

# Applicant Support Program

Dennis Chang | CCT Review | 18 May 2016

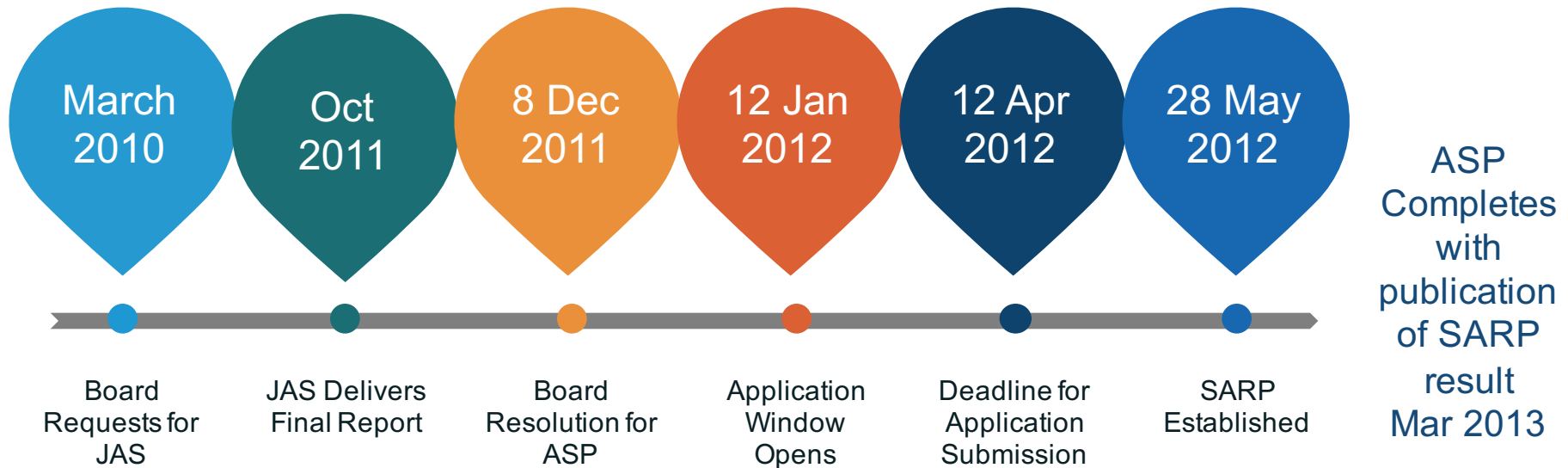
# Applicant Support Program (ASP)



- Seeks to serve the global public interest by ensuring worldwide accessibility to, and competition within, the New gTLD Program.
- Created to assist potential new gTLD applicants seeking both financial and non-financial support.
- Pro bono 3<sup>rd</sup>-party Services
- Financial Assistance
- Applicant Support Fund

◎ <https://newgtlds.icann.org/en/applicants/candidate-support>

# Applicant Support Program Timeline



- ⊙ JAS: Joint Applicant Support Working Group composed of SO and AC
- ⊙ SARP: Support Applicant Review Panel: Independent volunteer representing multi-region and expertise

# ASP Outreach Channels

**Social Media**

**Global Press**

**ICANN Website**

**Live Events**

**Other Activities**

# Promotion of ASP through Social Media

- Twitter, Facebook, Online advertising campaign
- In the first 7 weeks of ASP Program start:
  - Google ads on new gTLDs in 145 countries
    - including 35 countries defined by World Bank as lowest income
  - Geographically Targeted ads in Facebook page
  - Opted not to run the campaign in North America
  - Online “banner ads” targeted Chief Marketing Officers in developing economies
  - CMO-targeted campaign and Google ad campaign
    - 22,000 visitors from 136 countries with 5,550,000 impressions
- Twitter examples:
  - The Applicant Support Program provides assistance to communities seeking to register #newgTLDs. Learn more: <http://bit.ly/wUq6eo>
  - Financial assistance is available for needy #newgTLDs applicants. Learn more about the Applicant Support Program: <http://bit.ly/wUq6eo>
- During this time period, Twitter following grew from 8,000 predominantly North American followers, to nearly 45,000 followers from all parts of the world. The biggest increases were measured in Jakarta, Nairobi, Istanbul, Lima and Cairo.

