New gTLD Program

October 2009

Agenda

- What was published
- Changes: Draft Applicant Guidebook version 3
- What's left:
  - Trademark Protection
  - Economic Study
  - Registry / Registrar Separation
  - Three character and Variant Management
  - Mitigating Malicious Conduct
  - Root Zone Scaling
- gTLD Communication Plan
- gTLD Operational Readiness

What was published

- New gTLD Applicant Guidebook draft version 3

- Public comment summaries & analyses

- Explanatory memoranda

- Independent reports

- Communications plan

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The Guidebook and Comment Analyses

- The result of public comment

- Clean and redline Guidebook versions

- Over 50 substantive changes

- Public comment summary & analysis
  - Guidebook comments
  - IRT report comments
    - IP Clearinghouse
    - Uniform Rapid Dispute model
    - Post delegation dispute model and other IRT issues
  - Root Zone Scaling Terms of Reference Comments

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Supporting Materials

- Explanatory memoranda (27 to date)
  - Summary of Changes to Base Agreement
  - Summary of Changes to IRT Recommendations
  - Update on Cost Considerations of the New gTLD Program
  - Mitigating Malicious Conduct
  - Model for High Security Zones Verification program

- Reports (16 to date)
  - "Scaling the Root" – Draft SSAC/RSSAC Root Zone Scaling Study report to steering group
  - "Zone Augmentation and Impact Analysis" – OARC impact analysis of adding IPv6, DNSSEC, and TLDs

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CHANGES TO THE GUIDEBOOK

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Changes to the Guidebook

- Guidance for applicants

- New programs / initiatives

- Completing procedures and standards

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Guidance for applicants

- Timelines – estimates for processing applications

- gTLD registry operator obligations

- Community priority (comparative) evaluation annotations

- String Similarity Algorithm – 8 scripts available

- Registry services review description

- Evaluation panel selection process, conflict of interest policy, and code of conduct for panelists

New Programs / Initiatives

- Malicious conduct mitigations

- Verification program for high security zones
    - Elective verification process

- Thick Whois

- Post-delegation dispute processes
    - Rights protection mechanism
    - Community TLD restrictions compliance

Completing Requirements & Procedures

- Pre-delegation testing procedures

- Morality and Public Order – frivolous objection test

- Community objection – defenses

- Geographic names clarity and 2nd level reservations

- Financial instrument for continued operations defined

- IDNA2008 Protocol

**Trademark Protection
Economic Study
Registry-Registrar Separation
Three-character Req't & Variant Management**

Development of Trademark Protections

- IRT formation, work & report recommending specific RPMs

- Public consultations

  - Online forum (200+ comments)

  - Sydney, New York, London meetings

- Analysis of public comment

- Recommendations for specific new gTLD RPMs

- Referral of certain recommendations to GNSO

- *Workshop: Wed, 12:30-14:00, Dr. Bruce Tonkin, Moderator*

12

Trademark Protection Mechanisms

- Version of selected mechanisms in Guidebook
  - Trademark Post-Delegation Dispute Resolution Procedure
  - Thick Whois requirement for all new gTLDs
- GNSO focused review
  - Seeking GNSO view on consistency of proposed rights protection mechanisms with policy advice
  - GNSO asked to approve staff model or propose alternative
    - IP Clearinghouse (including IP Claims and Sunrise processes)
    - Uniform Rapid Suspension system (URS)

13

Economic studies released

- ICANN-commissioned Dennis Carlton studies:
  - Identified risks and potential costs associated with gTLD expansion
  - Recommended mitigation actions – especially for trademark protections
  - Identified significant benefits with gTLD expansion
  - Specified conclusions regarding price controls
- Other studies:
  - OECD - 2004
  - Gandi Survey - 2009
  - Kende - 2009

14

Concluding the studies

- Retain economists to review and summarize work to date into the context of the open questions

- Augment existing studies to consider net benefits of:
  - New gTLD program
  - Individual applications

- Verify policy conclusions: initiate feasibility assessment (cost and time) & new study on public benefit of new gTLDs

- Continue work mitigating costs in areas of:
  - Trademark protections
  - Malicious conduct
  - User confusion

15

Registry-Registrar Separation

- The specific model proposed in Guidebook version 2 has been replaced…

  .. .by a range of potential solutions that are meant to capture among them all of the suggested solutions.

