; no single umbrella org & • N-No evidence of activity <p><u>Pre-existence</u></p> <ul style="list-style-type: none"> • N-Could not have been active before Sep’07 <p>1-B Extension = 0/2 <u>Size</u></p> <ul style="list-style-type: none"> • Y-Comm is of considerable size, but • N-But no awareness/ recognition among its members <p><u>Longevity</u></p> <ul style="list-style-type: none"> • N-Not est. for entire community & • N-No awareness/ recognition among its members 	<p>1-A Delineation = 1/2 <u>Delineation</u></p> <ul style="list-style-type: none"> • Y-Community definition suff. clear & straightforward membership & • Y-Link among these individuals goes well beyond “a mere commonality of interest” <p><u>Organization</u></p> <ul style="list-style-type: none"> • N-No single entity dedicated to all member categories per applicant & • N-Since no entity, cannot be doc evidence of community activities <p><u>Pre-existence</u></p> <ul style="list-style-type: none"> • Y-Community existed before Sep’07 <p>1-B Extension = 2/2 <u>Size</u></p> <ul style="list-style-type: none"> • Y-Comm is of considerable size & • Y-Awareness/recognition among its members est. as industry participants <p><u>Longevity</u></p> <ul style="list-style-type: none"> • Y-Longevity est. & • Y-Awareness/recognition among its members est. as industry participants 	<p>1-A Delineation = 0/2 <u>Delineation</u></p> <ul style="list-style-type: none"> • Y-Applicant provided a clear & straightforward membership but • N-But awareness & recognition among members not est. <p><u>Organization</u></p> <ul style="list-style-type: none"> • N-No single entity dedicated to all member categories per applicant & • N-Since no entity, cannot be doc evidence of community activities <p><u>Pre-existence</u></p> <ul style="list-style-type: none"> • N-Lack of cohesion means community did not exist before Sep’07 <p>1-B Extension = 0/2 <u>Size</u></p> <ul style="list-style-type: none"> • N-Lack of cohesion = fail on “size” & • N-Awareness & recognition among members not est. <p><u>Longevity</u></p> <ul style="list-style-type: none"> • N-Longevity not est. & • N-Awareness & recognition among members not est. 	<p>1-A Delineation = 2/2 <u>Delineation</u></p> <ul style="list-style-type: none"> • Y-Community definition shows clear & straightforward membership – geo & • Y-Awareness & recognition among members exists. <p><u>Organization</u></p> <ul style="list-style-type: none"> • Y-Single entity dedicated to all members = Osaka Pref Govt & • Y-Osaka Pref Govt website shows evidence of community activities <p><u>Pre-existence</u></p> <ul style="list-style-type: none"> • Y-Community existed before Sep’07 <p>1-B Extension = 2/2 <u>Size</u></p> <ul style="list-style-type: none"> • Y-Comm is of considerable size & • Y-Awareness & recognition among members exists <p><u>Longevity</u></p> <ul style="list-style-type: none"> • Y-Longevity est. & • Y-Awareness & recognition among members exists 	<p>1-A Delineation = 2/2 <u>Delineation</u></p> <ul style="list-style-type: none"> • Y-Community definition shows clear & straightforward membership – state tennis associations & • Y-Awareness & recognition among members exists. <p><u>Organization</u></p> <ul style="list-style-type: none"> • Y-Is single entity dedicated to members & • Y-Awareness & recognition among members exists. <p><u>Pre-existence</u></p> <ul style="list-style-type: none"> • Y-Community existed before Sep’07 <p>1-B Extension = 2/2 <u>Size</u></p> <ul style="list-style-type: none"> • Y-Comm is of considerable size & • Y-Awareness & recognition among members exists. <p><u>Longevity</u></p> <ul style="list-style-type: none"> • Y-Longevity est. & • Y-Awareness & recognition among members exists.

Review: Criterion #1: Community Establishment – 2 Sub-criteria

Specifics of 2 Examples from 2012 Round

- Applicants defined “community” as 4 groups:
 - Kids defined by UNCRC convention
 - Charities, NGOs and govt institutions that work on well-being of children, including alliances that promote causes that promote the well-being of children
 - Parents & educators
 - Educational institutions, orgs and operations that primarily serve children.
- Community defined by applicant does not delineate a clear & straightforward membership –
 - Children and parents are clearly defined
 - But groups (ii) and (iv) are not clearly defined, and given lack of clarity around membership parameters, is dispersed and unbound, so not clear and straightforward
- Community defined by applicant does not demonstrate an awareness and recognition among its members –
 - There is commonality in interest but “cohesion” requires more than, it requires awareness and recognition of a community among its members
 - While individuals within some of the member categories may show cohesion within a category or across a subset of member categories, the number of individuals and entities included in applicant’s definition that do not show such cohesion is considerable enough so the community as a whole cannot be said to have the required cohesion.

