

Next Round of New Generic Top Level Domain Names and the Applicant Support Program



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NEW gTLD PROGRAM: APPLICANT SUPPORT PROGRAM

ASP

A More Inclusive Internet: Introducing the New gTLD Applicant Support Program

Bringing Opportunity to Underrepresented
Communities and Regions



Agenda

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01

Welcome

What is a gTLD?

Top-level domains form the last part of a domain name, appearing after the dot. For example, in the domain name **icann.org**, the characters 'org' identify the TLD.

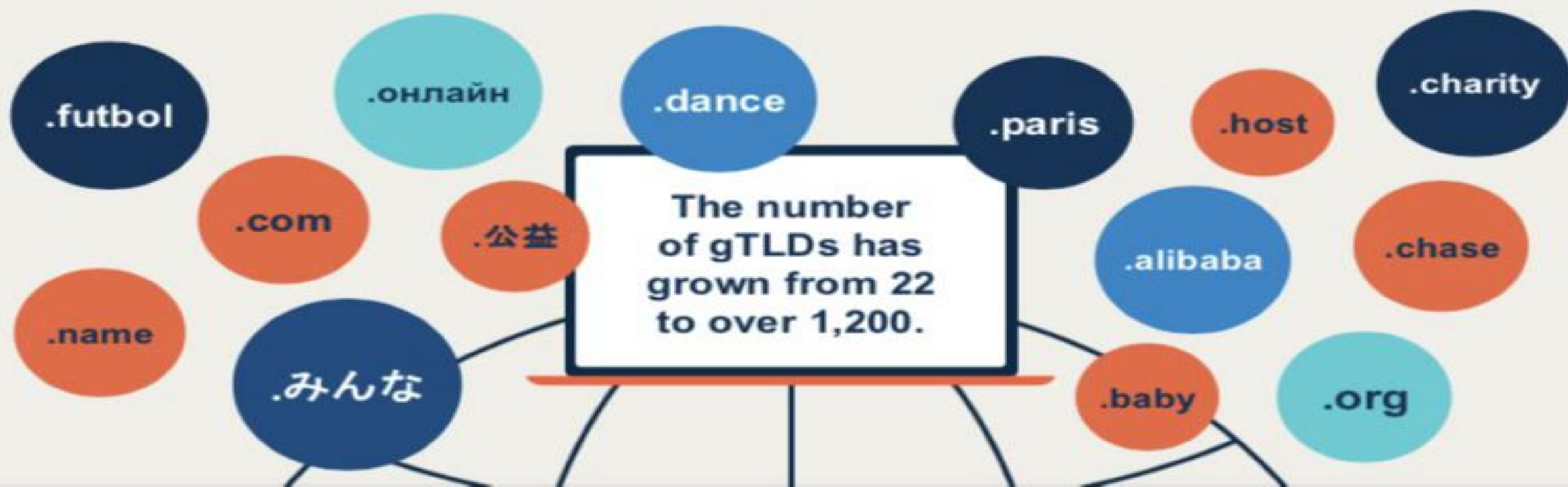
Through the 2012 New gTLD Program, more than 1,200 new unique names like **.trade** and **.vegas**, and names were added to the Internet.



The New gTLD Program

The **New Generic Top-Level Domains (gTLD) Program** is a community-driven initiative to enable the continued expansion of the Domain Name System.

For the first time since 2012, businesses, communities, governments, and other organizations can apply for new gTLDs tailored to fit their needs.



02

Overview of the New gTLD Program: Next Round

A Successful Next Round

The New gTLD Program: Next Round is aimed at making the Domain Name System more inclusive and more usable to more users.

Key indicators of success:

1

Applications that include new communities and voices, a variety of languages and scripts, geographic and ethnic diversity, entrepreneurs and startups, and non-profit organizations.

