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FORUM

New gTLDs Next Round Comms and Engagement Plan

At-Large collaboration in the new gTLD Program Outreach and Engagement Plan

11 June 2024



Proposed Agenda

- Introduction
 - Expectations of the Final Report
- Campaign in Phases
- Delivery Approach
- Materials and Resources
- Goals
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 - Engagement Goals
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Outreach and Engagement Plan

In its [Final Report](#) on the New gTLD Subsequent Procedures Policy Development Process (Final Report), the GNSO underscores the importance of **creating early awareness with as many potential applicants around the world as possible and ensuring that potential applicants know about the program with sufficient time to prepare and apply.(REC 13.2)**

The Outreach and Engagement plan recognizes that capacity development, communications, and engagement with a focus on global inclusivity are key to fostering diverse participation in the next round of new gTLD applications.

Outreach and Engagement Plan

The campaign encompasses five phases:

1. **Early Awareness** — A targeted awareness campaign (beginning March 2023) highlighting the importance of Universal Acceptance (UA) and Internationalized Domain Names (IDNs) in creating a more inclusive Internet.
2. **Community-level Awareness** — A grassroots campaign (May - October 2024) to generate interest in the next round within the ICANN community and among industry participants.
3. **Strategic Engagement** — (October 2024 through December 2025) ICANN org will create awareness about the importance of the DNS and interest in new gTLDs *outside of the ICANN community*.
4. **Application Readiness** — Focus on preparing applicants to submit their gTLD applications.
5. **Post-Assessment** — Evaluate whether the campaign achieved its objectives to allow for course correction in the future.

The ICANN community is an important ally in identifying and engaging with the audiences envisioned in the Final Report.

Materials and Resources

ICANN org will create a variety of materials and resources to support the program and potential applicants, including:

- Program website
- Case studies
- Webinars and training modules
- Engagement materials

ICANN org also will provide support during the application process.

Outreach and Engagement Goals

Overarching program goals (GNSO):

Foster diversity

Encourage competition

Enhance the utility of the DNS

In support of these goals, outreach and engagement seeks to:

1. Promote inclusive participation.
2. Facilitate engagement.
3. Highlight the value of gTLDs.
4. Collaborate.

Proposed Delivery and Approach

May 2024 — ICANN org will kick off a grassroots effort to begin generating a buzz about the next round and create awareness of the Applicant Support Program and Registry Service Provider Evaluation Program.

Leverage local, regional, and community relationships to build awareness among businesses and organizations that may have interest in operating a registry.

October 2024 — ICANN org will launch formal global campaign —18 months before the application submission period opens, continuing through April 2026.

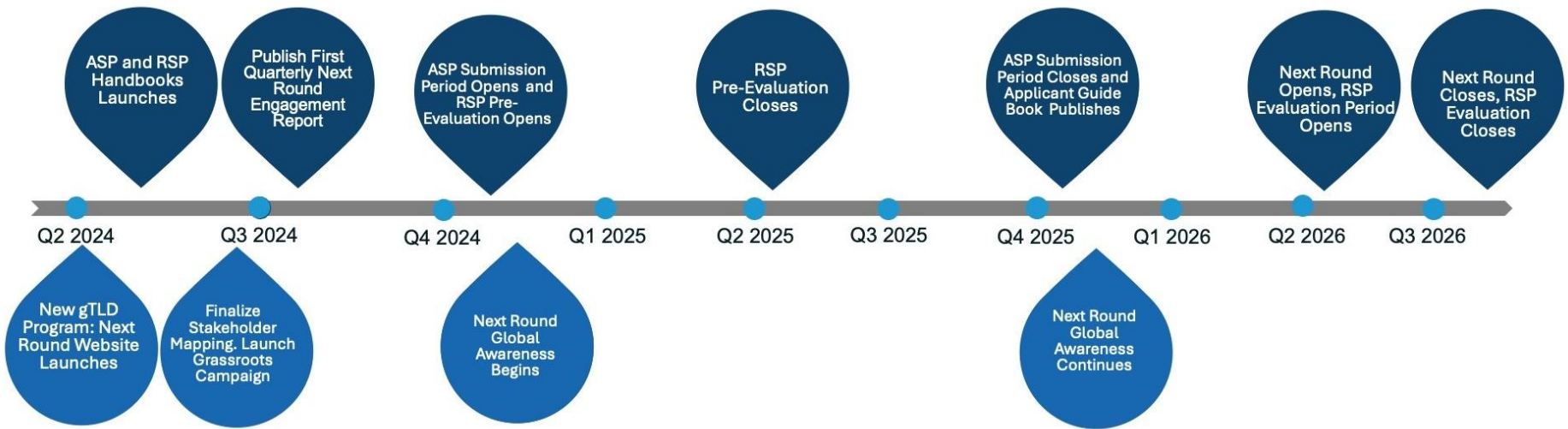
This phase encompasses broad engagement activities that include speaking events and webinars, as well as a targeted global public relations campaign.

