

PLACEHOLDER FOR PRELOADS - TBD

SCREENER:

BASE: ALL RESPONDENTS

Q258 The progress bar below indicates approximately what portion of the survey you have completed.

Thank you for agreeing to take this survey conducted on behalf of ICANN, the organization which administers the New gTLD Program. Our survey today is designed to explore the application and evaluation process for new gTLDs (Top Level Domains).

To confirm, has your organization applied for a new gTLD or are you in the process of applying?

- | | | |
|---|-----|-----------|
| 1 | Yes | Continue |
| 2 | No | TERMINATE |

BASE: ALL RESPONDENTS

Q260 Were you personally involved in the application process?

- | | | |
|---|-----|----------|
| 1 | Yes | Continue |
| 2 | No | Ask 261 |

Q261 Would you be able to forward the email you received asking you to complete this survey to a colleague who was/is involved in the application process?

- | | | |
|---|-----|---|
| 1 | Yes | SHOW: thank you very much, we appreciate your assistance. TALLY |
| 2 | No | SHOW: We understand, thank you for your time. END SURVEY |

BASE: ALL RESPONDENTS

Q262 Was the invitation to participate in this survey forwarded to you from one of your colleagues?

- | | | |
|---|-----|---------------------|
| 1 | Yes | GO TO MAIN SURVEY |
| 2 | No | SHOW FOLLOWING TEXT |

IF YOU RECEIVED MULTIPLE EMAIL REQUESTS FOR THIS SURVEY: We apologize for the duplication. This typically occurs when several different email addresses were used in the application process but they all resolve to a single account. YOU ONLY NEED TO COMPLETE THIS SURVEY ONCE and it does not matter which email link you clicked on.

MAIN SURVEY:

BASE: ALL RESPONDENTS

First, please tell us a little bit about your company and their involvement in the gTLD application process.

1. How would you describe your organization's primary business or activity?
 - a. Registrar
 - b. Registry
 - c. Community organization
 - d. Government agency
 - e. Corporate brand
 - f. Registry service (back-end) provider
 - g. Consultancy
 - h. Law firm
 - i. Educational institution
 - j. Non-profit organization
 - k. Other (TEXT BOX) _____

BASE: ALL RESPONDENTS

2. For approximately how many new gTLDs have you applied?
- a. 1
 - b. 2-5
 - c. 6-10
 - d. 10-20
 - e. 20-50
 - f. 50-100
 - g. 100+

BASE: ALL RESPONDENTS

3. Prior to applying for a new gTLD, did you or your firm previously operate one or more TLDs?
- a. Yes
 - b. No

BASE: ALL RESPONDENTS IF Q2=1, SINGLE RESPONSE, IF Q2>1, MULTIPLE RESPONSE

4. IF Q2=1, What is the current status of your application?
IF Q2>1, What is the current status of your applications (Please select all that apply)?
- a. Active: Proceeding toward delegation
 - b. Active: Engaged in a Dispute Resolution Procedure
 - c. Delegated (Indicates the gTLD for this application has been delegated in the Root Zone of the DNS.)
 - d. Withdrawn
 - e. Terminated
 - f. No official determination yet, but we do not expect to proceed,
 - g. Not yet resolved/unsure

BASE: ALL RESPONDENTS

5. Have any of your applications been part of a contention set? A contention set is a set of two or more applications that have been deemed confusingly similar to one another. This includes applications for exact match gTLDs.
- a. Yes
 - b. No

BASE: Q5=YES

6. How was the contention resolved? (Please select all that apply)
1. Private settlement
 2. Community Priority Evaluation
 3. Auction
 4. Contention has yet to be resolved

BASE: ALL RESPONDENTS

7. How would you describe the TLDs for which you applied? (select all that apply)
- a. Generic
 - b. Brand
 - c. IDN (Internationalized Domain Names, or those that include characters beyond the letters a-z, the digits 0-9 and a hyphen.)
 - d. Community
 - e. Geographic
 - f. Other (TEXT BOX) _____

BASE: ALL RESPONDENTS

8. Why did you apply for a new gTLD?
(OPEN TEXT BOX) _____

BASE: ALL RESPONDENTS

9. How did you hear about the new gTLD program? (select all that apply)
- a. I learned about it as an active participant in the ICANN community
 - b. Advised by professional counsel—lawyer, business consultant, etc.
 - c. Word of mouth
 - d. I saw/heard an advertisement for the program
 - e. I was advised to apply
 - f. Another entity that manages my domain names suggested it
 - g. I was waiting for an application window to open
 - h. Other (TEXT BOX) _____

BASE: ALL RESPONDENTS

10. Prior to applying for a new gTLD, how did you participate in the ICANN community, if at all? (select all that apply)
- a. I was a contracted party with ICANN
 - b. I regularly attended ICANN meetings
 - c. I submitted public comments on policy issues
 - d. I participated in a Policy Development Process
 - e. I was a member of a Supporting Organization (SO) or an Advisory Committee (AC)
 - f. I regularly followed news and events from ICANN and associated constituencies
 - g. I did not actively participate in the ICANN community (EXCLUSIVE RESPONSE)