.KIDS
 DotKids Foundation Ltd
Scored 0/4 here
 And 6/16 in total – Did not prevail

1-A Delineation = 0/2
Delineation

- N-Community as defined by applicant (4 groups) does not delineate a clear & straightforward membership &
- N-Commonality of interest within 4 groups but, insuff. cohesion, i.e. no awareness or recognition by community overall

Organization

- N-No entity mainly dedicated to entire comm – geo reach, range of categories; no single umbrella org &
- N-No evidence of activity

Pre-existence

- N-Could not have been active before Sep’07

1-B Extension = 0/2
Size

- Y-Comm is of considerable size, but
- N-But no awareness/ recognition among its members

Longevity

- N-Not est. for entire community &
- N-No awareness/ recognition among its members

.MUSIC
 DotMusic Limited
Scored 0/4 here
 And 10/16 in total – Did not prevail

1-A Delineation = 0/2
Delineation

- Y-Applicant provided a clear & straightforward membership but
- N-But awareness & recognition among members not est.

Organization

- N-No single entity dedicated to all member categories per applicant &
- N-Since no entity, cannot be doc evidence of community activities

Pre-existence

- N-Lack of cohesion means community did not exist before Sep’07

1-B Extension = 0/2
Size

- N-Lack of cohesion = fail on “size” &
- N-Awareness & recognition among members not est.

Longevity

- N-Longevity not est. &
- N-Awareness & recognition among members not est.

- Applicants listed over 40 categories of community members and identifies each with a NA Ind. Classification System code AND included a more general definition “all constituents involved in music creation, production and distribution ... involved in support activities that are aligned with the .MUSIC mission”
 - But there are other categories in NAICS code not cited by applicant – eg. “Music accountants” and “Music lawyers”
- Applicant bounds community membership by way of well-defined categories, therefore provided a clear & straightforward membership.
- Community defined by applicant does not demonstrate an awareness and recognition among its members –
 - Applicant’s material and further research provides no substantive evidence of “cohesion” per AGB – that is that the various members of the community defined by applicant are “united or form a whole”.
 - There is “commonality in interest” in music but this was insufficient to demonstrate requisite awareness and recognition of the community among its members, even if some members may show cohesion within a category or across a subset of member categories, the number of individuals include in defined community, such cohesion is not considerable enough for the community as a whole to have the requisite cohesion.

Review: Criterion #2: Nexus b/n String & Community – 2 Sub-criteria

Comparison of 6 Examples from 2012 Round

<p>.GAY dotgay LLC Scored 0/4 here And 10/16 in total – Did not prevail</p>	<p>.KIDS DotKids Foundation Ltd Scored 0/4 here And 6/16 in total – Did not prevail</p>	<p>.RADIO European Broadcasting Union Scored 3/4 here And 14/16 in total – Prevailed</p>	<p>.MUSIC DotMusic Limited Scored 3/4 here And 10/16 in total – Did not prevail</p>	<p>.OSAKA Interlink Co., Ltd Scored 4/4 here And 15/16 in total – Prevailed</p>	<p>.TENNIS Tennis Australia Ltd Scored 0/4 here And 11/16 in total – Did not prevail</p>
<p>2-A Nexus = 0/3</p> <ul style="list-style-type: none"> N-String does not match the name of the community as defined by applicant (many groups) nor is a well known short-form or abbrev of the community N-String does not identify name of community – more than a small part of the applicant’s defined community is not identified by “gay” i.e. “gay” does not sufficiently identify some members of applicant’s defined community, in particular, transgender, intersex, and ally individuals; “gay” is not used to identify all LGBTQIA individuals so does not est. Nexus (from research, letters of support) <p>2-B Uniqueness = 0/1 Did not score as string did not score a 2 or 3 on Nexus</p>	<p>2-A Nexus = 0/3</p> <ul style="list-style-type: none"> N-String does not match the name of the community as defined by applicant (4 groups) nor is a well known short-form or abbrev of the community N-String does not identify name of community – applicant defined community as a collection of categories of individuals (children, parents) and organizations (charities, NGOs, govt institutions, edu. Institutions, organizations primarily serving children), but there is no “established name” for “kids” thus Nexus not est. <p>2-B Uniqueness = 0/1 Did not score as string did not score a 2 or 3 on Nexus</p>	<p>2-A Nexus = 2/3</p> <ul style="list-style-type: none"> N-String does not match the name of the community as defined by applicant (many groups) nor is a well known short-form or abbrev of the community Y-But string does identify name of community without over-reaching substantially beyond the community – applicant defined community to include core community members (licensed prof/amateur radio broadcasters, assoc. unions, clubs, Internet radio) also entities tangentially related to “radio” (service/product providers eg network interface equipment, software to radio industry which was enough to est. a partial Nexus. <p>2-B Uniqueness = 1/1 Scored max 1 – string has no other significant meaning beyond identifying community described in application.</p>	<p>2-A Nexus = 2/3</p> <ul style="list-style-type: none"> N-String does not match the name of the community as defined by applicant (many groups) nor is a well known short-form or abbrev of the community Y-But string does identify name of community without over-reaching substantially beyond the community – applicant defined community as a collection of many categories of individuals and orgs but with no “established name” for “music”; included limited entities tangentially related to “music” (accountant and lawyers) but also other categories of members (musical groups, artists, indie music artists, performers, arranges & composer) which was enough to est. a partial Nexus. <p>2-B Uniqueness = 1/1 Scored max 1 – string has no other significant meaning beyond identifying comm described in application.</p>	<p>2-A Nexus = 3/3</p> <ul style="list-style-type: none"> Y-String matched the name of the community as defined by applicant, thus scored max 3 <p>2-B Uniqueness = 1/1 Scored max 1 – string has no other significant meaning beyond identifying community described in application</p>	<p>2-A Nexus = 0/3</p> <ul style="list-style-type: none"> N-String does not match the name of the community as defined by applicant nor is a well known short-form or abbrev of the community N-String “tennis” identifies a wider or related community of which applicant is a part but is not specific to applicant’s community (Australian tennis community), “Tennis” captures a wider geographic/thematic remit despite Tennis Australia changing its brand to “Tennis”. String refers to the sport and global community of people/groups associated with it, so there is substantial over-reach. So, Nexus not est. <p>2-B Uniqueness = 0/1 Did not score as string did not score a 2 or 3 on Nexus.</p>

