



# Track 1

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# Agenda 1 Slide

1

Welcome & SOIs

2

Update:  
Accreditation  
Program

3

Recap: Application &  
Variable Fees,  
Application Queuing,  
Systems &  
Communications

4

Applicant  
Guidebook

5

CC2 Questions

6

Next Call  
AOB

# Schedule of Topics – WT1

Order	Topic	Dependencies	Timeline
A	Accreditation Programs <b>Feb 13</b>	<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 <b>Jan 10</b>		Nov 2 – Dec 14
B	Application Fees <b>Jan 31</b>		Nov 2 – Dec 14
B	Variable Fees		Nov 2 – Dec 14
C	Application Queuing <b>Jan 10</b>	<ul style="list-style-type: none"> <li>Clarity of Application Process</li> </ul>	Nov 29 – Dec 27
C	Application Submission Period <b>Jan 10</b>		Nov 29 – Dec 13
D	Systems <b>Jan 31</b>	<ul style="list-style-type: none"> <li>Systems, Clarity of Application Process</li> </ul>	Dec 27 – Jan 24
D	Communications <b>Jan 31</b>		Dec 27 – Jan 24
E	Applicant Guidebook <b>Feb 13</b>	<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		

# Accreditation

Update from Jeff Neuman on parallel GDD RSP Program.

- Need to determine areas of policy work.
- Timing in relation to GDD RSP

Current CC2 questions:

1.1.1 - The WG believes that a Registry Service Provider (RSP) accreditation, or pre-approval process, may enhance the security and stability of the DNS, provide efficiency gains in the application submission and evaluation process, and possibly enhance competition and choice. Do you agree with these anticipated benefits? Are there risks to developing such a program?

1.1.2 - If a RSP program is established for new gTLDs, do you have any suggestions for some of the details of the program? For instance, how would the scalability of the RSP be measured across a variable numbers of registries? Who should be responsible for evaluating whether a RSP meets the requirements for the program? What are the high-level requirements for “accreditation?” Should the requirements be variable based on the types of TLDs the RSP intends to serve?

1.1.3 - Should the transfer of RSP for an existing registry operator be considered within scope of this Policy Development Process?

What other questions would you like community input on?

# Application & Variable Fees

“Lack of invoices were a challenge”:

- The WG has noted that the system should be capable of sending automated invoices to organizations who require an invoice to pay any fees related to their application.

Do you agree that this is necessary?

⊙ Consensus: implement an invoicing system – **VOTE**

- Cost Recovery Idea:

Addressing the concern that the application fees could be ‘unacceptably’ low while considering that ICANN is a NFP, it will be difficult to justify anything other than cost recovery. If anyone has any ideas or proposals on how this should be considered and how to address the gap between the application fee and costs it would be great to include in the CC2 questions and/or the potential of a future working group.

