ICANN 68
VIRTUAL POLICY FORUM

Community Priority Evaluation
Let's support Niche Community TLDs better

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ICANN 68 - At-Large Policy Session
New gTLD Applicants: Expanding the Circle

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At-Large's Interests in New gTLDs

Community-based Applications in 2012

- **27 Community-based applications – 23 strings – 25 opted for CPE**

No.	String	Applicant	CPE Result
1	IMMO	STARTING DOT LIMITED	4/16 DNP
2	TAXI	Taxi Pay GmbH	6/16 DNP
3	OSAKA	Interlink Co., Ltd.	15/16 Prevailed
4	TENNIS	TENNIS AUSTRALIA LTD	11/16 DNP
5	MLS	The Canadian Real Estate Association	11/16 DNP
6	GMBH	TLDDOT GmbH	5/16 DNP
7	LLC	Dot Registry LLC	5/16 DNP
8	INC	Dot Registry LLC	5/16 DNP
9	LLP	Dot Registry LLC	5/16 DNP
10	RADIO	European Broadcasting Union (EBU)	14/16 Prevailed
11	HOTEL	HOTEL Top-Level-Domain S.a.r.l	15/16 Prevailed
12	ART	EFLUX.ART, LLC	7/16 DNP
13	ART	Dadotart, Inc.	7/16 DNP
14	ECO	Big Room Inc.	14/16 Prevailed
15	KIDS	DotKids Foundation Limited	6/16 DNP
16	GAY	dotgay llc	10/16 DNP
17	MUSIC	.music LLC	3/16 DNP
18	SHOP	GMO Registry, Inc.	6/16 DNP
19	SHOP	Commercial Connect LLC	5/16 DNP
20	MED	HEXAP SAS	Not elected
21	SPA	Asia Spa and Wellness Promotion Council Limited	14/16 Prevailed
22	CPA	American Institute of Certified Public Accountants	11/16 DNP
23	CPA	CPA AUSTRALIA LTD	12/16 DNP
24	MUSIC	DotMusic Limited	10/16 DNP
25	MERCK	Merck Registry Holdings, Inc.	9/16 DNP
26	MERCK	Merck KGaA	11/16 DNP
27	WEBS	Vistaprint Limited	Not elected

Community Priority Evaluation (CPE) covers 10 Sub-criteria within 4 Criteria:

- **Criteria #1: Community Establishment**
  - Delineation & Extension
- **Criteria #2: Nexus between Proposed String and Community**
  - Nexus & Uniqueness
- **Criteria #3: Registration Policies**
  - Eligibility, Name Selection, Content & Use, Enforcement
- **Criteria #4: Community Endorsement**
  - Support & Opposition

At least 14/16 points to prevail

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Expanding the Circle of Niche TLD Applicants

Applicant Support Program (ASP)

1. ICANN must actively coordinate the pro-bono assistance
2. Financial support for operational costs
3. Business model education
4. Concrete steps to raise/secure funding for ASP
5. Priority for successful ASP applicant in string contention; secondary benefit of a multiplier in auction bids for successful ASP applicant

Community Priority Evaluation (CPE)

1. More community participation in selection of CPE service provider
2. Changes to CPE Process
3. Changes to CPE Criteria and Guidelines

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Community Priority Evaluation (CPE)

To improve CPE utility for niche TLD applicants, **At-Large calls for**:

1 **Greater community participation in ICANN's engagement of CPE service provider / panellist**
- Desired criteria - shortlisting – final selection – contractual terms

2 **Changes to the CPE Process**
- Mechanism for handling conflict of interest of panellists
- Elimination of supplementary call for documented support or opposition
- Limited challenge/appeal mechanism

3 **Changes to the CPE Criteria & Guidelines**
- Allowing a broader, more flexible interpretation of "community"
- Inclusion of grassroot community expertise
- Adjustment to Criteria, Sub-criteria and scoring guidelines to eliminate undue bias against unconventional communities (eg. Human Rights based, minority, linguistic, cultural, ethnic groups)
- Preventing imbalance in considering opposition versus support
- Lowering threshold to prevail in CPE

Applicant Support Qualifiers
- Priority in string contention; secondary benefit of a multiplier in auction bids

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Thank you!

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https://atlarge.icann.org