- Public discussion on the issue continues
  - Webinar – 19 October

  - *Seoul Workshop: Monday (today), 15:00 - 16:30 PM, Peter Dengate Thrush, Moderator*

- The requirement for registrar accreditation will remain

- The process for closing depends on future discussion

Three-character and Variant Management

- A working team was formed to engage with relevant language communities to:

  - Develop recommendations to address the three-character requirement and management of variants in TLDs described earlier

  - Report back with recommendations to Board and community

1
7

Potential solutions

- A model (for community discussion) that relaxes the 3-character requirement in certain cases

- Short-term: reserve requested variants
  - to requesting IDN ccTLD manager
  - allocation when stable solution is found

- Long term: Enable the delegation of variants that
  - avoid user confusion
  - ensure good user experience

18

Mitigating Malicious Conduct

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New gTLD Malicious Conduct: Input & Key Issues

Comment from: Public Forums; SSAC reports; APWG; RISG; FIRST/CERTs; Banking/Finance

Key Issues

 A.   How do we ensure that bad actors do not run Registries?

 B.   How do we ensure integrity and utility of registry information?

 C.   How do we ensure more focused efforts on combating identified abuse?

 D.   How do we provide enhanced control framework for TLDs with intrinsic potential for abuse?

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Proposed Solutions

1. Enhanced requirements and background checks

2. Requirement for DNSSEC deployment

3. No wildcarding/remove glue records

4. Requirement for thick WHOIS

5. Anti-abuse contact and documented policy

6. Expedited Registry Security Request process

7. Elective TLD security verification program

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High Security Zones Verification Program

- Establish a common set of standards for gTLD security and operational controls
  - Designed for gTLDs with intrinsic potential for malicious abuse
  - Voluntary participation by gTLD registry and registrars
  - Allows registry to require specific security measures by registrars
  - Separate from gTLD application and scoring process
  - Focused on gTLD registry operator

- Require registry and its registrars to demonstrate an effective security program that complies with defined standards of security and operational controls

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Root Scaling Study

- RSST final report provided on 7 September
  - Steering Group forwarded to Board , RSSAC and SSAC on 9 September

- RSST report publicly released on ; associated report on modeling released on

- Steering group will provide evaluation report and recommendations to Board based on SSAC/RSSAC feedback

RSST Main Findings

- Main challenge is determining what changes to root zone processes may stress system ability to adapt
  - Accumulation of too much change can stress capacity

- Early warning system to identify stressors would increase confidence in ability to avoid disruptions
  - Requires increased levels of cooperative planning

- Key to effective adaptation is providing sufficient notice to allow for planning

Sessions at ICANN Seoul Meeting

Malicious Conduct and New gTLDs

- Monday, 1630-1800 in Crystal A

Root Scaling Study

- Wednesday, 1330-1500 in Crystal A

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Global Communication Plan
New gTLDs

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Draft Communication Plan

http://icann.org/en/topics/new-gtlds/communications-en.htm

- Evolving document initially tailored to program phases; continuing to focus on a global plan to attend to specific regional and audiences needs

- Covers: objectives, messaging, audiences, milestones, phases, some media outreach plans, global events

- Main objectives

– increase global awareness about new gTLDs and IDNs

– ensure that all those who wish to participate in, and benefit from, the New gTLD Program have the pertinent information to do so

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Phases & Activities

- Pre-launch

- gTLD application period

- Post-launch

- Specific communication campaigns
  – Evaluation Panels Search; TLD Acceptance

- Some Activities
  – Multilingual Informational materials
  – Live events and webinars
  – Email notifications to ICANN SO's and AC's
  – Global press releases