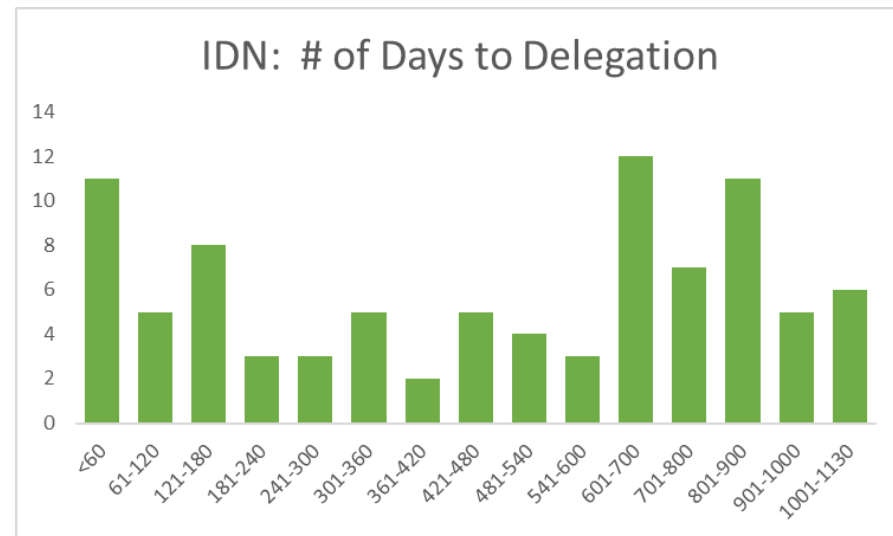
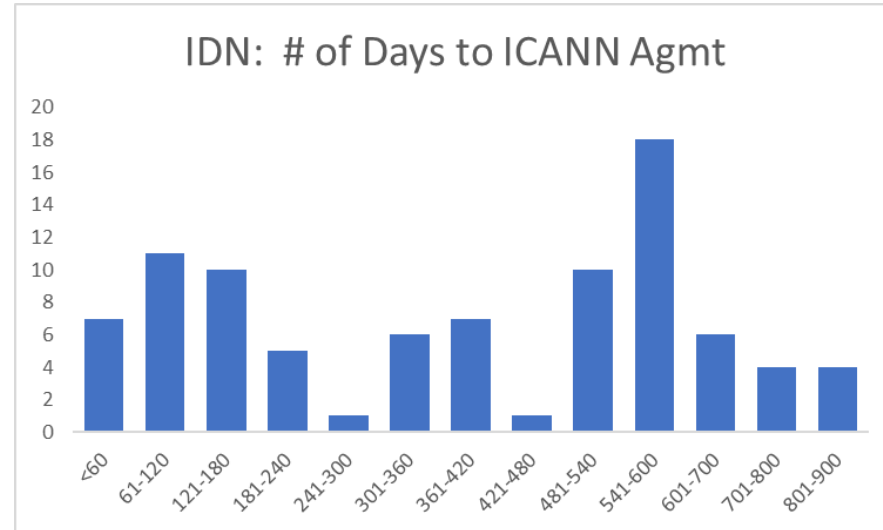
# Application Queuing: IDN Prioritization

IDN's were given with an early prioritization number.  
Question: Did this work as intended?