All CPE determinations are available at <https://newgtlds.icann.org/en/applicants/cpe>

Review: Criterion #3: Registration Policies – 4 Sub-criteria

Comparison of 6 Examples from 2012 Round

<p>.GAY dotgay LLC Scored 4/4 here And 10/16 in total - Did not prevail</p>	<p>.KIDS DotKids Foundation Ltd Scored 3/4 here And 6/16 in total – Did not prevail</p>	<p>.RADIO European Broadcasting Union Scored 4/4 here And 14/16 in total – Prevailed</p>	<p>.MUSIC DotMusic Limited Scored 4/4 here And 10/16 in total – Did not prevail</p>	<p>.OSAKA Interlink Co., Ltd Scored 3/4 here And 15/16 in total – Prevailed</p>	<p>.TENNIS Tennis Australia Ltd Scored 3/4 here And 11/16 in total – Did not prevail</p>
<p>3-A Eligibility = 1/1 1-Registration eligibility restricted to community members</p> <p>3-B Name Selection = 1/1 1-Name selection rules consistent with articulated community-based purpose of string</p> <p>3-C Content & Use = 1/1 1-Rules for content and use for registrants consistent with articulated community-based purpose of string</p> <p>3-D Enforcement = 1/1 1-Specific enforcement measures and appropriate appeal mechanisms provided</p>	<p>3-A Eligibility = 1/1 1-Eligibility requirement met by verifying registrants’ participation in one of the defined community member categories – “Parents” and “children”’s eligibility are based not as individuals but as community orgs or members of such orgs within the community.</p> <p>3-B Name Selection = 1/1 1-Name selection rules consistent with articulated community-based purpose of string</p> <p>3-C Content & Use = 1/1 1-Name selection rules consistent with articulated community-based purpose of string</p> <p>3-C Content & Use = 1/1 1-Rules for content and use for registrants consistent with articulated community-based purpose of string</p> <p>3-D Enforcement = 0/1 1-Complaint-response system missing dispute resolution process, so fails 1 condition</p>	<p>3-A Eligibility = 1/1 1-Registration eligibility restricted to community members</p> <p>3-B Name Selection = 1/1 1-Name selection rules consistent with articulated community-based purpose of string</p> <p>3-C Content & Use = 1/1 1-Rules for content and use for registrants consistent with articulated community-based purpose of string</p> <p>3-D Enforcement = 1/1 1-Specific enforcement measures and appropriate appeal mechanisms provided</p>	<p>3-A Eligibility = 1/1 1-Registration eligibility restricted to community members</p> <p>3-B Name Selection = 1/1 1-Name selection rules consistent with articulated community-based purpose of string</p> <p>3-C Content & Use = 1/1 1-Rules for content and use for registrants consistent with articulated community-based purpose of string</p> <p>3-D Enforcement = 1/1 1-Specific enforcement measures and appropriate appeal mechanisms provided</p>	<p>3-A Eligibility = 1/1 1-Registration eligibility restricted to community members</p> <p>3-B Name Selection = 1/1 1-Name selection rules consistent with articulated community-based purpose of string</p> <p>3-C Content & Use = 1/1 1-Rules for content and use for registrants consistent with articulated community-based purpose of string</p> <p>3-D Enforcement = 0/1 1-Enforcement measures covering monitoring for content, with right to cancel or suspend DN in breach of policies, but no appeals process outlined</p>	<p>3-A Eligibility = 1/1 1-Registration eligibility restricted to community members</p> <p>3-B Name Selection = 1/1 1-Name selection rules consistent with articulated community-based purpose of string</p> <p>3-C Content & Use = 1/1 1-Rules for content and use for registrants consistent with articulated community-based purpose of string</p> <p>3-D Enforcement = 0/1 1-Conditions for registration along with mitigation measures such as investigation and termination of DN, but no appeals process outlined</p>