Timeline for Key Events

NEW gTLD PROGRAM:
NEXT ROUND

TIMELINE FOR KEY EVENTS

Supported by Communications and Engagement



Audiences

1. **Registrars**, especially in developing/underserved regions, that may be interested in operating a gTLD.
2. **Civil Society**, nongovernmental organizations, advocacy groups, philanthropists, and others focused on promoting inclusivity, diversity, and cultural preservation online through new gTLDs.
3. **Businesses and entrepreneurs**, especially those operating in regions with limited access to digital infrastructure; those looking to differentiate their product or service; and those looking to compete in the global marketplace using gTLDs.
4. **Local governments, Public Authorities and IGOs** that want to promote their local region or culture.
5. **Brands**, organizations that want to launch new products and services, enhance customer experience, innovate new technology and provide flexibility for future innovations.

Program Messaging

Tailored messaging to communicate the opportunities associated with the program with clarity and impact.

These messages will:

- Highlight the importance of new gTLDs in promoting digital inclusivity and their potential in preserving cultural diversity.
- Showcase how operating a .brand TLD can enhance and extend brand identity.
- Emphasize the control and security benefits of operating a .brand TLD, including brand defense and protection, and mitigation of cyber threats.
- Highlight the built-in safeguards to protect intellectual property rights in the DNS (e.g., the Uniform Domain Name Dispute Resolution Policy, Uniform Rapid Suspension, and Trademark Post-Delegation Dispute Resolution Procedure).

Communications KPIs

Thematic Area	KPIs
Overall Communications	<ul style="list-style-type: none">● Media reach, social media and engagement metrics including the number of media pick-ups and geographic distribution● Speaking opportunities outside of GSE capacity-building efforts.● Metrics to measure success, including click-throughs, inquiries, registrations to get more information, etc.

Engagement KPIs

Thematic Area	KPIs
ASP	<ul style="list-style-type: none">● Number of ASP applications received.● Diversity of applicants (both geographic distribution and TLD Types).● Number of engagements held with ASP target audiences.● Number of pro bono service providers, including assessment of qualitative factors such as their geographic location and areas of coverage, language representation, and selection of services provided.
RSP	<ul style="list-style-type: none">● Number of RSP applications received.● Diversity of applicants (both regional and stakeholder categories).● Number of engagement activities with RSP target audiences.
Next Round	<ul style="list-style-type: none">● Number of gTLD applications received.● Diversity of applicants (both regional and stakeholder categories).● Number of engagement activities with target audiences and high-level allies in ministries and governmental departments to be champions for IDNs, UA, and new gTLDs.● Queries received about the New gTLD Program: Next Round and other related programs such as the Applicant Support Program and the Registry Service Providers Evaluation Program

Questions / Comments





Thank You and Questions

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