15 IDN Applications withdrew, evaluating 90 TLDs

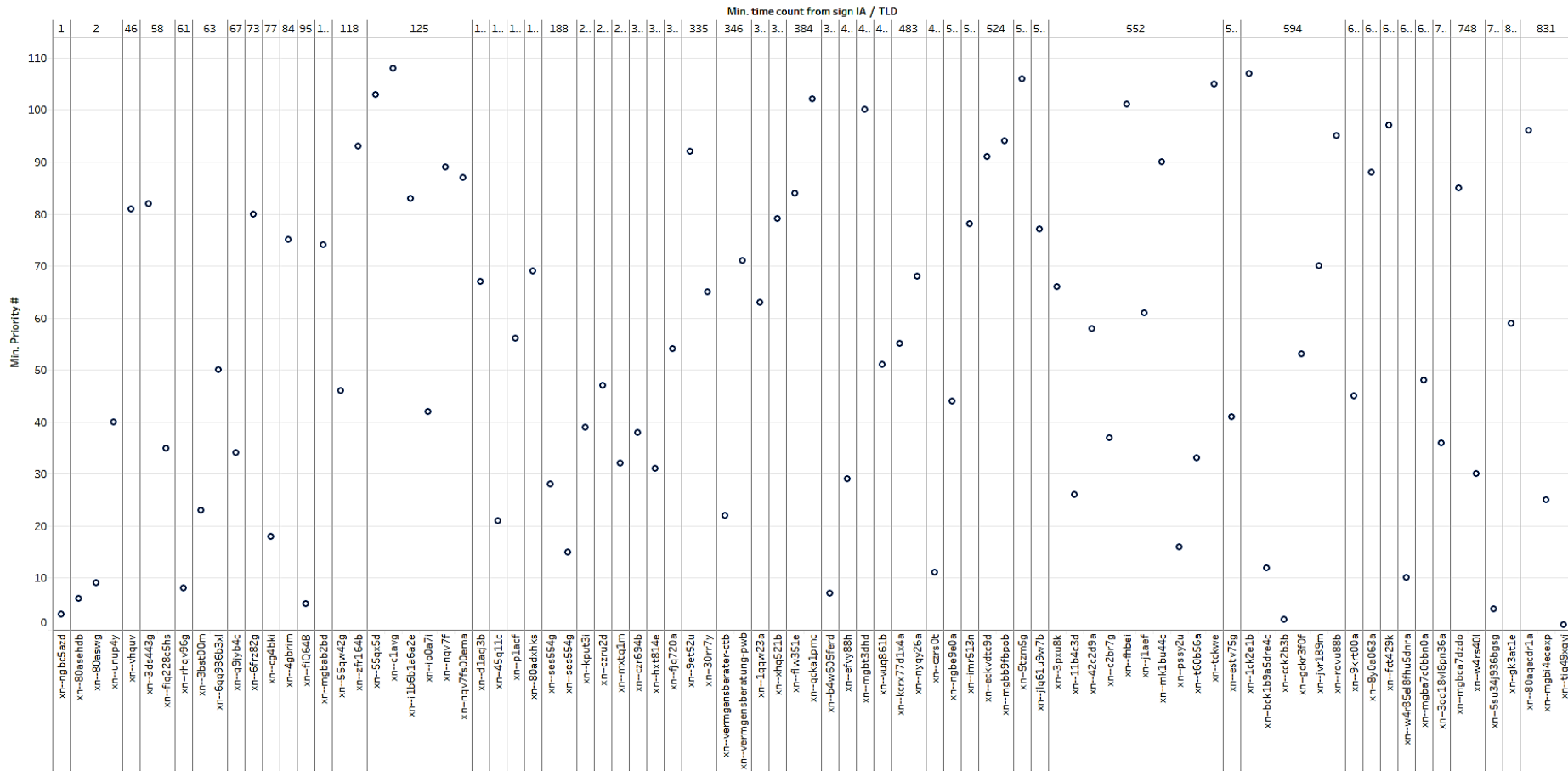
- The length of time to sign the ICANN agreement. For example, there were 11 IDN Applications that signed the ICANN agreement within 61-120 days.
- 3 applications did not participate in the prioritization with 2 signing within 481-540 days and 1 within 601-700 days.
- The length of time to delegation. Similar logic, there were 8 applications that were delegated within 121-180 days.
- The 3 applications who did not participate in the prioritization had 2 delegated within 601-700 days and one within 901-1,100 days.

# of days calculated for ICANN agreement began: Jul 12, 2013; # of days calculated for delegation date began Oct 20, 2013



