

ICANN | GNSO

Generic Names Supporting Organization

GNSO Guidance Recommendation Initial Report

For Public Comment by the CPWG
Maureen Hilyard & Satish Babu

Very important

1. Read each recommendation carefully, because the wording of the recommendation is very important as we move onto our final report.
2. For some background on the discussion that took place in the GGP, read the relevant pages in the Initial report.
3. After you have made your initial selection, please comment if:
 1. You think that the wording needs to be altered in any way and why.
 2. You don't support the recommendation at all and why.
 3. You want to raise an issue related to this recommendation – giving full explanation about what you have issue with and why.
4. You can submit this public comment as an individual or as a group

Guidance Recommendation 1:

Please refer to page 11 of the Initial Report.

Please indicate your response to Guidance Recommendation 1: [single select, optional]

- Support Recommendation as written
- Support Recommendation intent with wording change
- Significant change required: changing intent and wording
- Do not support Recommendation
- No opinion

If you support the intent of Guidance Recommendation 1 but think it requires a wording change, please provide your **revised wording and reason** here. [open ended response, optional]

If you do not support the Guidance Recommendation 1, please provide **your reason** here. [open ended response, optional]

Are there any comments or issues you would like to raise pertaining to the Rationale for Guidance Recommendation 1? If yes, please provide **your comments** here. [open ended response, optional]

1. COMMUNICATIONS & OUTREACH/AWARENESS

Guidance Recommendation 1: Increase awareness of the Applicant Support Program of the next round of gTLD applications among those who may need and could qualify for support.

Implementation Guidance: Target potential applicants from the not-for-profit sector, social enterprises and/or community organizations from under-served and developing regions and countries.

Indicators of Success:

Quantitative: Conversion rates proportionate with industry standards for online campaigns and in-person events, with specific metrics and pre-agreed to be determined in consultation with ICANN org Communications and applicable contractor(s).

Qualitative: Survey results about quality and clarity of information that are proportionate with industry standards, with specific metrics to be determined and pre-agreed in consultation with ICANN org Communications and applicable contractor(s).

Data/Metrics to Measure Success: Click-throughs, inquiries, registrations to get more information, etc.

Qualitative Measurements: Results of the surveys about the quality of the information provided – whether the recipient understood the information, made an informed decision to consider pursuing further or walk away.

Guidance Recommendation 2:

Please refer to page 14 of the Initial Report.

Please indicate your response to Guidance Recommendation 2: [single select, optional]

- Support Recommendation as written
- Support Recommendation intent with wording change
- Significant change required: changing intent and wording
- Do not support Recommendation
- No opinion

If you support the intent of Guidance Recommendation 2 but think it requires a wording change, please provide your revised wording and reason here. [\[open ended response, optional\]](#)

If you do not support the Guidance Recommendation 2, please provide your reason here. [\[open ended response, optional\]](#)

Are there any comments or issues you would like to raise pertaining to the Rationale for Guidance Recommendation 2? If yes, please provide your comments here. [\[open ended response, optional\]](#)

2. "BUSINESS CASE" ALSO KNOWN AS APPLICANT UNDERSTANDING AND DETERMINING NEED/OPPORTUNITY & DEVELOPING APPLICATION

Guidance Recommendation 2: That the Applicant Support Program has cultivated pro bono services as well as ICANN-provided information and services to be available for supported applicants to inform their gTLD applications; that ICANN will communicate the availability of pro bono services and the parameters in which they are offered to potential supported applicants; and that supported applicants report that they found the information and services offered by pro bono providers to be useful.

Indicators of Success:

Quantitative: A majority of Applicant Support Program applicants that access pro bono services indicate moderate to high satisfaction with those pro bono services and information.

Qualitative: A majority of Applicant Support Program applicants that are surveyed about quality and usefulness of services, such as pro bono services, indicate how and why those services were useful to their application.

Data/Metrics to Measure Success: A majority of respondents that are surveyed about pro bono services indicated that the services and information that they received was useful to informing their gTLD application and/or assisting them through the application process.

Guidance Recommendation 3:

Please refer to page 16 of the Initial Report.

