



**Application & Evaluation
Data
Brainstorming**

Was the application and evaluation process effective at...

Addressing the needs of underserved areas and markets?

- Serving the community
- Encouraging participation as providers from within the area
- Providing effective dispute resolutions for developing regions
- Examining barriers to entry for prospective participants for emerging economies
- IDNs
- Application support

Providing equal opportunity for participation in the Program

- Risk of unfair advantage for those with more money (or disadvantage those with fewer resources) and "insider knowledge"
- Linguistic barriers
- Sufficient outreach and awareness
- Infrastructure access

Collecting and implementing GAC public policy advice

- Public Interest Commitments: voluntary vs. mandated
- Early enough participation by GAC
- Was GAC advice effectively formulated?

Preventing the delegation of TLDs that would be confusing or harmful

- Standing in objection process
- String confusion
- Singular plurals
- Inconsistent decisions/appeals

Allowing specific communities to be served by a relevant TLD?

- How we define community applicants and design an evaluation process fit to purpose?
- IDNs

String Contentious Process

Ultimately expensive to
registrants

**Can we simplify the process
by eliminating “rounds”**