BASE: ALL RESPONDENTS

11. Did you use a consulting service or other outside firm to submit your application?
- a. Yes
 - b. No

BASE: Q11 =YES

12. With what portions of the application did the consulting firm assist in preparing? (Please select all that apply)
- 1. Financial
 - 2. Technical
 - 3. General application assistance
 - 4. I represent a consulting firm that helped applicants with their applications
 - 5. Other (TEXT BOX) _____

BASE: ALL RESPONDENTS

13. Did your application(s) receive a GAC Early Warning? (A GAC Early Warning is a notice from members of ICANN's Governmental Advisory Committee (GAC) that an application is seen as potentially sensitive or problematic by one or more governments.)
- a. Yes
 - b. No

BASE: Q13 =YES

14. How did you respond to the entity that issued the early warning, and what impact did the warning have on your application?
(OPEN TEXT BOX) _____

BASE: ALL RESPONDENTS

15. Did your application(s) receive GAC advice? (GAC Advice is advice from the Governmental Advisory Committee (GAC) to the ICANN Board regarding an application identified as being problematic, e.g., that potentially violates national law or raises sensitivities. This is different than a GAC Early Warning.)
- a. Yes
 - b. No

BASE: Q15 =YES

16. How did you respond to the entity that issued the advice, and what impact did the GAC advice have on your application?
(OPEN TEXT BOX) _____

BASE: ALL RESPONDENTS

17. Did you incorporate voluntary Public Interest Commitments (PICs) into your application(s)?
- a. Yes
 - b. No

BASE: Q17 =YES

18. Why? Please briefly summarize the nature and objectives of the PICs included in your application, including why you incorporated them, your goal in including these PICs, and whether that goal has been accomplished to date.
(OPEN TEXT BOX) _____

Now we would like to ask you about your perception of the gTLD application process.

BASE: ALL RESPONDENTS

19. Do you think that you received sufficient guidance from ICANN regarding the application process?
- a. Yes
 - b. No
 - c. No opinion/not involved at that level

BASE: ALL RESPONDENTS

20. What are the biggest challenges you faced during the application and evaluation process? Were any unexpected, and if so, why?
(OPEN TEXT BOX) _____

BASE: ALL RESPONDENTS

21. Presuming new gTLDs continue to be allocated, do you believe that staging the application periods in rounds where a certain number of new gTLDs are opened for application in a specific window, rather than all at once is an effective means of adding new gTLDs to the DNS (Domain Name System)?
- a. Yes
 - b. No

22. (IF 21=A, "Why do you..."/IF 21=B, "Why don't you...") believe this is an effective means of adding new gTLDs?

(OPEN TEXT BOX) _____

BASE: ALL RESPONDENTS

23. Regardless of whether you believe staging application periods in rounds is effective, do you support another means of opening application periods? Please explain if so; if not, you can just type "no".
(OPEN TEXT BOX) _____

BASE: ALL RESPONDENTS

24. Would you apply for a new gTLD again under the same procedure used and which is outlined in the Applicant Guidebook?
- a. Yes
 - b. No

BASE: ALL RESPONDENTS

25. Using the scale below, how would you rate your OVERALL SATISFACTION with the application process?
1. Extremely dissatisfied
 2. Somewhat dissatisfied
 3. Neither satisfied nor dissatisfied
 4. Somewhat satisfied
 5. Extremely satisfied

BASE: ALL RESPONDENTS

26. Overall, how would you rate your satisfaction with the APPLICATION EVALUATION process?
1. Extremely dissatisfied
 2. Somewhat dissatisfied
 3. Neither satisfied nor dissatisfied
 4. Somewhat satisfied
 5. Extremely satisfied

BASE: IF Q4 =C

27. Overall, how would you rate your satisfaction with the TRANSITION TO DELEGATION process, which includes contracting and pre-delegation testing? DO NOT ASK OF WITHDRAWN APPLICANTS)
1. Extremely dissatisfied
 2. Somewhat dissatisfied
 3. Neither satisfied nor dissatisfied
 4. Somewhat satisfied
 5. Extremely satisfied

BASE: Q4= D

28. Earlier you stated that you had withdrawn one or more applications. Why did you withdraw your application?
- a. Cost
 - b. Technical requirements
 - c. Contention process
 - d. The marketplace for new gTLDs no longer seemed attractive
 - e. Length of process
 - f. Other (TEXT BOX)_____

BASE: Q4 =D

29. At what point in the process did you withdraw your application?
- a. Evaluation
 - b. Contention resolution
 - c. Contracting
 - d. PDT (Pre-delegation testing.)
 - e. After delegation

BASE: ALL REpondENTS

30. Would you be willing to participate in a 15 to 20-minute telephone interview to provide more details about your experience during the application process?
- a. Yes (contact information box)
 - b. No

BASE: ALL RESPONDENTS

31. Do you want your answers to remain anonymous?
- a. Yes
 - b. No (contact information box)

PLACEHOLDER FOR INCENTIVES – TBD

PLACEHOLDER FOR IDI SELECTION – TBD DAVID/SUSAN