



# Overall Process/Support/Outreach

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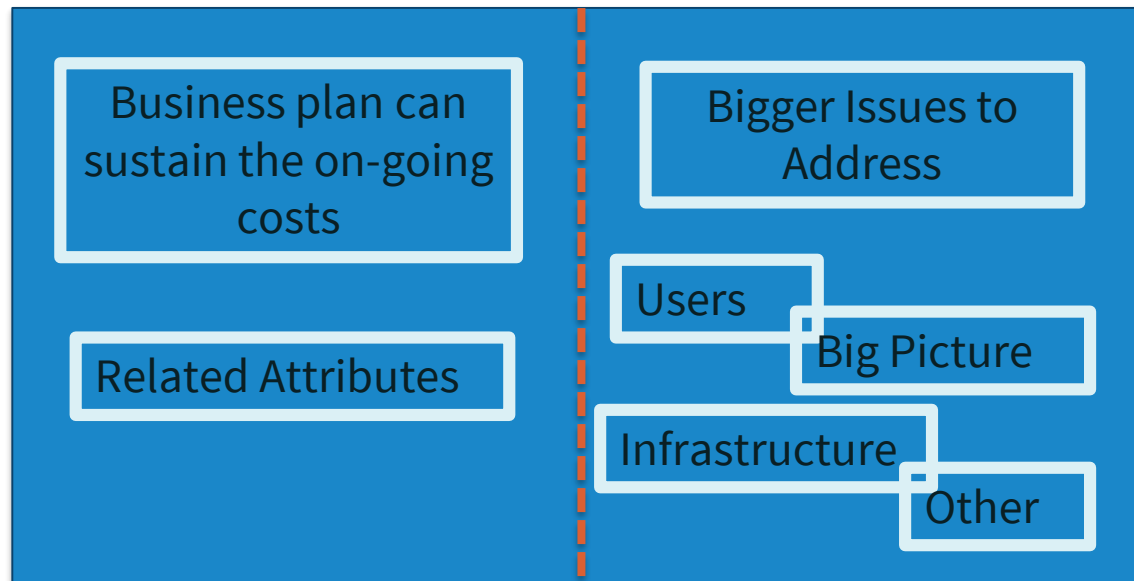
# ICANN 57 Recap – Applicant Support

## What we learned:

- Need to understand failure before moving forward with anything further
  - Need to know what the challenges were. Cost was a big factor
  - GAC will oppose any effort to move program forward without first understanding challenges and why it failed
- Next Steps
  - APAC/GAC to reach out to 3 applicants and find out from them what went wrong
  - GAC putting together work plan with new approach to understand challenges and enforce with data
    - Review and understand weaknesses and programs over next few years
    - NA companies coming into regions to do studies is a problem and undermines any potential program
    - Someone who understands each region needs to lead review
  - Need balance between outreach and information being impartial – set right level of expectation and making people aware
  - ICANN needs to partner with organizations in the regions first before doing anything further
- Potential areas for expansion
  - Broaden support to IDNs or other criteria
  - Focus AS on the “middle applicant” – developed but struggling regions, as opposed to underserved or under developed regions.

# Applicant Support

- Based on feedback:
  - Are we putting the ‘Cart before the Horse’: do underdeveloped regions need a TLD when there are bigger concerns/issues?
  - Need to ensure the area/applicant can support the on-going operational costs
  - Is there a logical case going forward and if so, what does it look like?



# Schedule of Topics

Order	Topic	Dependencies	Timeline
A	Accreditation Programs	<ul style="list-style-type: none"> <li>Preliminary outputs that impact fees to be completed by Nov 2nd</li> </ul>	Aug 15 – Dec 13
A	Applicant Support		Aug 15 – Feb 17
B	Clarity of Application Process		Nov 2 – Dec 14
B	Application Fees		Nov 2 – Dec 14
B	Variable Fees		Nov 2 – Dec 14
C	Application Queuing	<ul style="list-style-type: none"> <li>Clarity of Application Process</li> </ul>	Nov 29 – Dec 27
C	Application Submission Period		Nov 29 – Dec 13
D	Systems	<ul style="list-style-type: none"> <li>Systems, Clarity of Application Process</li> </ul>	Dec 27 – Jan 24
D	Communications		Dec 27 – Jan 24
E	Applicant Guidebook	<ul style="list-style-type: none"> <li>Preliminary outputs that impact fees to be completed by Nov 2nd</li> <li>Preliminary outputs that impact queuing or submission to be completed by Nov 29th</li> <li>Preliminary outputs that impact systems to be completed by Dec 27th</li> </ul>	Dec 14 – Feb 17
F	Draft Request for Constituency		
F	Seek Input from SO/AC/SG/Cs		

# Clarity of Application Process

Generally it was felt that the AGB was the proper vehicle for implementing recommendations, but that a degree of transparency was lost during implementation of operational processes & procedures. This appears to have been due to the relatively short period to finalize operational requirements (7 mos) and the number of applicants once the application submission process began

**Clarity of Application Process:** How can the application process avoid developing processes on an as-needed basis (e.g., clarifying question process, change request process, customer support, etc.).

- Based on prior experience, what guidance, if any, could be provided regarding processes governing
  - Clarifying questions
  - Change requests
  - Customer support
  - Application prioritization
  - Other areas



# Application & Variable Fees

**Application Fees:** Evaluate accuracy of cost estimates and/or review the methodology to develop the cost model, while still adhering to the principle of cost recovery. Examine how payment processing can be improved.

- How well did cost estimates compare to actual costs incurred by ICANN.
  - Can ICANN Staff provide some numbers?
- Depending on results, WG may want to consider providing implementation guidance to be taken into account when ICANN works with the community to develop the costing methodology for subsequent procedures. Significant changes to the program stemming from policy development, operational changes, or other channels would need to be properly accounted for in any new costing methodology.

**Variable Fees:** Should the New gTLD application fee be variable based on such factors as application type (e.g., open or closed registries), multiple identical applications, or other factor?

- The application fee should remain dependent upon the principle of cost recovery (as opposed to generating excess revenues), as recommended in Implementation Guideline B.
- Implementation Guideline B supports the concept of differing application fee amounts for different applicants.
- The creation of application types could result in the requirement to perform a new costing analysis exercise based on changes that have been recommended for implementation.

# Application Process & Costs

- Besides Accreditation implication on processes and costs
- Other considerations?

## Application Fees:

- Evaluate accuracy of cost estimates and/or review the methodology to develop the cost model, while still adhering to the principle of cost recovery. Examine how payment processing can be improved.

## Variable Fees:

- Should the New gTLD application fee be variable based on such factors as application type (e.g., open or closed registries), multiple identical applications, or other factor?



# Application Submission Period & Queuing

## Discussion Items

### Application Queuing:

- Review whether first come first served guidance remains relevant and if not, whether another mechanism is more appropriate

### Application Submission Period:

- Is three months the proper amount of time?
- Is the concept of a fixed period of time for accepting applications the right approach?