# Promotion of ASP in Global Press

- ⦿ Difficult to measure: ~ 2,500 articles published in the World Bank's five designated regions for developing countries

Number of Earned Media Articles  
in World Bank Developing Regions

Asia and Pacific	1017
Latin America and Caribbean	651
Eastern Europe and Central Asia	601
Middle East / North Africa	68
Sub-Saharan Africa	150
TOTAL	2,487

- ⦿ Journalism conference on the African continent ([Highway Africa](#)).
  - ⦿ led to direct media coverage (i.e., [From Dot Com to Dot Anything - Modern Ghana](#)),
  - ⦿ provided a foundation of understanding for journalists who later wrote about the ASP, even before the program had been finalized (i.e. [ICANN Board focuses on assistance for developing economies by CIO East Africa](#)).
  - ⦿ The impact of our media relations and our on-going engagements in this region might best be summarized by the headline of a widely distributed AGP News Service story – “[ICANN Engagement in Africa Bears Fruit.](#)”

# Promotion of ASP on ICANN's Website

## Applicant Support Program

- Pro Bono Services
- Reduced Evaluation Fees
- Donate to the Program

Learn more

- ⦿ [Applicant Support pages](#) on the New gTLDs micro-site, which includes the Applicant Support Directory, providing a way to enroll as an applicant seeking assistance and as an organization offering assistance
- ⦿ Created the [Financial Support Handbook](#).
- ⦿ Created a banner ad, displayed on the micro-site to call attention to the program (pasted below). This helps capitalize on all the traffic driven to the New gTLD site in general, as Applicant Support is touted prominently
- ⦿ Introduced for public comment our [implementation plans](#) for applicant support
- ⦿ Announcement calling for Expressions of Interest to serve on the Support Applicant Review Panel. Issued as a press release, and published it on [PR Web](#), where it was picked up by several different news aggregators. Examples: [San Francisco Chronicle](#), [Managing IP](#), the [National Journal](#), and [The Hill](#).

# Promotion of ASP through Live Events

	Number of Events per Region	Region	Total Attendees per Region	
	4	Africa	750	
	19	Asia/Australia/Pacific	12,329	
	3	Latin America/Caribbean	5,700	
	27	Europe	5,330	
	6	North America	1,250	
<b>Total # of Events =</b>	59		25,359	= Total # of attendees

- ⦿ A wide spectrum of representatives of ICANN - Board Directors, staff, registry representatives, and others –have spoken at 59 live events. Several of these events occurred in countries the World Bank classifies as lower-middle-income or low income: Egypt, India, Pakistan, Senegal, Ukraine, Kenya, Nepal, Rwanda



# Other activities pertaining to ASP

- ⦿ ICANN mailed a letter to governments to make them formally aware of the new gTLD Program:
  - ⦿ 136 government representatives related to the GAC,
  - ⦿ 87 governments that are not GAC members.
- ⦿ While this is not publicity of Applicant Support Program *per se*, it is another effort to make governments in developing countries aware of new gTLDs.
- ⦿ On the Applicant Support Directory:
  - ⦿ 50 organizations have posted seeking pro-bono services to support their application efforts. (ASP funding could support 14 qualified applicants)
  - ⦿ 23 organizations have offered their pro-bono services to support the ASP applicants.
- ⦿ <https://newgtlds.icann.org/en/applicants/candidate-support/non-financial-support>

# More info and links on ASP



- Program site:  
<http://newgtlds.icann.org/en/applicants/candidate-support>
- Applicant Support Program Fact Sheet:  
<http://newgtlds.icann.org/en/about/program/materials>
- SARP EOI Announcement:  
<http://www.icann.org/en/announcements/announcement-3-03feb12-en.htm>
- FAQ:  
<http://newgtlds.icann.org/en/applicants/candidate-support/faqs>