

At-Large Advisory Committee (ALAC)

GNSO Guidance Process (GGP) Applicant Support

Maureen Hilyard and Sarah Kiden

03 May 3023



1. Outreach and Awareness

- ⦿ **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-developed¹, under-represented or under-served² and developing regions.

- ⦿ **Indicators of success:**
 - *Quantitative:* Conversion rates proportionate with industry standards for online campaigns and in-person events, 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.

1. See UN standard for statistical use: "developing regions and countries" (<https://unstats.un.org/unsd/methodology/m49/#fn2>).

2. See GAC's definition of under-served: <https://gac.icann.org/working-group/gac-working-group-on-underserved-regions-usrwg> and also citing the use of underrepresented from the SubPro final report: <https://gnso.icann.org/sites/default/files/file/field-file-attach/final-report-newgtld-subsequent-procedures-pdp-02feb21-en.pdf>

1. Outreach and Awareness - cont

- ⦿ **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.
- ⦿ **Rationale and Assumptions:** TBD from WG Discussion

2. “Business Case”

- ⊙ Also known as applicant understanding and determining need/opportunity & developing application.
- ⊙ **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 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 supported applicants that access pro bono services indicate moderate to high satisfaction with those pro bono services and information.
 - *Qualitatively:* A majority of supported applicants that are surveyed about the quality and usefulness of services, such as pro bono, indicate how and why those services were useful to their application.

2. “Business Case” - cont

- ⦿ **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/ assisting them through the application process.
- ⦿ **Qualitative Measurements:** Results of the surveys about the quality and usefulness of services, such as pro bono – whether the applicant was successful or made an informed decision to walk away (noting that survey response rates from entities that chose not to participate may be quite low and difficult to measure).
- ⦿ **Rationale and Assumptions:** TBD from WG Discussion

3. ICANN Org set up of ASP for success (operationally speaking)

- **Recommendation 3:** That the Applicant Support Program has the necessary resources to achieve its goals based on the GGP Recommendations Guidance Report.
- **Indicators of success:**
 - *Qualitative:* Survey results from event attendees, potential ASP applicants, and actual ASP applicants indicate a high degree of understanding about the ASP 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 surveys about the quality, accessibility, and usefulness of the information and events provided about the Applicant Support Program.
- **Rationale and Assumptions:** TBD from WG Discussion

4. Application Submission and Evaluation

- ⦿ **Recommendation 4:** Make application materials and the application process timely 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.

- ⦿ **Rationale and Assumptions:** TBD from WG Discussion

5. Contracting/Delegation

- ⦿ **Recommendation 5:** Of all successfully delegated gTLD applicants, the goal is that 5 percent (.05) of them were supported applicants.

- ⦿ **Indicators of success:**
 - 5 percent (.05) of all successfully delegated gTLD applicants were supported applicants.

- ⦿ **Data/Metrics to Measure success:** 5 percent of successfully delegated gTLD applications are supported applicants. Note that this percentage is in relation to the number of strings applied for, or the number of applicants.

- ⦿ **Rationale and Assumptions:** TBD from WG Discussion

6. Ongoing Operations of the gTLD

- ⦿ **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 two years.

- ⦿ **Implementation Guidance:**
 - If supported applicants that were awarded a gTLD are not still in business as a registry operator after two years, ICANN Org to investigate barriers/challenges that failed ROs experienced to help inform future aspects of ASP and/or other capacity development new registry program.

- ⦿ **Indicators of success:**
 - Number of supported applications that result in a delegated TLD and track operations over a designated time period, for example two years.

6. Ongoing Operations of the gTLD - cont

⦿ **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.

⦿ **Rationale and Assumptions:** TBD from WG Discussion

Thank you!

