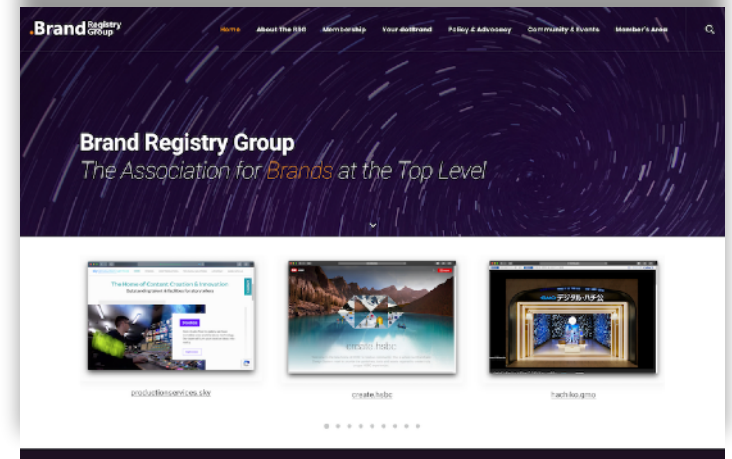


How Can ICANN Help Prepare New Entrants for the Next Round



Brand Registry Group
ICANN 71 / 15 June 2021, 14:30 UTC



Participants

- Cole Quinn, Microsoft
- Tony Kirsch, GoDaddy Registry
- Rafa Gutiérrez, Uber
- Olga Yagüez, eBay
- Martin Sutton, Brand Registry Group

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Aug
2015

Dec
2015

2016
-2021

Feb
2021

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Issue
Identification



Implementation

Next Round

Preliminary Applicant Guidebook

- Consistent with previous round
- Provides ICANN with:
 - Insight on demand
 - Community concerns and implementation issues
- Provides the community with:
 - Some commitment to the program
 - An understanding of potential considerations
 - An ability to plan and ensure greater levels of success

New gTLD Applicant Guidebook

- 1st Iteration - October 2008
 - 97 Pages
 - 6 Modules
 - Introduction
 - Evaluation Procedures
 - Dispute Resolution Procedures
 - String Contention Procedures
 - Transition to Delegation
 - Terms and Conditions

New gTLD Applicant Guidebook

- 2nd Iteration – Feb 2009 (4 months)
 - Significant adjustments
 - Fees and refund clarification
 - Geo TLD requirements
 - String contention clarification
 - Objection rules
 - New Topics – Trademark Protection, Root Zone Scaling, Malicious Activity
- 3rd Iteration - Oct 2009 (7 months)
 - Maturing Content
 - Evaluation Criteria
 - Dispute Resolution
 - Contention Processes
 - Additions
 - Pre Delegation Testing Requirement
 - Malicious Activity
 - Outstanding
 - Trademark Protection
 - Vertical Integration

New gTLD Applicant Guidebook

- 4th Iteration – May 2010 (7 months)
 - Small amount of changes
- 5th Iteration – Nov 2010 (6 months)
 - Proposed Final Version
- 6th Iteration – Apr 2011 (5 months)
 - Discussion Draft
 - Changes necessary to meet GAC Advice

New gTLD Applicant Guidebook

- 7th Iteration - May 2011 (1 month)
 - Final guidebook sent to the Board for approval
 - Contained RPMs
 - Board approval June 2011
- 8th Iteration – Sep 2011 (4 months)
 - Small updates from Board resolution
 - Effectively the final guidebook
- 9th Iteration – Jan 2012 (4 months)
 - Final for the application window
 - Had small number of clarifications from 8th iteration
 - 347 Pages

Summary of Changes

- **New Requirements**
 - Rights Protection Mechanisms (inc. TMCH, URS etc.)
 - Root Zone Scaling
 - Priority Draw
 - Vertical Integration
 - Name Collisions
- **Clarifications and Expansions**
 - Evaluation Criteria
 - Dispute Resolution Processes
 - String Contention Processes
 - Geographic Names
 - Community Priority
 - Malicious Activity

Summary of Changes

- Subsequent Additions to Process
 - GAC Advice stimulated Public Interest Commitments (PICs)
 - Spec 13 for .brands
 - Community Priority clarifications
- Some changes weren't just for the guidebook
 - Others in Registry Agreement, Implementation Processes etc.