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Statistics

- ~ 42 global events (July 08 to date)
- Upcoming:
    - Sao Paulo (Nov 24); Buenos Aires (Nov 27)
    - Webinars
- Publications
- ~ 50 reports, explanatory memos, informational materials
- ~ 400 days of public comments to date
- Media coverage (Sept 08 to Sept 09)
- 580 articles – English, Spanish, Chinese
- Regional approach

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gTLD Operational Readiness

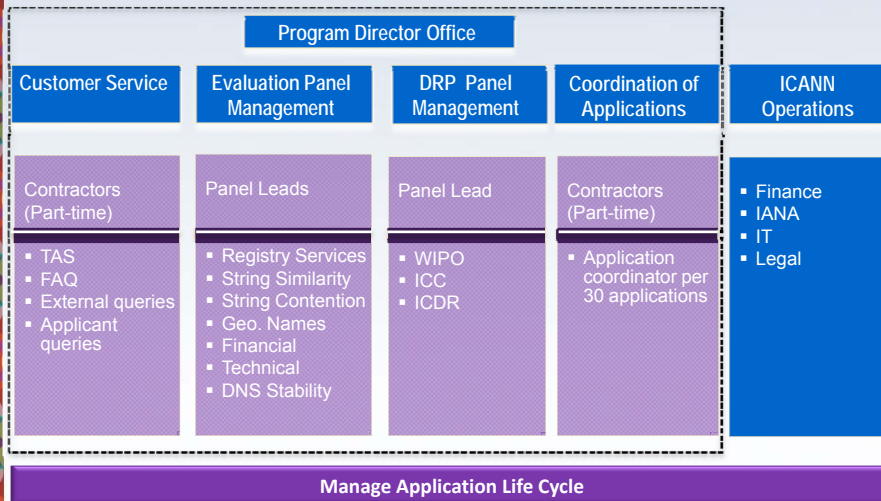## Operational readiness: application processing

Goal: Build a transparent, effective, and sustainable program reflective of anticipated gTLD application processing needs

Program development separated into 4 distinct projects:

1. Processes

2. TLD Application System (TAS)

3. Organization & (modest) Facilities

4. Evaluation Panels: transparency, conflict management
   http://www.icann.org/en/topics/new-gtlds/tenders-eoi-en.htm

gTLD Operations

Program Director Office				
Customer Service	Evaluation Panel Management	DRP Panel Management	Coordination of Applications	ICANN Operations
Contractors (Part-time)	Panel Leads	Panel Lead	Contractors (Part-time)	• Finance • IANA • IT • Legal
• TAS • FAQ • External queries • Applicant queries	• Registry Services • String Similarity • String Contention • Geo. Names • Financial • Technical • DNS Stability	• WIPO • ICC • ICDR	• Application coordinator per 30 applications	

Manage Application Life Cycle

Evaluation Panels

- 12 organizations responded with Expressions of Interest

- Transparency: ICANN has posted / will post

  - EOI solicitation and process

  - List of respondents

  - Panel selection process

- Conflicts management:

  - Primary and secondary / back up panelists

  - Conflict of interest policy in Guidebook

- Panelists are expected to be selected in early 2010

We are still listening

- **Monday**   New gTLD Program update and sessions

- **Monday**   Registry/Registrar separation

- **Monday**   Mitigating malicious conduct

- **Wednesday**   Trademark protection

- **Wednesday**   Root scaling study results

- **Throughout**   Briefings: GAC, GNSO, ALAC, NCUC,
                   Registry & Registrar constituencies

Finishing the key issues

Issue	Path Forward
Malicious Conduct	– Proposed solutions in Guidebook
Root Scaling	– SSAC / RSAC Analysis & Report
Economic Analysis	– Engage economists / Work in parallel with implementation
Trademark Protections	– GNSO work, staff model, then Board consideration
Vertical Separation	– Community discussions on specific models, look for compromise, Board consideration

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Getting to the finish line

- Resolve the remaining issues

- Publish fourth draft of Applicant Guidebook

- Board consideration of remaining issues

- Publish final Guidebook

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THANK YOU