

NEW gTLD PROGRAM: NEXT ROUND

gTLD

Discussion on the Applicant Support Program (ASP)

2025-09-02 | 14:00-15:00 UTC



Proposed Meeting Objectives and Agenda

Proposed Objectives

Convene an open, collaborative discussion on ASP including:

- Updates on ICANN's ongoing efforts to raise awareness of the program and support applicants in the pipeline
- Future-focused opportunities for effective partnership and collaboration to achieve mutual goals

Proposed Agenda

1. Welcome, Objectives and Agenda Review (5m)
2. Overview: Community Policy and Guidance on ASP (5m)
3. Comprehensive Report on Prospective and Pipeline Applicants (5m)
4. Raising Awareness Among Prospective Applicants (10m)
5. Supporting Current ASP Applicants in the Pipeline (10m)
6. Discussion (25m)

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Overview: Community and Policy Guidance on ASP

What Informed the Design and Approach?

- [Subsequent Procedures \(SubPro\) Final Report](#)
 - [Public comment proceeding](#)
 - [ICANN Operational Design Assessment](#)
 - [Recommendations adopted by the Board on 16 March 2023](#)
- [GNSO Guidance Process \(GGP\) for ASP](#)
 - [Public comment proceeding](#)
 - [Recommendations adopted by the Board on 17 Aug 2024](#)
- [ASP Handbook](#)
 - Developed in collaboration with [ASP-Implementation Review Team \(IRT\)](#)
 - [Public Comment Proceeding](#)
 - [Approved by the Board on 24 Oct 2024](#)

Taken together, these inputs represent the multistakeholder community's guidance for designing, operating, and evaluating the ASP.

Highlights: SubPro Policy and GGP Guidance

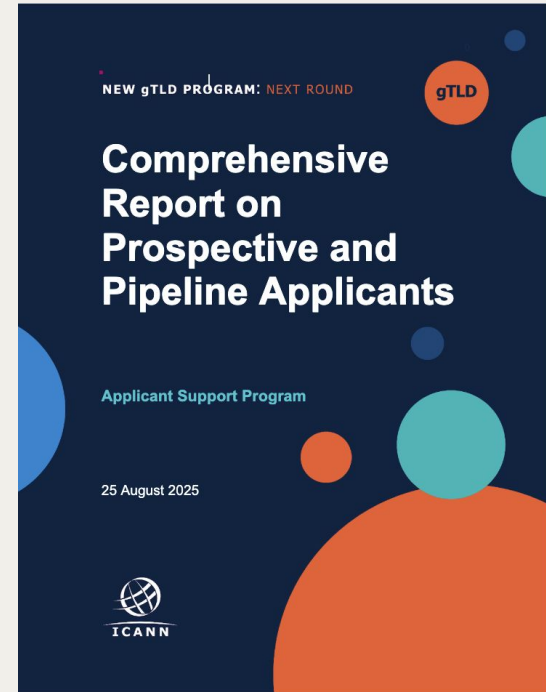
- **ASP is designed to be “open to applicants regardless of their location as long as they meet other program criteria”** per Board-adopted [SubPro Policy Recommendation 17.1](#).
- **Communications and engagement efforts for ASP have focused on raising awareness in Africa, LAC, and APAC**, per [GGP Guidance Implementation Guidance](#): “Target potential applicants from the not-for-profit sector, social enterprises and/or community organizations from under-served and developing regions and countries. This should not exclude any entities from outreach efforts, such as private sector entities from underserved and developing regions and countries, recognizing the goal is to get as many qualifying applicants as possible.”
- **Budget allocation defined by the Board; targeted number of applicants defined by GGP success metric** as “...No fewer than 10, or 0.5 percent (.005), of all successfully delegated gTLD applications were from supported applicants.”

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Comprehensive Report Objectives and Outline

Comprehensive Report Objectives

- Provides comprehensive overview of activities and outcomes as they align with the SubPro Final Report and GNSO Guidance Process (GGP) recommendations for program success.
- Includes data on communications, outreach, and engagement activities to create awareness of the ASP among prospective applicants; website statistics showing global utilization of online resources; and ongoing efforts to support eligible entities in the pipeline that have expressed interest in applying.
- Highlights outcomes thus far, along with a detailed inventory of specific initiatives completed to-date.



