

Hi, I'm XXXX from AM Global and we've been contracted by ICANN to conduct a survey about the new global top level domain (gTLD) program.

1. Have you heard about the recent expansion of gTLDs?
 - a. If no, go to
2. Did you consider applying for a new top level domain?
 - a. If yes,
 - i. What string were you considering?
 - ii. What was your idea for a business model?
 - iii. What actions, research, etc. did you take?
3. Why did you decide not to apply for a new domain? (open ended)
 - a. Application fee too high
 - i. What fee would have been reasonable?
 - ii. Were you aware there was applicant support?
 - iii. Would you have applied if you had had support?
 - b. Couldn't produce the letter of credit
 - i. So if another entity provided the guarantee would you have applied?
 - c. Cost of running a domain too high
 - i. Did you have a choice of registry service providers?
 - ii. Where would the costs have to decrease to make it worth your while?
 - d. Application Process too complex
 - i. Where could the process be simplified?
 - ii. Did you have help applying for a domain?
 - e. Don't have sufficient expertise to run a domain
 - i. Did you have a choice of registry service providers?
 - f. Didn't make the deadline
 - i. How close were you?
 - ii. Can you share what you did?
 - iii. Would you be interested in applying in the future?
 - g. Have other priorities.
 - i. Do you imagine applying in the future?
4. Where do you hear about such things? (ei online, radio, etc.)
5. Now that you a know a bit more about the program, would you consider applying in the future?
 - a. If no, why not?
 - b. If yes, what would make that more likely?