# Prioritization: # of Days to ICANN Agmt

Priority Number with Days to ICANN Agreement

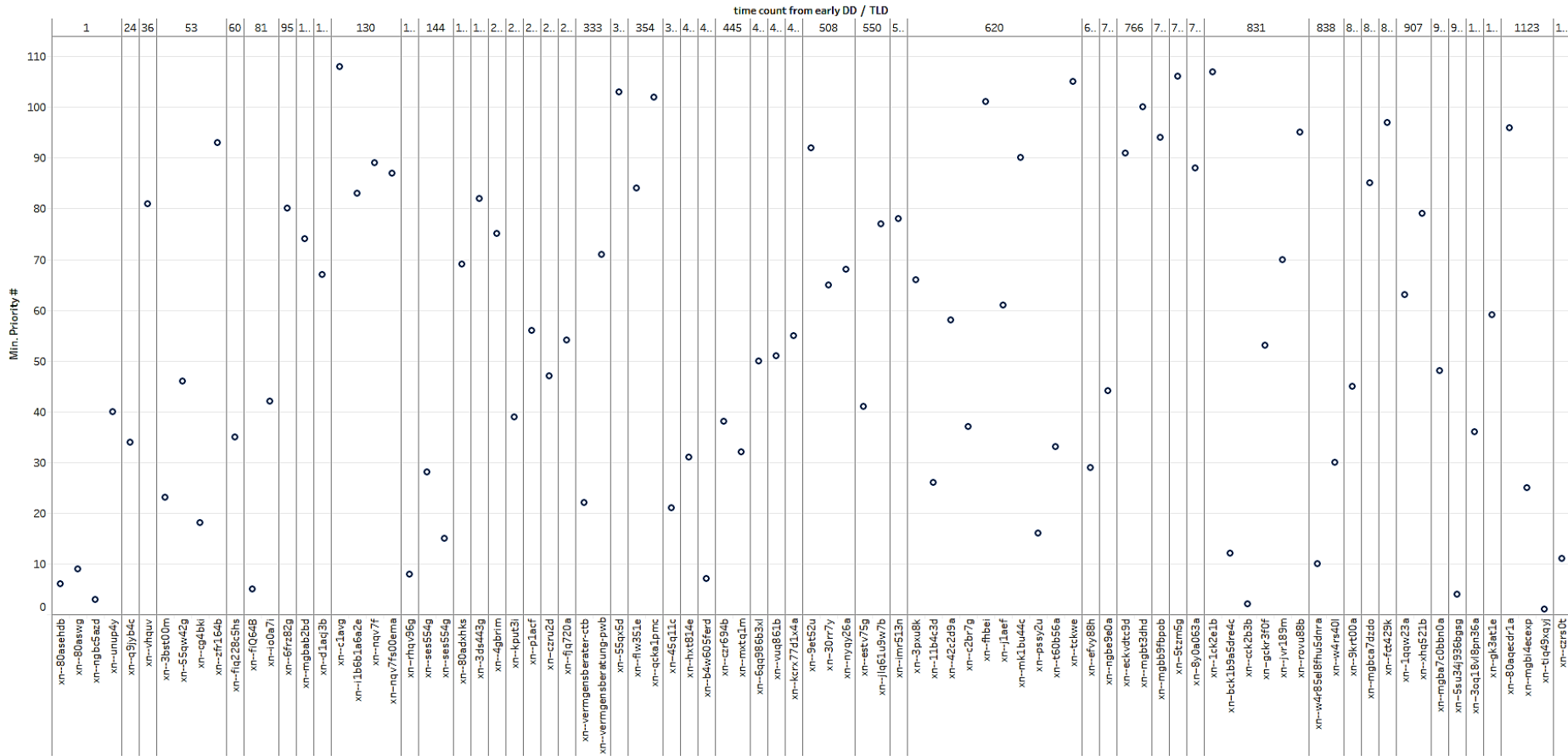


Minimum of Priority # for each minimum of time count from sign IA broken down by TLD. Details are shown for time count from sign IA. The data is filtered on distinct count of time count from sign IA, which keeps all values. The view is filtered on minimum of Priority # and minimum of time count from sign IA. The minimum of Priority # filter ranges from 1 to 240 and keeps Null values. The minimum of time count from sign IA filter keeps 54 members.

Did they take advantage of the prioritization?

# Prioritization: # of Days to Delegation

Priority Number with Days to Delegation Date



Minimum of Priority # for each TLD determined by time count from early DD. Details are shown for time count from early DD. The data is filtered on maximum of Priority #, which ranges from 1 to 155 and keeps Null values. The view is filtered on time count from early DD, which excludes Null and 41567.



# Systems & Communications

**Systems Goal:** Provide implementation guidance such as a minimum set of security and infrastructure standards, for consideration by ICANN

**Communications Goal:** Provide implementation guidance related to communication methods, goals for communications, success criteria and other elements

Feb 28<sup>th</sup> – ICANN staff to provide recommendations for the WG to review

*Current View: “Applicant-facing systems served their intended purpose of facilitating communications between ICANN and applicants. ICANN resources flexed to accommodate the demand and evolving needs of the Program.”*

*High Level Recommendations:*

- *Many logins and interfaces added complexity – TAS, Customer Portal, Cetrix,*
- *Need for safety and security*
- *Usability – non-ascii characters copy/paste ability*

# Application Guidebook

## Goal:

Is the AGB the right implementation of the GNSO recommendations? If so, how can it be improved to ensure that it meets the needs of multiple audiences (e.g., applicants, those monitoring the policy implementation, Preliminary Issue Report on New gTLD Subsequent Procedures

## Task:

- Consider providing implementation guidance, particularly around the structure of the AGB, for consideration by ICANN in developing the next AGB, though modifications to the AGB (provided the AGB remains as the implementation vehicle) would presumably remain an iterative, community-inclusive process.
  - Would partitioning the AGB into distinct, audience driven sections, improve readability and understanding of rules.
  - Should the AGB be made more process-driven, providing step-by-step instructions?
  - Is the AGB potentially the wrong vehicle for implementation of the policy entirely? What would be an alternative?