Comprehensive Report Outline

Introduction

- Goals and Objectives
- Program Criteria and Comprehensive Report

Background Context

- 2012 New gTLD Program Statistics
- The Applicant Support Program in 2012

Policy Recommendations and Guidance

- SubPro Final Report Recommendations
- GNSO Guidance Process for ASP

Global Outreach to Prospective Applicants

- Objectives and Key Results
- Creating Global Awareness
 - Communications Reach Summary
 - Engagement Events Reach Summary
 - Engagement Activities and Focus

Support for Applicants in the Pipeline

- Objectives and Key Results
- Supporting ASP Application Submissions
 - Observations and Pain Points
 - Applicant Pipeline Numbers
 - Website Visits and Engagement
 - Global Support Inquiries
 - Pipeline Survey, Responses, and Actions Taken

Inventory of Activities by Function To-Date

- Communications
 - Educational Materials
 - Media Outreach
 - Paid Social Media
 - Announcements and Blogs
- Engagement Events
- Appendix | SubPro Final Report Output
Implementation Tracker: Applicant Support

Strategic Approach to ASP Audiences

Audience Segmentation and Focus Areas

Prospective Applicants

- Expand our reach, build awareness through targeted **engagement events and communications** campaigns.
- Effectively leverage partner advocates in the **ICANN Community**.
- Establish **touch-points with prospective applicants** to gauge interest.

Applicants in the Pipeline

- Analyze **aging report data** to gauge intent to apply.
- Support applicant movement through the pipeline with **consistent communications cadence**.
- Assess applicant feedback and perceived challenges and offer **supporting resources and guidance**.

Supported Applicants

- Onboard **new supported applicants**.
- Provide **learning pathways** to build foundational knowledge to advanced topics.
- Provide **access to guidance and support** from application processes through becoming a Registry Operator.

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Raising Awareness Among Prospective Applicants

Regional Engagement Approach

Our engagement approach prioritized creating awareness of the ASP primarily to underrepresented geographies and to eligible organizations not already known to ICANN.

1

Priority Focus on ASP.

Prioritize focus on the ASP in 2024, with ASP outreach starting in May 2024 and continuing through closing of ASP application window, November 2025.

2

Geographic Targets.

Target ASP-eligible entities primarily in underrepresented geographies.

- Select initial focus countries.
- Identify ASP-eligible targets.
- Identify events for new audiences.

3

Organizational Targets.

Regional VPs compiled country- and regional-based organization target lists for outreach.

- Confer with ICANN community leads (GAC, ALAC) on additional targets.
- “Cold calls” to organizations.
- Seek speaking roles at events.

4

Communications Support.

Align with communications to produce resource materials, social media, targeted outreach.

- Champions Toolkit
- Media outreach
- Paid social media
- gTLD Program In YOUR Language

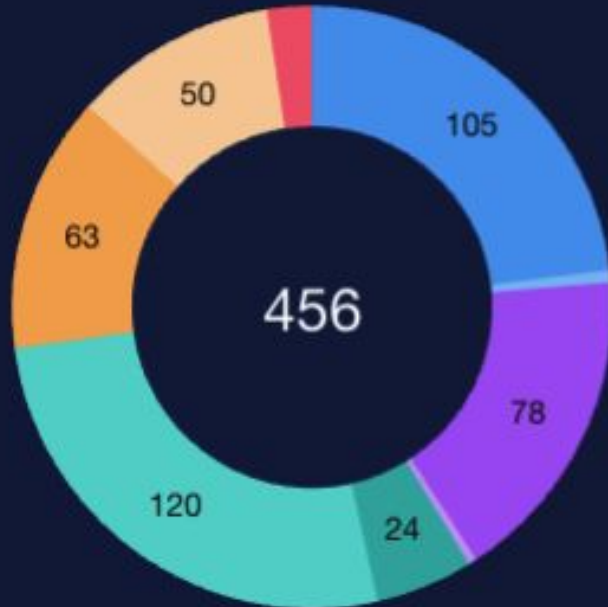
Next Round Engagement Events by Region

(1 January 2024 – 26 August 2025)

Total (Next Round and ASP): **456**

ASP-specific: **142**

Over 80% of engagement events held in developing regions.



