Tasks:

- Task 3 – Analyze the set of suggested metrics in Implementation Guidance 17.9 and propose which ones should be prioritized. The set of prioritized metrics is NOT limited to what is identified in 17.9

- Task 4 – Identify any other appropriate metrics and measures of success to help in identifying the necessary program elements and measuring program success after the fact. In identifying the suggested set of metrics, propose how data can be collected, how metrics can be measured, who can collect the data, as well as what represents success.

- Task 5 – Consider, and to the extent feasible, suggest how the "outreach, education, business case development, and application evaluation" elements of the Applicant Support Program may be impacted by the identified metrics and measures of success. For example, based on the success metrics for Awareness and Education, this may impact the approach for performing outreach and education. To the extent feasible, suggest an approach to outreach, education, business case development, and application evaluation assistance.

Implementation Guidance 17.9: The dedicated Implementation Review Team should seek advice from experts in the field to develop an appropriate framework for analysis of metrics to evaluate the success of the Applicant Support Program. The Working Group identified a non-exhaustive list of potential data points to support further discussion in the implementation phase. The Working Group anticipates that the dedicated IRT will consider how these and other potential metrics may be prioritized:

- Awareness and Education:
  - number of outreach events and follow up communications with potential applicants
  - level of awareness about the New gTLD Program/Applicant Support Program
  - number of enquiries about the program/level of interest expressed/number that considered applying
  - number of applicants
    - first-time applicants versus repeat applicants
    - applicants submitting a single application versus portfolio applicants
    - applications based on pre-existing trademarks
  - diversity and distribution of the applicant pool: geographic diversity, languages, scripts
- Other Elements of Program Implementation:
  - number of ICANN staff members and contractors supporting the Applicant Support Program
  - number of service providers offering pro-bono assistance and value of assistance offered/provided
  - number of applicants accessing/using pro-bono assistance
  - number of approved applicants for financial assistance
  - number of applicants who received bid credits, multiplier, other and were successful in auction
  - the value of the bid credits, multiplier, other
  - number of applicants who withdrew from auction
  - number of applicants who entered in to a business combination or other forms of joint ventures
  - length of time before any change of ownership occurred

- Success of Launched gTLD:
    - 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.