(In the event that there are substantive changes to the existing New gTLD policy, the AGB must be adjusted accordingly to reflect those changes.)

# Application Guidebook

## Discussion Questions:

- Do we agree that the AGB is the right methodology?
- How can the current AGB be improved?
  - By type of application?
  - Can it be made to be more readable – if so, how?
- Should it perhaps be more stepped based depending on the type of application?

# CCT2 Questions

Google Doc can be viewed here:

[https://docs.google.com/document/d/1iZBCVEAJPBEDg7jLsMHKkNczR\\_b6-jH2WI5eVH-WWM/edit](https://docs.google.com/document/d/1iZBCVEAJPBEDg7jLsMHKkNczR_b6-jH2WI5eVH-WWM/edit)

Work Track 1 - Overall Process, Support, and Outreach

## 1.1 Accreditation Programs (Wiki page: <https://community.icann.org/x/KT2AAw>)

1.1.1 - The WG believes that a Registry Service Provider (RSP) accreditation, or pre-approval process, may enhance the security and stability of the DNS, provide efficiency gains in the application submission and evaluation process, and possibly enhance competition and choice. Do you agree with these anticipated benefits? Are there risks to developing such a program?

1.1.2 - If a RSP program is established for new gTLDs, do you have any suggestions for some of the details of the program? For instance, how would the scalability of the RSP be measured across a variable numbers of registries? Who should be responsible for evaluating whether a RSP meets the requirements for the program? What are the high-level requirements for “accreditation?” Should the requirements be variable based on the types of TLDs the RSP intends to serve?

1.1.3 - Should the transfer of RSP for an existing registry operator be considered within scope of this Policy Development Process?

## 1.2 Applicant Support (Wiki page: <https://community.icann.org/x/NT2AAw>)

1.2.1 - Some have suggested it could be beneficial to expand the scope of the Applicant Support (AS) program. Suggestions include:

Broadening support to IDNs or other criteria

Allowing Applicant Support program to also include the "middle applicant", defined as developed but struggling regions, as opposed to underserved or under developed regions. Note: by including the "middle applicant," this is NOT intended to be at the exclusion of those from underserved or under developed regions. The "middle applicant" provides a balance between opportunities while considering different priorities.

Do you find value in the above suggestions? Do you feel there are other areas in which the Applicant Support programs could be extended or benefit related regions?

1.2.2 - The Applicant Support Program for the 2012 round was mainly focused on financial support and application submission. Should funding be extended to other areas of the process or for ongoing operations? Are there other support mechanisms that should be explored?

1.2.3 - The WG has noted that even in the presence of a well-funded, well communicated, comprehensive program, potential applicants may still not believe applying for a gTLD is in their best interests. Are there additional Applicant Support "success" metrics that should be evaluated or considered? For instance, a study on New gTLDs and the Global South, performed by amGlobal Consulting, found that awareness of the New gTLD Program and the understanding of gTLDs as a viable business option was limited; could better awareness be one measure of success?

## **1.3 Clarity of Application Process (Wiki page: <https://community.icann.org/x/JT2AAw>)**

1.3.1 - The WG noted that a number of program elements, such as change requests, customer support, application prioritization, among others, seemed to be developed after the launch of the program. Do you agree with this assessment? If so, do you have suggestions for preventing this from occurring in subsequent application rounds??

## **1.4 Application Fees (Wiki page: <https://community.icann.org/x/LT2AAw>)**

1.4.1 - The 2012 round of the New gTLD Program was governed by the principle of cost recovery. Should another mechanism be considered?