Africa	23.03%
All	0.66%
Asia	17.11%
Eastern Europe & Central Asia	0.44%
Europe	5.26%
Latin America & Caribbean	26.32%
Middle East	13.82%
North America	10.96%
Oceania	2.41%

Regional Engagement with GAC

North America – Canada GAC attending to support Indigenous Connectivity Summit

Europe – Netherlands GAC convening Next Round and ASP Workshop

Middle East – Saudi Arabia GAC assistance with Next Round / ASP workshop

APAC – India GAC and government convened roundtable discussing ASP outreach

LAC – Colombia GAC participation in “*El Dominio del Dominio*” podcast, CITELE Webinars

Oceania – Direct contact with every GAC member

Africa – Workshops hosted by GAC reps from Nigeria, Tanzania, Uganda, Benin, South Africa and Africa Telecom Union

To host or convene an event, or request an ICANN Org speaker, contact your regional GSE Vice President, or use the Speaker Request Form.

Communications Reach Snapshot

MEDIA OUTREACH

Dates	Audience	Reach	
October 2024 - January 2025	Brazil, India, Kenya, Mexico, Nigeria, South Africa, and Türkiye.	Potential reach across all articles published	504 million

PAID SOCIAL MEDIA

Dates	Audience	Reach	
November 2024	ASP-eligible entities in Australia, Brazil, Egypt, India, Kenya, Mexico, Nigeria, Pakistan, South Africa, and Türkiye.	Total impressions	Facebook/Instagram: 14,448,840 LinkedIn: 3,793,11
July 2025		Total impressions	LinkedIn: 778,615

Resource Materials

The ICANN communications team has developed a number of outreach materials and resources to aid in org and community engagement efforts.

Champions Toolkit

Includes ASP and Next Round info sheets, presentations, FAQs, and more. All available in ICANN languages.

New gTLD Use Cases

33 use cases have been published on the program website.

New gTLD Program In YOUR Language

Initiative implemented to allow for additional translations of outreach materials.

Key Topic Overviews

One page summaries of key AGB topics meant to make information more accessible to newcomers.

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Helping Current ASP Applicants in the Pipeline

Focus on the ASP Applicant Pipeline

Our strategic approach to active pipeline management is intended to support applicant movement through the ASP application process.

Objectives and Key Results

- Aligning activities to objectives to achieve measurable results

Applicant Pipeline Status

- Reporting to-date
- Aging report enhancements

Communications Cadence

- Efforts to-date
- Additional touch-points

Supporting Resources and Guidance

- Global Support inquiries
- Webinars and pro bono engagement

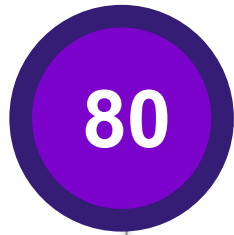
Identified Pain Points:

- 1 Slow progress through the pipeline.
- 2 Sorting out real interest vs those just curious.
- 3 Guidance through the ASP application process.

