Review our Expected Standards of Behavior when participating in ICANN Meetings.

Go to:
http://go.icann.org/expected-standards

Review the ICANN Community Anti-Harassment Policy when participating in ICANN Meetings.

Go to:
http://go.icann.org/anti-harassment

Do you have a question or concern for the ICANN Ombudsman?

Email ombudsman@icann.org to set up a meeting.

ICANN

ICANN81 GAC Discussion on New gTLD Program Next Round

Sunday, 10 November 2024
10:30 - 12:00 local time

ICANN | GAC
Governmental Advisory Committee

81 | **ANNUAL GENERAL MEETING**

Agenda

1. Introduction - Nigel Hickson (5 min.)

2. Implementation Review Team - Rida Tahir (40 min.)

    a. GAC topic lead update (5 minutes)

    b. ICANN org Update (20 minutes)

    c. GAC Questions/discussion (15 minutes)

3. Applicant Support Program Update - Tracy Hackshaw (40 min.)

    a. GAC topic lead update (5 minutes)

    b. ICANN org Update (20 minutes)

    c. GAC Questions/discussion (15 minutes)

4. AOB (5 min.)

2. Implementation Review Team Update

Rida Tahir (Canada)

Implementation Review Team (IRT) - Recent Updates

- The IRT commenced its work in May 2023 and is expected to draft the next Applicant Guidebook (AGB) in preparation for the next round of new gTLDs.

- The GAC appointed a representative and an alternate to participate in the process, provide input to the IRT and report back to the broader committee on areas of importance to the GAC.

- GAC members appointed to the IRT are:
  - ✓ Canada (Representative)
  - ✓ UK (Alternate)

- ICANN org presented an updated Implementation Plan in September 2024 for the Implementation Review Team's input

- It is expected that the AGB will be published no later than December 2025.

Implementation Review Team (IRT) - Recent Updates

- The implementation plan currently assumes a 15-24 month timeline for drafting the Applicant Guidebook (AGB), with the support of the IRT.

- It is expected that the AGB will be published no later than December 2025.

- On 1 February 2024, the IRT posted a [first public comment proceeding](#) in a series of proceedings.

- In total, ten Public Comments were submitted by stakeholders from across the community on the proposed language for draft sections of the Next Round Applicant Guidebook (AGB).

