

4.2.13 Application Submission Period

- 4.2.13.1 *Explanation of Subject*

Some DG Members identified the topic of the length of the application submission window. The 2007 Final Report did not appear to speak to this topic, though Implementation Guideline E is related to some degree:

The application submission date will be at least four months after the issue of the Request for Proposal and ICANN will promote the opening of the application round.

During the community discussions about the launch of the program, there was some debate about the intent of this Implementation Guideline. The community agreed that the “Request for Proposal” in the guidance referred to the AGB, as the AGB was not named as such during deliberations to develop the 2007 Final Report. As a result, this guideline was interpreted to mean that the opening of the application submission period would be at least four months after the AGB was approved by the ICANN Board, with the intent that the time would serve at least two purposes:

- ICANN would promote the program for community wide awareness, including beyond the parties that actively participate in the ICANN community.
- Applicants would familiarize themselves with the final AGB requirements.

As such, the length of the application submission period was presumably not an element discussed in the 2007 Final Report, but was included in the AGB. Inclusion in the AGB allowed for public comment to debate the merits of the proposed three month application submission period. Specific details regarding the application submission dates for the 2012 New gTLD round can be found in the AGB, section 1.1.1 Application Submission Dates.

- 4.2.13.2 *Problems Caused by Issue*

The DG Members did not identify the length of time between the approval of the AGB and the launch of the program as an issue. However, this could be a topic that warrants additional discussion, perhaps in the context of the discussions around section 4.2.11 on Communications.

The DG Members did express concerns regarding the length of the application submission period however, with a few parties stating that it may be too brief. It should be noted that the use of an application submission window is in support of the round-based format for the 2012 New gTLD Program. Provided the New gTLD Program continues as rounds-based, the application submission window length may warrant additional debate to determine if it is the proper amount of time. In its deliberations, it may be useful for a possible PDP-WG on New gTLD Subsequent Procedures to collect data, possibly through applicant surveys or other methods, to determine if there was widespread dissatisfaction with the length of time. In addition, the PDP-

WG should take into account any other recommended changes to the program that may simplify or complicate the application submission process, as that may play a role in determining if the application submission period should be adjusted accordingly.

- 4.2.13.3 *Relevant Guidance*

- Implementation Guideline E:

- 4.2.13.4 Rationale for Policy Development

As noted above, there do not appear to be recommendations in the 2007 Final Report related to the application submission period length. As such, a possible PDP-WG on New gTLD Subsequent Procedures may want to consider collecting data, analyzing recommended changes to the program, and determine if the application submission period length warrants policy development and/or implementation guidance.

In addition, Implementation Guideline E related to the outreach period may warrant clarification or refinement, as it was seen as vague by many in the community during implementation.