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"

Equality vs Developing World

- What are the distinctions?
- How do we study them separately?
- What are the implications of an unequal process that we can measure?

The Appli-can't Surveys

1. Withdrawn Applications
   - Characteristics – No successful bid for a string
   - Survey Questions – Possibly Nielson
     1. Why withdrawn?
     2. Auction?
     3. Paid off?
     4. Insufficient funds?
2. Applicants that Might have been…
   - Identify Cohorts to Successful applicants
     1. Identify Categories
     2. Find Cohorts
     3. Identify Contacts– AM Global. Goal 200 Contacts
   - Survey Potential Applicants
     1. Identify Questions
     2. Focus Groups? – perhaps Nielson
     3. Direct Interviews? – perhaps AM Global

String Confusion

- How do we test for string confusion? – another Survey?
- How do we explore deficiencies in resolution process
- What were the standing questions? How to measure?
- How do we test for inconsistent results?
- Singles and Plurals. How to access the threat of confusion?

Collecting and Implementing GAC Advice

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

Rounds!

- What are the characteristics of a round?
- What challenges can be tied directly to it being a round?
- How do we quantify this?

Dividing up the Work!

- Question Champions – Rappateurs
- Sub-teams with champion?