Innovation is Never Perfect

- Despite all of these iterations
 - 1930 applications were received
 - 1230 delegations occurred
 - Millions of registrations in new TLDs globally
 - Competition and choice
 - Innovation across the industry
- Our obligation as a community exists to provide this opportunity to future applicants
- It hasn't been perfect, but we have very clear lessons learnt
- The SubPro group have outlined what is required in order to proceed.

Sub Pro - Final Outputs

Type	Affirmations	Affirmations with modifications	Recommendations	Implementation Guidance
Number	41	11	123	125
High impact (Substantive changes or new process not included in 2012 AGB or adopted processes)	0	0	2.1, 2.7 (Predictability Framework) 6.2, 6.3, 6.4, 6.5, 6.8, 6.9 (RSP Pre-Evaluation) 20.8 (Change Requests)	As implementation guidance, the 125 outputs support the recommendations.
Moderate impact (e.g. moderate changes or incorporation of processes adopted in 2012 not originally included in AGB)	0	0	4.1, 4.2 (TLD Types) 9.1, 9.2, 9.4, 9.8, 9.9, 9.10, 9.12 (RVC/PICs) 17.2, 17.12, 17.15 (Applicant Support) 20.4, 20.6 (Change Requests) 22.4, 22.5, 22.7 (Registrant Protections) 25.4 (IDNs) 30.4, 30.7 (GAC CA & EW) 31.16 (Objections) 32.1, 32.2, 32.10 (Limited Challenge/Appeal Mech) 34.12, 34.13, 34.16, 34.17, 34.18, 34.19, 34.21 (Community Applications) 36.3, 36.4 (Base Agreement)	
Low impact (minor modifications)	41	3.1, 12.3, 15.3, 15.4, 25.1, 27.6, 27.19, 31.2, 31.3, 34.1, 35.1	3.2, 3.5, 3.6, 3.7(Application assessed in rounds) 7.1, 7.3, 7.4, 7.5 (Metrics & Monitoring) 8.1 (conflict of interest) 9.13, 9.15 (RVC/PICs) 11.3 (UA) 12.4, 12.8, 12.9, 12.11 (AGB) 13.2 (Comms) 14.2, 14.8, 14.11 (Systems) 15.7 (Fees) 16.1 (Submission Period) 17.1, 17.3, 17.11, 17.18, 17.19 (Applicant Support) 18.1, 18.3, 18.4, 18.6 (T&Cs) 19.3, 19.4 (App Queuing) 21.4, 21.6 (Reserved Names) 24.3, 24.4, 24.5, 24.6, 24.7 (String Similarity Eval) 25.2, 25.5, 25.6, 25.7, 25.8 (IDNs) 26.2, 26.3, 26.9 (Sec & Stab) 27.2, 27.3, 27.5, 27.9, 27.11, 27.13, 27.14, 27.15, 27.21, 27.22 (Applicant Reviews) 28.3 28.6, 28.9, 28.22, 28.13, 28.14 (Role of App Comment) 29.1 (Name Coll) 30.3, 30.5, 30.6 (GAC CA & EW) 31.10, 31.11, 31.15, 31.17, 31.18 (Objections) 33.2 (DRP After Del) 35.3, 35.5 (Auctions:Mech of Last Resort/Private Resolution) 37.1 (Registrar Non-Discrimination) 39.1, 39.4 (Registry System Testing) 41.2 (Contractual Compliance)	
Not approved			35.2, 35.4 (Auctions:Mech of Last Resort/Private Resolution)	