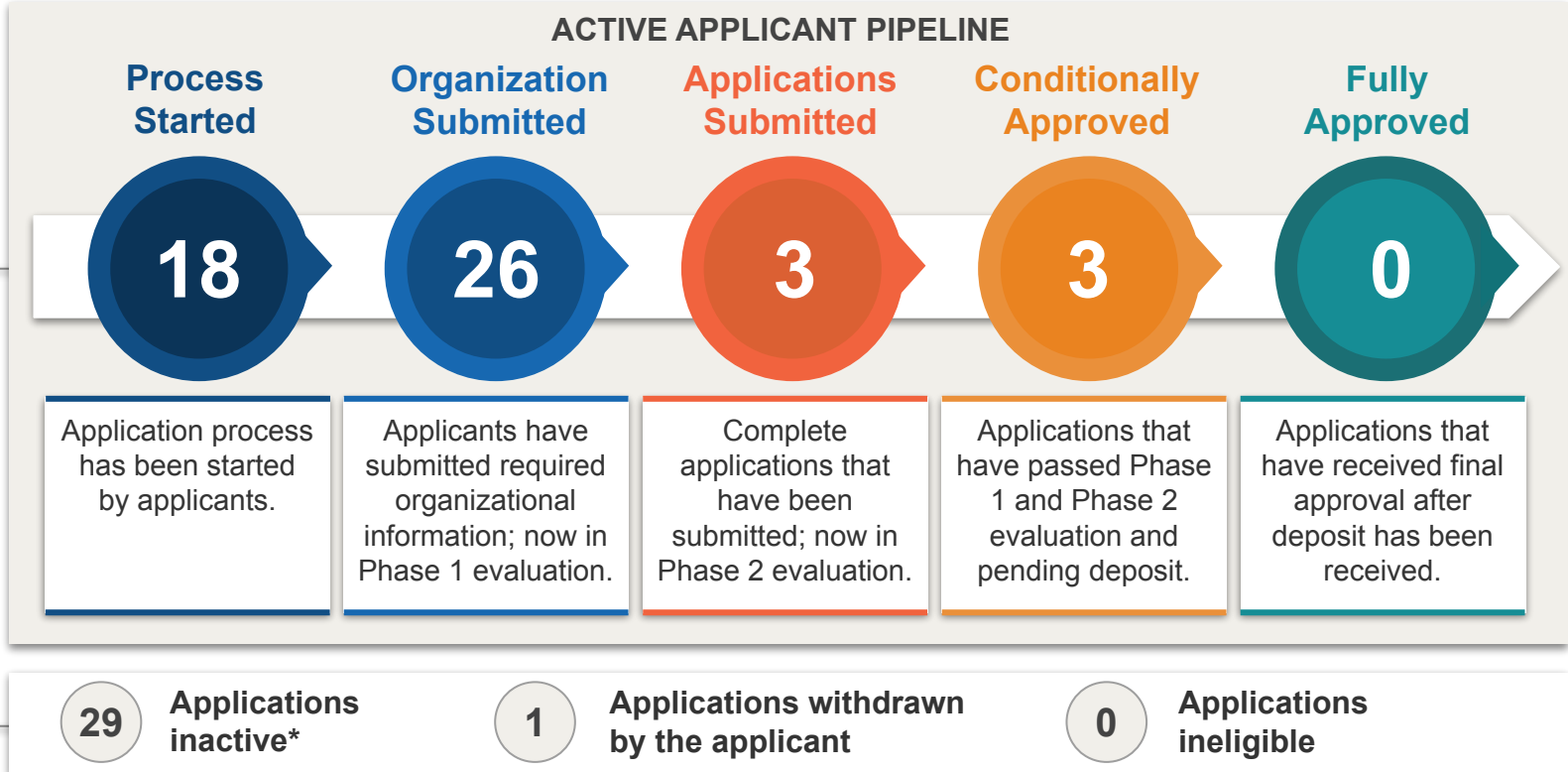
OBJECTIVES	>>>	KEY ACTIVITIES	>>>	KEY RESULTS
Actively support applicant movement through the pipeline with consistent correspondence and data-capture.	✓	<p>Aging report to assess where applicants are in the pipeline.</p> <ul style="list-style-type: none"> Increased communications cadence every 15 days to better assess real interest in applying. 		<p>Resulting in accurate view of applicant interest and intent to apply to the ASP.</p> <p>Measured by:</p> <ul style="list-style-type: none"> Aging data report Email metrics and correspondence
Address perceived challenges with existing and additional resources and support mechanisms.	✓	<p>Pipeline survey to gain better understanding of where applicants may be getting “stuck”.</p> <p>✓ Provide access to Pro Bono Professionals to guide applicants.</p> <p>✓ Leverage ICANN Community groups for support.</p>		<p>Resulting in increased movement through the pipeline from organization submitted to application submitted.</p> <p>Measured by:</p> <ul style="list-style-type: none"> Pipeline survey responses ASP resources page views and downloads

ASP Application Status (19 August 2025)

Total ASP Applications



ACTIVE APPLICANT PIPELINE



*ASP applications with more than 90 days of inactivity are designated as "inactive".