1.4.2 - Noting that a considerable surplus remains unspent from the 2012 round, do you believe \$185K was a reasonable fee? Is it still a reasonable fee? Should the basic structure of the application fee (e.g., approximately one third of the fee was allocated for the cost recovery of historical development costs, operations, and contingency fee) be reassessed? As the 2012 round is still ongoing, is it too early to make this assessment? Do you have suggestions on how to reduce the likelihood of a sizeable surplus or shortfall?

1.4.3 - With cost recovery in mind, should there be a floor (minimum) or ceiling (maximum) threshold we should not go below/above? If so, do you have suggestions for criteria to establish those amounts? What are the implications of having a strict cost recovery fee?

1.4.4 - If there is a floor, how will the difference between the actual costs and floor costs be justified or utilized?

1.4.4 - Should the WG seek to establish more clarity in how a surplus or shortages of funds is handled? If so, do you have any suggestions for establishing that clarity?

## **1.5 Variable Fees (Wiki page: <https://community.icann.org/x/Oz2AAw>)**

1.5.1 - 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 factors? The 2012 round was largely based on “one fee fits all” and there seems to be support within the WG for continuing that approach provided the variance between the different types of applications is not significantly different - do you agree?

1.5.2. The WG believes costing information on the different types of applications should be attained and evaluated once the different types of applications are defined. What are the implications on the different costs and how will they impact future budgeting efforts?

## **1.6 Application Submission Period (Wiki page: <https://community.icann.org/x/Mz2AAw>)**

1.6.1 - While the length of time between announcing when the application submission period will begin can be left variable, is three months an appropriate length of time to accept applications? Is the concept of a fixed period of time for accepting applications the right approach? Will the submission period impact applicant support? If we have a few next ‘rounds’ followed by continuous application periods, how should the application submission period be handled in the lead-up rounds?

## 1.7 Application Queuing (Wiki page: <https://community.icann.org/x/MT2AAw>)

1.7.1 - There appears to be support for an evaluation ordering process similar to the prioritization draw from the 2012 round, instead of first come, first served. However, if rounds are not used, would this method still be appropriate? Would a prioritization draw, or similar method, work for a continuous application period or would first come first service be more appropriate?

1.7.2 - Should certain subgroups of applicants/application types be prioritized over others? For instance, from the 2012 prioritization draw, IDNs were moved to the front of the queue for application processing.

## 1.8 Systems (Wiki page: <https://community.icann.org/x/Kz2AAw>)

1.8.1 - The WG considers this subject to be mainly implementation focused, but nevertheless, has identified areas for improvement. For instance, security and stability should be improved, more robust user testing (e.g., potential applicants) should be incorporated, systems should be better integrated, adequate time for system development should be afforded, etc. Do you have suggestions on additional areas for improvement?

1.8.2 - The WG also noted that the systems should be capable of sending automated invoices to organizations who require an invoice to pay any fees related to their application. Do you agree that this is necessary?



## 1.9 Communications (Wiki page: <https://community.icann.org/x/Lz2AAw>)

1.9.1 - The WG considers this subject to be mainly implementation focused, but nevertheless, has identified areas for improvement. For instance, the knowledge base could be made more timely and searchable, applicant advisories could be better communicated (e.g., create some sort of subscription service), program information should be consolidated into a single site, ICANN's Global Stakeholder Engagement team could be leveraged to promote global awareness, etc. Do you have suggestions on additional areas for improvement?

1.9.2 - Metrics to understand the level of success for communications were not established - do you have suggestions on what success looks like? In particular, lack of awareness around the Applicant Support Program was highlighted as an area of weakness.

## 1.10 Applicant Guidebook (Wiki page: <https://community.icann.org/x/Iz2AAw>)

1.10.1 - The Applicant Guidebook served as the roadmap for applicants, but also all other participants to the program. As such, there is a mixture of historical and practical information, that is relevant to only certain parties. Do you think it makes sense to partition the Applicant Guidebook into different audience driven sections or type of application?

# Next Meeting

- ⦿ Next Work Track 1 meeting is scheduled for:

Tuesday, 28 February 2017 at 20:00 UTC.

Topics:

Systems & Communications – ICANN Staff Summary

Applicant Guidebook

CC2 Questions