Sub Pro - Final Outputs

Changes recommended from Sub Pro PDP:

Substantive: *9 recommendations*

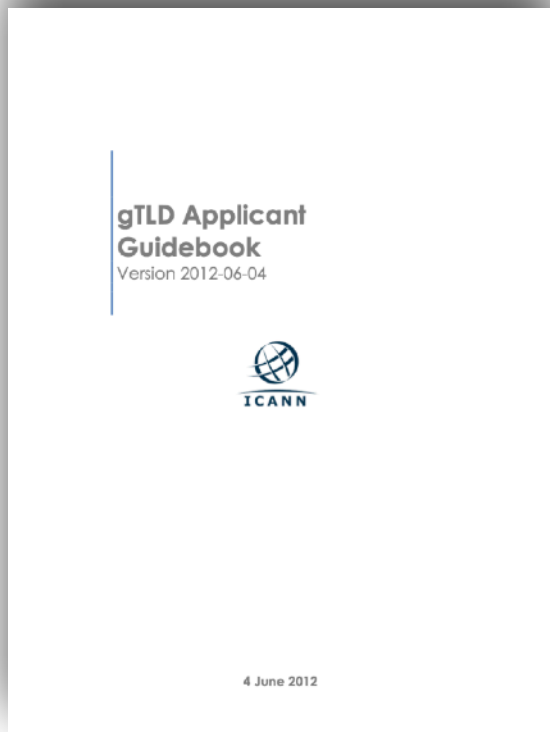
Predictability Framework (2.1, 2.7), RSP Pre-Evaluation (6.2,6.3,6.4,6.5,6.8,6.9), Change Requests (20.8)

Moderate: *33 recommendations*

Types of TLDs (2), PICs/RVCs (7), Applicant Support (3), Change Requests (2), Registrant Protections (3), IDNs (1), GAC CA & EW (2), Objections (1), Limited Challenge/Appeal Mech (3), Community Applications (7), Base Agreement (2)