Please indicate your response to Guidance Recommendation 3: [single select, optional]

- Support Recommendation as written
- Support Recommendation intent with wording change
- Significant change required: changing intent and wording
- Do not support Recommendation
- No opinion

If you support the intent of Guidance Recommendation 3 but think it requires a wording change, please provide your revised wording and reason here. [open ended response, optional]

If you do not support the Guidance Recommendation 3, please provide your reason here. [open ended response, optional]

Are there any comments or issues you would like to raise pertaining to the Rationale for Guidance Recommendation 3? If yes, please provide your comments here. [open ended response, optional]

3. ICANN ORG SET UP OF APPLICANT SUPPORT PROGRAM FOR SUCCESS (IN OPERATIONAL TERMS)

Guidance Recommendation 3: That the Applicant Support Program has the necessary resources to achieve its goals based on the GGP Guidance Recommendation Report.

Indicators of Success:

Qualitative: Survey results from event attendees, potential Applicant Support Program applicants, and actual Applicant Support Program applicants indicate a high degree of understanding about the Applicant Support Program and the gTLD Program application requirements.

Data/Metrics to Measure Success: “mentions”, the quality of the coverage (e.g., reach, correct messaging, positive tone, appropriate outlet), and the geographic distribution of the coverage. Additional communications metrics that can be considered include social media statistics, website traffic, and event attendance (physical and online), inquiries, event registrations indicate awareness and have cultivated interest among potential applicants to get more information about the Applicant Support Program.

Qualitative Measurements: Results of the ongoing surveys about the quality, accessibility, and usefulness of the information and events provided about the Applicant Support Program.

Guidance Recommendation 4:

Please refer to page 17 of the Initial Report.

Please indicate your response to Guidance Recommendation 4: [single select, optional]

- Support Recommendation as written
- Support Recommendation intent with wording change
- Significant change required: changing intent and wording
- Do not support Recommendation
- No opinion

If you support the intent of Guidance Recommendation 4 but think it requires a wording change, please provide your revised wording and reason here. [\[open ended response, optional\]](#)

If you do not support the Guidance Recommendation 4, please provide your reason here. [\[open ended response, optional\]](#)

Are there any comments or issues you would like to raise pertaining to the Rationale for Guidance Recommendation 4? If yes, please provide your comments here. [\[open ended response, optional\]](#)

4. APPLICATION SUBMISSION AND EVALUATION

Guidance Recommendation 4: Make application materials and the application process timely and accessible to diverse potential applicants, with the aim of facilitating successful applications in the Applicant Support Program among those who may need and could qualify for support.

Indicators of Success:

ICANN Learn module/survey results show that a majority of applicants had a strong understanding of the application requirements and evaluation process.

Data/Metrics to Measure Success: Percentage of applicants that applied that indicated via survey or ICANN Learn module that they had a strong understanding of the ASP application requirements and evaluation process.

Qualitative Measurements: Results of surveys about whether the applicant was successful or made an informed decision not to submit an application (noting that survey response rates from entities that ultimately chose not to submit an application may be quite low and difficult to measure).

Guidance Recommendation 5:

Please refer to page 18-19 of the Initial Report.

Please indicate your response to Guidance Recommendation 5: [single select, optional]

- Support Recommendation as written
- Support Recommendation intent with wording change
- Significant change required: changing intent and wording
- Do not support Recommendation
- No opinion

If you support the intent of Guidance Recommendation 5 but think it requires a wording change, please provide your revised wording and reason here. [\[open ended response, optional\]](#)

If you do not support the Guidance Recommendation 5, please provide your reason here. [\[open ended response, optional\]](#)

Are there any comments or issues you would like to raise pertaining to the Rationale for Guidance Recommendation 5? If yes, please provide your comments here. [\[open ended response, optional\]](#)

5. CONTRACTING/DELEGATION

Guidance Recommendation 5: Of all successfully delegated gTLD applications, the goal is that a certain percentage of them should be from supported applicants.

Indicators of Success:

No fewer than 10, or 0.5 percent (.005), of all successfully delegated gTLD applications were from supported applicants.

Data/Metrics to Measure Success: 0.5 percent (.005) of successfully delegated gTLD applications are from supported applicants. Note that this percentage is not in relation to the number of strings applied for, rather the number of applications.

Guidance Recommendation 6:

Please refer to page 20 of the Initial Report.

Please indicate your response to Guidance Recommendation 6: [single select, optional]

- Support Recommendation as written
- Support Recommendation intent with wording change
- Significant change required: changing intent and wording
- Do not support Recommendation
- No opinion

If you support the intent of Guidance Recommendation 6 but think it requires a wording change, please provide your revised wording and reason here. [\[open ended response, optional\]](#)

If you do not support the Guidance Recommendation 6, please provide your reason here. [\[open ended response, optional\]](#)

Are there any comments or issues you would like to raise pertaining to the Rationale for Guidance Recommendation 6? If yes, please provide your comments here. [\[open ended response, optional\]](#)

Guidance Recommendation 6: ICANN Org to investigate the extent to which supported applicants that were awarded a gTLD are still in business as a registry operator after three years.