2

A significantly higher proportion of applications submitted by entities outside of North America and Europe than were received in the 2012 Round.

gTLD Opportunities

gTLDs can be tailored for audiences based on:



Businesses and brands



Communities and cultures



Geographies
(e.g., cities and regions)



Governments – local and national - and IGOs



Targeted customers or memberships



Users of diverse scripts

New Domain Names, New Uses

▶ Build digital inclusivity by providing audiences and customers with choice via scripts.

▶ Provide other groups the opportunity to create their own space online.

▶ Build trust in a brand.

▶ Manage online presence more inclusively.

EXAMPLES:

Industry-specific:

.photography

.rugby

.bank

Creative tools:

playlist.new

doc.new

Location-based:

.durban

.nyc

Script-based:

.网址

.شبكة

Brands:

.google

.apple

Online identity:

.blog

Benefits of Operating a gTLD



Becoming a Registry Operator



Applying for a gTLD means you are applying to operate an Internet registry.



An Internet registry is a master database of all the domains listed under a particular gTLD.

A Registry Operator:

- ▶ Sets the requirements for the gTLD.
- ▶ Determines which second-level domains (the characters to the left of the dot) can be registered, and by whom.

Financial and Technical Considerations

Application and evaluation fees:
USD \$208,000–\$293,000

- + Standard operational fees included in the Registry Agreement signed with ICANN
- + Ongoing financial and technical concerns



Applying for a new gTLD requires significant financial and technical resources.



All new gTLD applicants must be able to demonstrate the operational, technical, and financial capacities necessary to operate a registry and comply with contractual requirements.

03

Availability of assistance through the Applicant Support Program

Criteria for Applicant Support

To be eligible for assistance through the Applicant Support Program, applicants must demonstrate:

- ✓ General business due diligence
- ✓ Public responsibility due diligence
- ✓ Financial need
- ✓ Financial viability
- ✓ Eligible entity status

Applicant Support Program

Operating a gTLD is expensive and may be out of reach for many. The Applicant Support Program makes applying for a new gTLD more accessible to entities that are unable to because of financial and other resource constraints.

Candidates must be one of these types of entities:



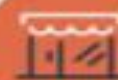
Nonprofit,
nongovernmental,
and charitable
organizations



Intergovernmental
organizations



Indigenous/tribal
peoples'
organizations



Micro and small
businesses that
are social
enterprises or
that operate in a
developing
economy

Applicant Support Portfolio

The Applicant Support Program provides a range of financial and nonfinancial assistance to qualified, eligible entities.



