

Preamble

The purpose of this preamble is to offer overarching guidance for the review and selection of projects to which auction proceeds from the ICANN new gTLD program¹ may be allocated.

Funded projects are required to be in alignment with ICANN's mission statement² and core principles, which are the basis for ICANN's U.S. tax-exempt status, and therefore must be in areas that are relevant to and support ICANN's mission statement³ and core principles. ICANN's Mission Statement will therefore set the key parameters for the auction proceeds application and selection process. Members and participants of the Cross Community Working Group Auction Proceeds (CCWG AP) believe nevertheless that it is helpful to put the broader Internet context into consideration.

The auction proceeds from the new gTLD program shall be used to support projects that are consistent with an "open and interoperable Internet"⁴. The concept of "open and interoperable Internet" can be described from many angles: technological, business, political, social and cultural and may have different meanings in different communities. This preamble does not provide a definitive description, as the Internet continues to evolve at every level.

However, the CCWG believes that, at a technical level, the IP routing and numbering systems, the Domain Name System, the root server system, as well as the development of open standards, have historically served an open and interoperable Internet because of the opportunities they have provided to participate, innovate and compete without impediments.

Therefore, the CCWG considers the following to be important guidelines for the review and selection of applications seeking auction proceeds funding:

- The purpose of an application must be aligned with ICANN's mission and core principles
- ~~- Support ICANN's community activities and consensus-building processes~~
- Create social and economic values for an "open and interoperable Internet" that will create benefits for the Internet community.
- Support an Internet that is stable, scalable, agile, secure, sustainable and ultimately equitably supports open access, future oriented developments,

¹ The new generic top level domain (gTLD) Program established auctions as a mechanism of last resort to resolve the competition sets between identical or similar terms (strings) for new gTLDs – known as string contention. Most string contentions (approximately 90% of sets scheduled for auction) have been resolved through other means before reaching an auction conducted using ICANN's authorized auction service provider. Any reference in this document to auction proceeds refers to the proceeds derived from auctions conducted using ICANN's authorized auction service provider.

² "The mission of the Internet Corporation for Assigned Names and Numbers ("**ICANN**") is to ensure the stable and secure operation of the Internet's unique identifier systems as described in this [Section 1.1\(a\)](#) (the "**Mission**")." <https://www.icann.org/resources/pages/governance/bylaws-en/#article1>

³ "The mission of the Internet Corporation for Assigned Names and Numbers ("**ICANN**") is to ensure the stable and secure operation of the Internet's unique identifier systems as described in this [Section 1.1\(a\)](#) (the "**Mission**")." <https://www.icann.org/resources/pages/governance/bylaws-en/#article1>

⁴ The use of this terminology does not imply any support to any other standing use of this terminology.

innovation and open standards, for the benefit of the Internet community.