Review: Criterion #4: Community Endorsement – 2 Sub-criteria

Comparison of 6 Examples from 2012 Round

<p>.GAY dotgay LLC Scored 2/4 here And 10/16 in total – Did not prevail</p>	<p>.KIDS DotKids Foundation Ltd Scored 3/4 here And 6/16 in total – Did not prevail</p>	<p>.RADIO European Broadcasting Union Scored 4/4 here And 14/16 in total – Prevailed</p>	<p>.MUSIC DotMusic Limited Scored 3/4 here And 10/ 16 in total – Did not prevail</p>	<p>.OSAKA Interlink Co., Ltd Scored 4/4 here And 15/16 in total – Prevailed</p>	<p>.TENNIS Tennis Australia Ltd Scored 4/4 here And 11/16 in total – Did not prevail</p>
<p>Applicant received:</p> <ul style="list-style-type: none"> <input type="checkbox"/> 177 Application Comments <input type="checkbox"/> 51 verified of 128 attachments to Form Q20(f) <input type="checkbox"/> 56 verified of 152 corres <p>4-A Support = 1/2 1-Applicant not recognized community institution / member org, no documented authority to represent community – while ILGA considered as “entity mainly dedicated to the community” under 1-A Delineation, it does not meet std of a “recognized” org (not “clearly recognized by the community members as representative of the community”). Also no evidence of single org recognized by all of the defined community’s members but applicant had documented support from many groups with relevance containing process and rationale used in arriving at expression of support and showing understanding of implications of support So, partial score given.</p> <p>4-B Opposition = 1/2 1-Partial score due to opposition from one relevant group of non-negligible size</p>	<p>Applicant received:</p> <ul style="list-style-type: none"> <input type="checkbox"/> 43 Application Comments <input type="checkbox"/> 9 verified of 22 attachments to Form Q20(f) <input type="checkbox"/> 1 verified of 3 corres <p>4-A Support = 1/2 1-Applicant not recognized community institution / member org, no documented authority to represent community, no evidence of single org recognized by all of the defined community’s members; but applicant had documented support from groups with relevance containing process and rationale used in arriving at expression of support and showing understanding of implications of support. So, partial score given</p> <p>4-B Opposition = 2/2 1-Max score since no letters of relevant and verified opposition received</p>	<p>4-A Support = 2/2 1-Applicant not recognized community institution / member org, but had documented support from institutions / orgs representing a majority of the community addressed, containing process and rationale used in arriving at expression of support and showing understanding of implications of support. So, max score given.</p> <p>4-B Opposition = 2/2 1-Max score since letters of opposition were received but determined to not be relevant as were from individuals/ groups of negligible size, or were not from communities either explicitly mentioned in application nor from those which have an implicit association to such communities</p>	<p>Applicant received:</p> <ul style="list-style-type: none"> <input type="checkbox"/> 157 Application Comments <input type="checkbox"/> 40 verified of 150 attachments to Form Q20(f) <input type="checkbox"/> 40 verified of 331 corres <p>4-A Support = 1/2 1-Applicant not recognized community institution / member org, no documented authority to represent community, no evidence of single org recognized by all of the defined community’s members; but applicant had documented support from many groups with relevance containing process and rationale used in arriving at expression of support and showing understanding of implications of support. So, partial score given</p> <p>4-B Opposition = 2/2 1-Max score since no letters of relevant and verified opposition received</p>	<p>4-A Support = 2/2 1-Max score as applicant had documented support from recognized community institution that represents community – Osaka Prefectural govt had provided written endorsement for registry services under the .OSAKA gTLD. Govt also provided support for applicant in the Geonames Initial Evaluation.</p> <p>4-B Opposition = 2/2 1-Max score since no letters of opposition received</p>	<p>4-A Support = 2/2 1-Max score as applicant determined to be the recognized community institution / member organization, also had documented support from its member orgs</p> <p>4-B Opposition = 2/2 1-Max score since no relevant opposition received – letters of opposition were received but determined to not be relevant as were from individuals/groups of negligible size, or were not from communities which were not mentioned in application but which have an association to string</p>