Financial Support

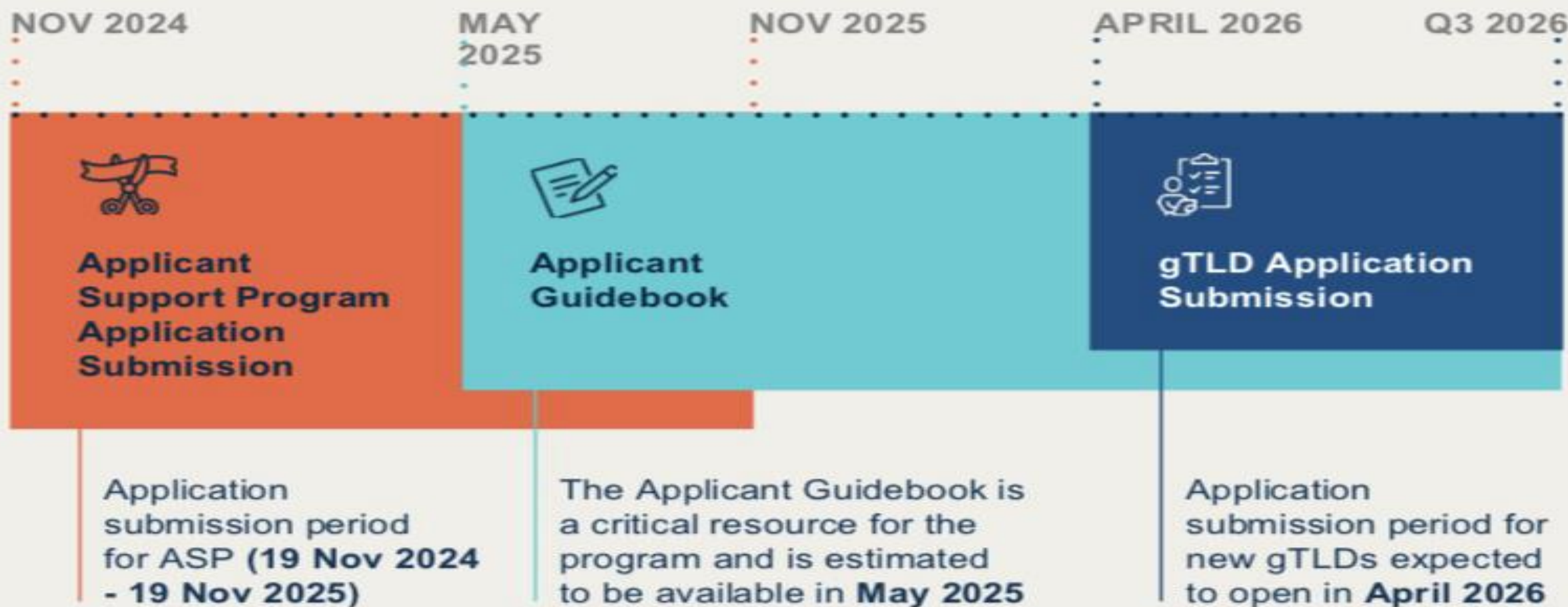
- ▶ A 75-85% reduction in applicable gTLD application and evaluation fees
- ▶ Bid credit
- ▶ Reduced/waived base registry operator fees



Nonfinancial Support

- ▶ Training materials: applying for a gTLD, becoming a Registry Operator
- ▶ Capacity Development/ Mentorship Program
- ▶ Access to an Applicant Counselor
- ▶ List of volunteer professional service providers

Key Dates



04

ICANN's Outreach and Engagement

Engagement and Outreach



Identify **target markets**, producing regional and country plans.



Identify Applicant Support Program-**eligible entities**.



Seek **conduits** and **introductions** to **new contacts** and audiences.



Consult with local **ICANN community members**.



Provide **toolkits and materials** for events, webinars, bilateral meetings, and prospecting calls.



Conduct accompanying **media and communications** campaigns.

An Invitation to Collaborate



Capacity development, communications, and outreach with a focus on global inclusivity are key to fostering diverse participation in the next round of new gTLDs.



Outreach and engagement efforts will leverage existing relationships, the personal networks and connections of ICANN teams, and the broader ICANN community across the regions.

Your Role In Building A More Inclusive Internet

1

Assist in identifying and mentoring potential applicants, including in countries and territories where there may not be an established domain name industry that can support a new registry.

2

Connect established domain name sector players with new entrants.

- ▶ Note the availability of evaluated Registry Service Providers for new gTLDs.

