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 Withdrawn Applications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 Why withdrawn?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
• 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?
• 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?