ASP Regional Activity Update (19 August 2025)

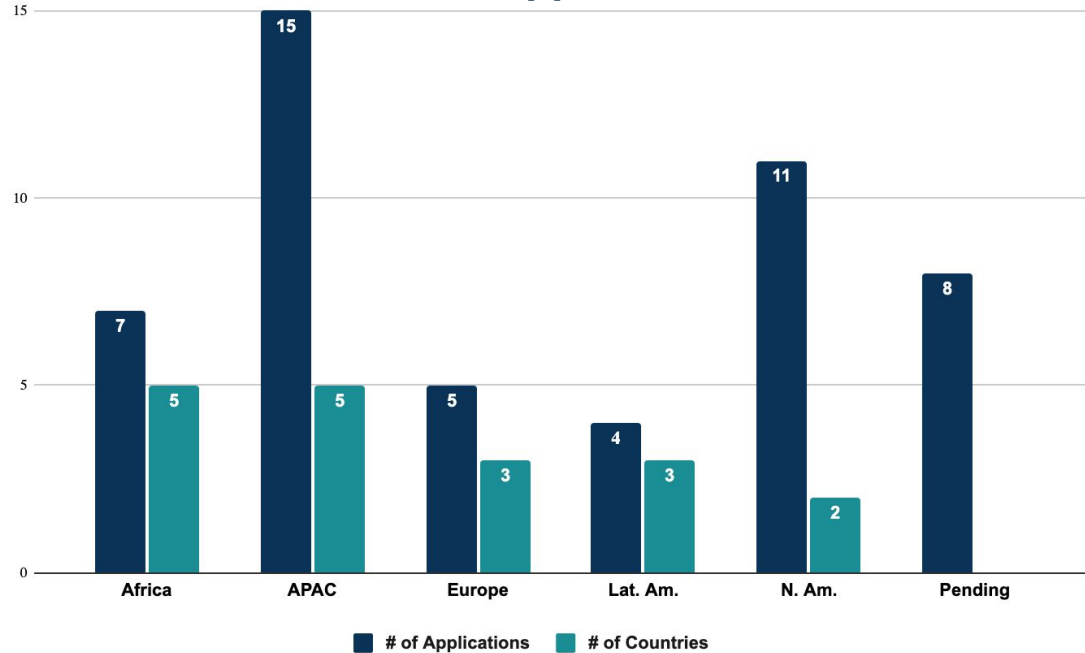
BY THE NUMBERS

50 TOTAL ACTIVE APPLICANTS IN PIPELINE

5 REGIONS

18 COUNTRIES/TERRITORIES

Active Applications



Applications with “pending” region have not yet submitted geographic organizational information.

Supporting Resources and Guidance

30 Global Support Questions

Themes:

What qualifies, certificate of good standing, less developed economies.

Example questions received:

- Would you be able to elaborate on what your Application Support Program is? What are the requirements?
- What kind of documents are required for proof of good standing?
- Which countries or economies are those that fall within the least developed?

FAQs updated as needed

Survey, Webinars, Pro Bono Services

Applicant pipeline survey:

Sent via email from the Applicant Counselor to gauge where applicants may need additional support; followed-up as appropriate.

Informational webinars:

Delivered to ASP applicants in the pipeline to support movement through the application process and introduce access to pro bono support.

Early Access to Pro bono support:

ASP Applicants are leveraging Pro Bono Service Providers and Mentors as resources to help address challenges.

06

Discussion (~25 minutes)

07

Appendix: Upcoming High-Profile Events

Upcoming Next Round High-Profile Events

Event	Date & City	Region
World Chambers Congress (WCC) 2025	2 - 4 Sept: Melbourne, Australia	APAC
IDFest 2025	16 -17 Sept: Indonesia	
Webrazzi Summit	22 Oct: Istanbul, Turkiye	ME
Dubai Domain Days	22-23 Oct: Dubai	
Global Symposium for Regulators 2025	31 Aug - 2 Sept: Riyadh, Saudi Arabia	
Futurecom	30 Sept - 2 Oct : Sao Paulo, Brazil	LAC
UN World Cities Day	31 Oct : Bogota, Colombia	

Upcoming Next Round High-Profile Events (cont.)

Event	Date & City	Region
Digital Transformation Week Europe 2025	24 - 25 Sept: RAI, Amsterdam	EU
Web Summit 2025	10-13 Nov: Lisbon, Portugal	
Smart City Expo 2025	4-6 Nov: Barcelona, Spain	
Africa Internet Summit 2025	29 Sept - 3 Oct: Accra, Ghana	Africa
CIO 100	19-21 Nov: Naivasha, Kenya	
Africa Tech festival 2025	10 -13 Nov: Cape Town, South Africa	
Africa Regional Banking and Fintech Summit (Link not yet available)	9 - 11 Sept: Diani, Kenya	