Become a Next Round gTLD Program Champion



Convene and communicate in your own networks



Fully self-directed and voluntary

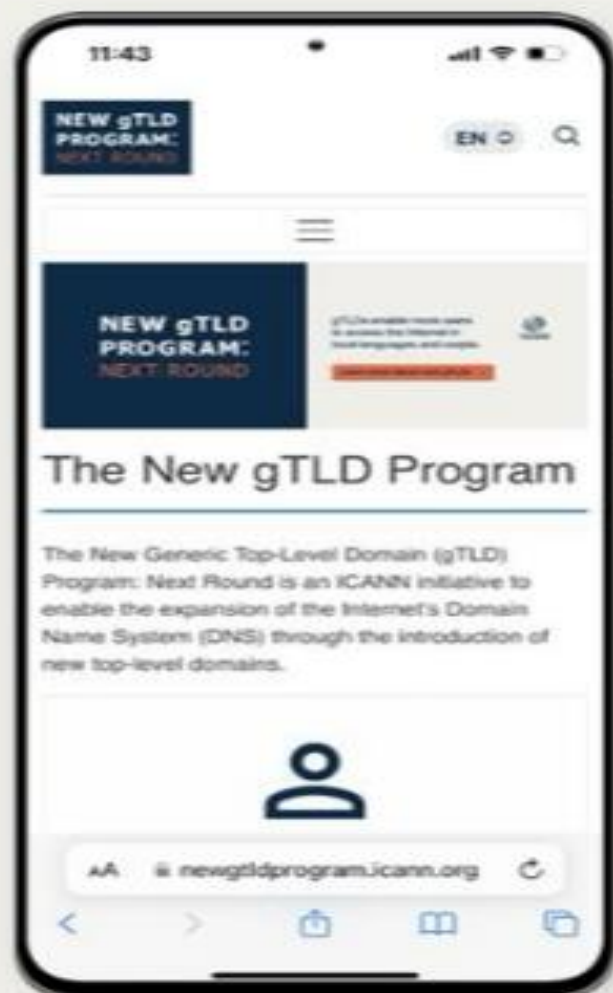


Next Round Champions program will be announced in August

Self-service Champions Toolkit to be published on newgtldprogram.icann.org under "resources".

Toolkit (in six languages) to include:

- ▶ Flyers
- ▶ Presentations
- ▶ Sample Event Agendas
- ▶ Options for available remote speakers



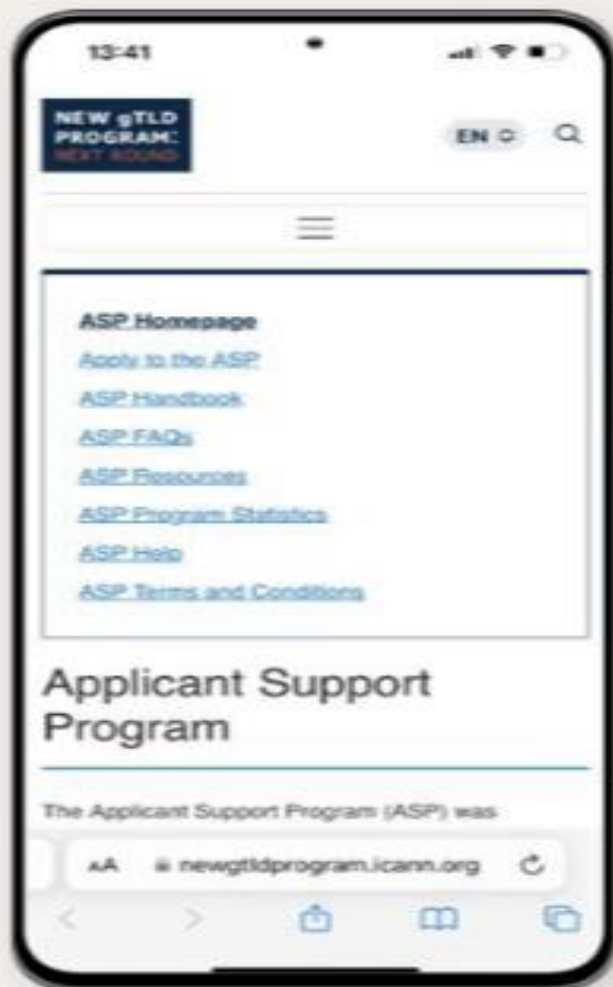
Stay Informed.

Join the **Mailing List** at
nextroundinfo@icann.org

Send **leads, targets, and ideas** to
engagement.newgTLDprogram@icann.org

For questions about becoming a
Next Round Champion contact
bob.ochieng@icann.org

Look for **updates and news** at
<https://newgtldprogram.icann.org>



Helpful Resources for Support Applicants

- ▶ [Applicant Support Program Website](#)
- ▶ [Applicant Support Program Handbook](#)
- ▶ [Applicant Support Program IRT Sub-Track Wiki Page](#)
- ▶ [Background information on the Applicant Support Program](#)
- ▶ [Case Studies of TLDs](#)

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