Implementation Guidance:

1. If supported applicants that were awarded a gTLD are *not* still in business as a registry operator after three years, ICANN org to investigate barriers/challenges that failed registry operators experienced to help inform future aspects of Applicant Support Program and/or other capacity development new registry program.
2. Following completion of a new gTLD round, ICANN org should collect data on the number of supported applications that resulted in a delegated TLD by region, and those that did not; track operations of those delegated TLDs for three years; and conduct of survey of the successful and unsuccessful supported applicants to determine which elements of the program they found useful or not.”

Indicators of Success:

Number of supported applications that result in a delegated TLD and track operations over a designated time period, for example three years.

Data/Metrics to Measure Success:

- The number of registrants of domain names registered in “regional” TLDs (e.g., TLDs focusing mainly on a local, limited market), keeping in mind that there are other barriers for registrants in developing countries to access domain names, such as inability to access online payment services and a lack of local registrars.
- The number of domain names registered in “regional” new gTLDs compared to the number of Internet users in such regions. These numbers could be compared with the same numbers for Internet users and “regional” new gTLDs in developed regions such as Europe and North America.

Guidance Recommendation 7:

Please refer to page 22 of the Initial Report.

Please indicate your response to Guidance Recommendation 7: [single select, optional]

- Support Recommendation as written
- Support Recommendation intent with wording change
- Significant change required: changing intent and wording
- Do not support Recommendation
- No opinion

If you support the intent of Guidance Recommendation 7 but think it requires a wording change, please provide your revised wording and reason here. [\[open ended response, optional\]](#)

If you do not support the Guidance Recommendation 7, please provide your reason here. [\[open ended response, optional\]](#)

Are there any comments or issues you would like to raise pertaining to the Rationale for Guidance Recommendation 7? If yes, please provide your comments here. [\[open ended response, optional\]](#)

Guidance Recommendation 7: In the scenario that there is inadequate funding for all qualified applicants in the Applicant Support Program, the recommended methodology for allocating financial support should be for ICANN Org to allocate limited funding by way of fee reduction equally across all qualified applicants, while not hindering the efficiency of the process. In this context the working group agreed to assume, for the sake of equity, that one application equaled one string. This recommendation is made in the context of no additional funding being made available, however the group recommends that ICANN Org, as a high priority, makes every effort to provide additional funding so that all successful applicants are supported.

Guidance Recommendation 8:

Please refer to page 24 of the Initial Report.

Please indicate your response to Guidance Recommendation 8: [single select, optional]

- Support Recommendation as written
- Support Recommendation intent with wording change
- Significant change required: changing intent and wording
- Do not support Recommendation
- No opinion

If you support the intent of Guidance Recommendation 8 but think it requires a wording change, please provide your revised wording and reason here. [\[open ended response, optional\]](#)

If you do not support the Guidance Recommendation 8, please provide your reason here. [\[open ended response, optional\]](#)

Are there any comments or issues you would like to raise pertaining to the Rationale for Guidance Recommendation 8? If yes, please provide your comments here. [\[open ended response, optional\]](#)

Guidance Recommendation 8: To mitigate the risk that the allocation of support under the Applicant Support Program could be diluted to the point of being unhelpful, ICANN Org should designate a minimum level of support each qualified applicant must receive, and develop a plan if funding drops below that level.

Guidance Recommendation 9:

Please refer to page 24 of the Initial Report.

Please indicate your response to Guidance Recommendation 9: [single select, optional]

- Support Recommendation as written
- Support Recommendation intent with wording change
- Significant change required: changing intent and wording
- Do not support Recommendation
- No opinion

If you support the intent of Guidance Recommendation 9 but think it requires a wording change, please provide your revised wording and reason here. [\[open ended response, optional\]](#)

If you do not support the Guidance Recommendation 9, please provide your reason here. [\[open ended response, optional\]](#)

Are there any comments or issues you would like to raise pertaining to the Rationale for Guidance Recommendation 9? If yes, please provide your comments here. [\[open ended response, optional\]](#)

Guidance Recommendation 9: ICANN Org should develop a flexible, predictable, and responsive Applicant Support Program in order to communicate the results of evaluation process and allow applicants to know about their range of support allocations as early as possible in a transparent manner.