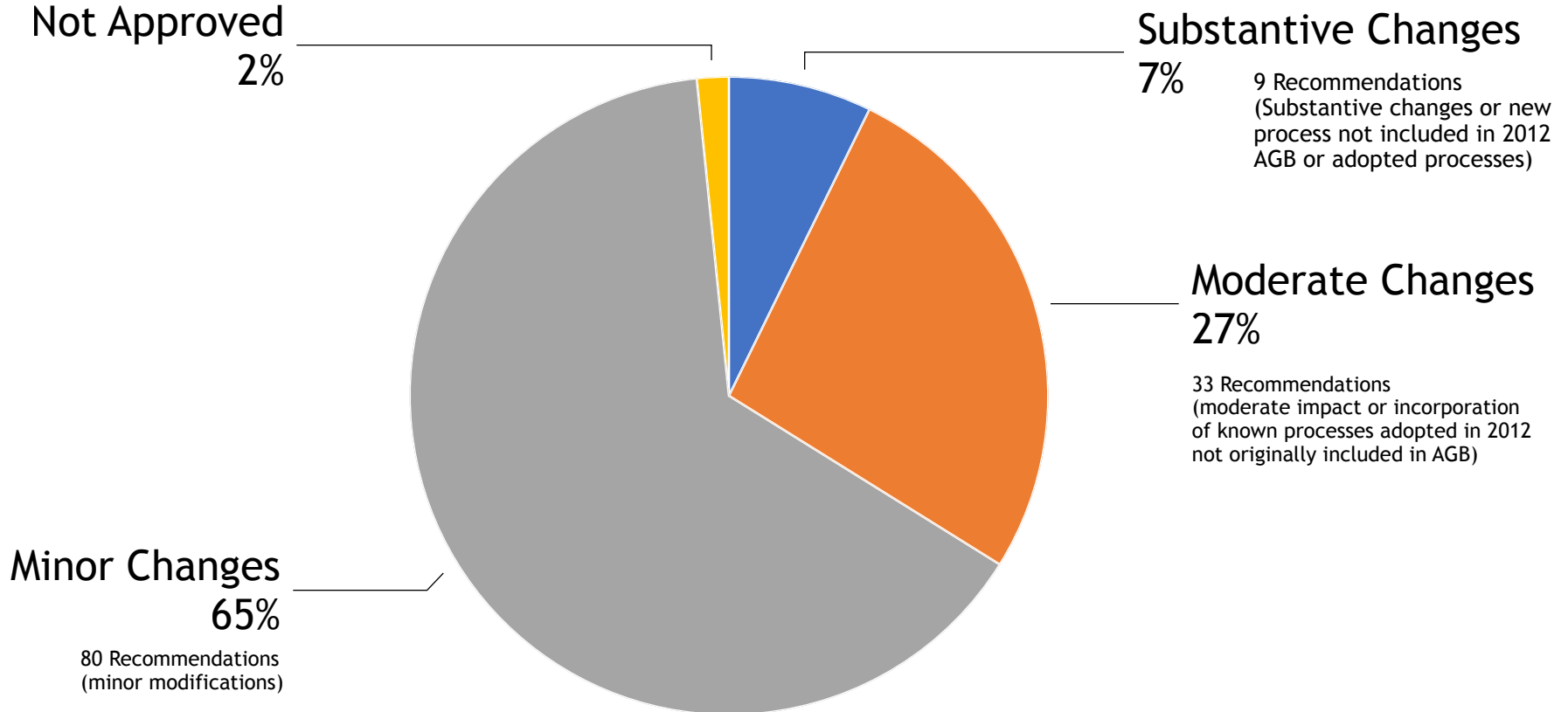
Minor: *80 recommendations*

Application Rounds (4), Metrics & Monitoring (4), Conflict of Interest (1) PICs/RVCs (2), UA (1), AGB (4), Comms (1), Systems (3), Fees (1), Submission Period (1), Applicant Support (5), T&Cs (4), App Queuing (2), Reserved Names (2), String Similarity (5), IDNs (5), Sec & Stability (3), Applicant Reviews (10), Role of App Comment (6), Name Collision (1), GAC CA & EW (3), Objections (5), DRP after Delegation (1), Auctions, Mech of Last Resort & Private Res (2), Registrar Non-Discrimination (1), Registry System Testing (2), Contractual Compliance (1)



Sub Pro - Final Outputs

Sub Pro Recommendations (123)



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Identifying possible risks and fears

- Risk: probability x impact
- Fear: averting risk with the desire to avoid negative outcomes

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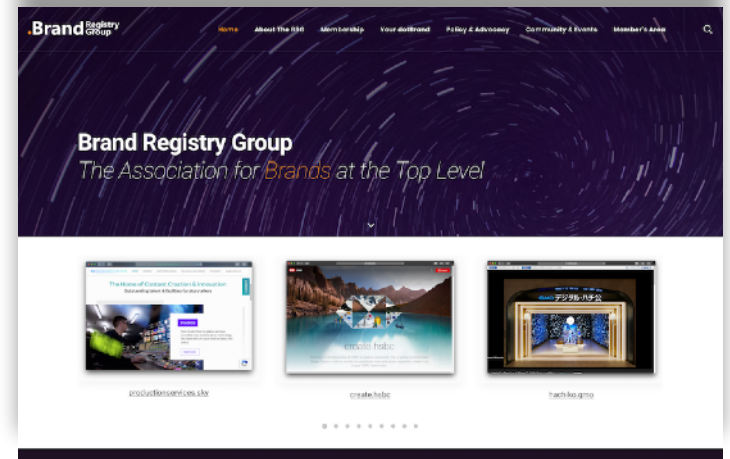
- What would help new entrants and why?

How Can ICANN Help Prepare New Entrants for the Next Round

What key message would you like to give to the ICANN Board as they contemplate their decision for Subsequent Procedures and how will this benefit new entrants?



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