- Submissions tended to find that the proposed language was consistent with the [Final Report on the new gTLD Subsequent Procedures (SubPro) Policy Development Process [gnso.icann.org]](#) (Final Report) outputs.
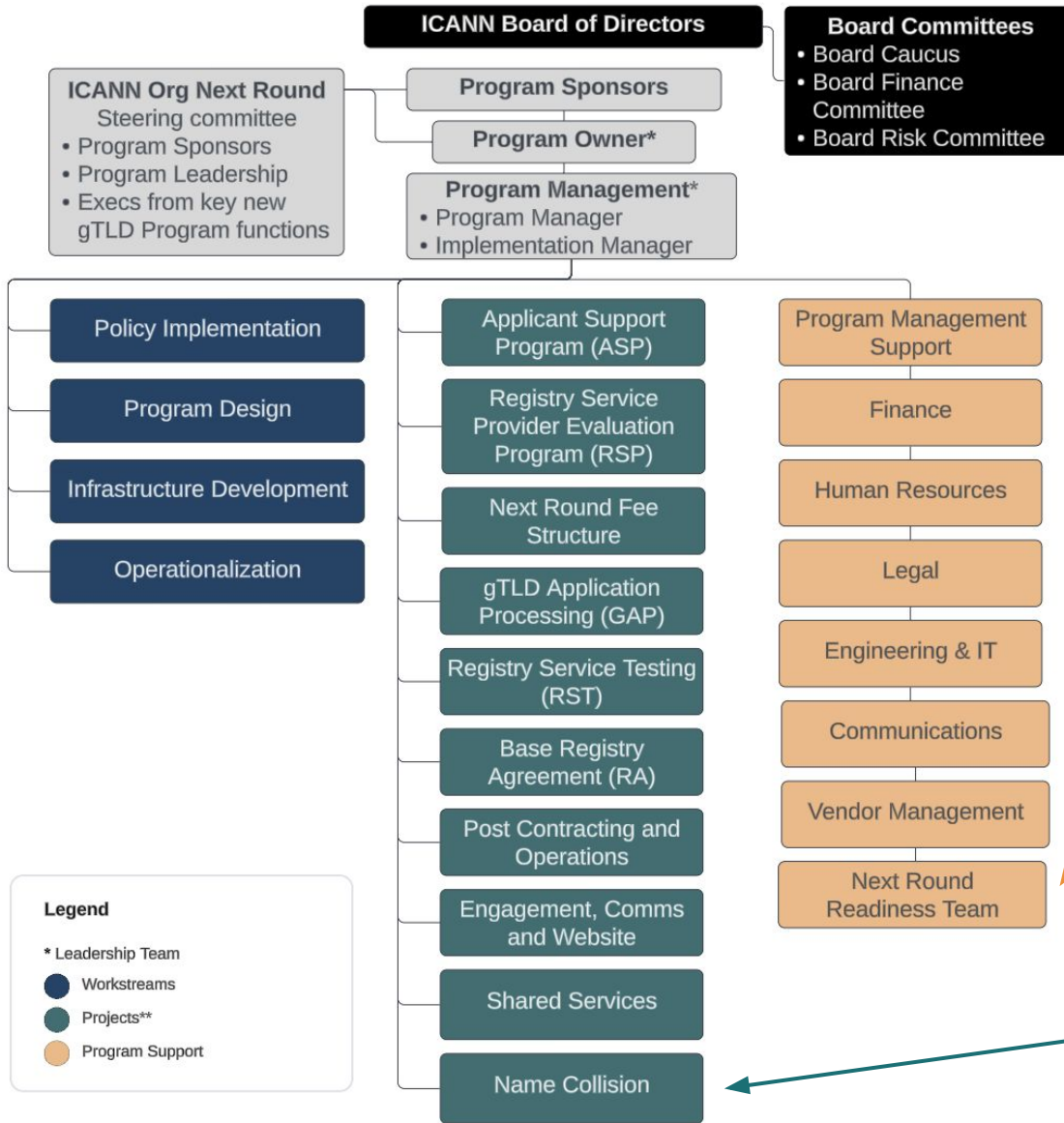
Implementation Review Team (IRT) - Recent Updates

- ICANN org conducted a [second Public Comment proceeding](#) from 10 September to 21 October.
- This is the second in a series of Public Comment proceedings seeking input from the ICANN community on proposed language for the AGB for the New gTLD Program: Next Round.

- Specifically, ICANN org is looking for input from the community on whether the proposed language is consistent with the relevant outputs from the Final Report on the New gTLD Subsequent Procedures Policy Development Process.

- The proposed language has been developed in collaboration with the [Subsequent Procedures Implementation Review Team](#).

- The GAC submitted a [collective comment](#) in support of the proposed language, finding it consistent with relevant outputs from the SubPro Final Report.

1

Program Update

New TLD Program: Next Round - Program Organization Chart

ICANN Board of Directors

Board Committees
- Board Caucus
- Board Finance Committee
- Board Risk Committee

ICANN Org Next Round
Steering committee
- Program Sponsors
- Program Leadership
- Execs from key new gTLD Program functions

Program Sponsors

Program Owner*

Program Management*
- Program Manager
- Implementation Manager

Policy Implementation

Program Design

Infrastructure Development

Operationalization

Applicant Support Program (ASP)

Registry Service Provider Evaluation Program (RSP)

Next Round Fee Structure

gTLD Application Processing (GAP)

Registry Service Testing (RST)

Base Registry Agreement (RA)

Post Contracting and Operations

Engagement, Comms and Website

Shared Services

Name Collision

Program Management Support

Finance

Human Resources

Legal

Engineering & IT

Communications

Vendor Management

Next Round Readiness Team

Legend
* Leadership Team
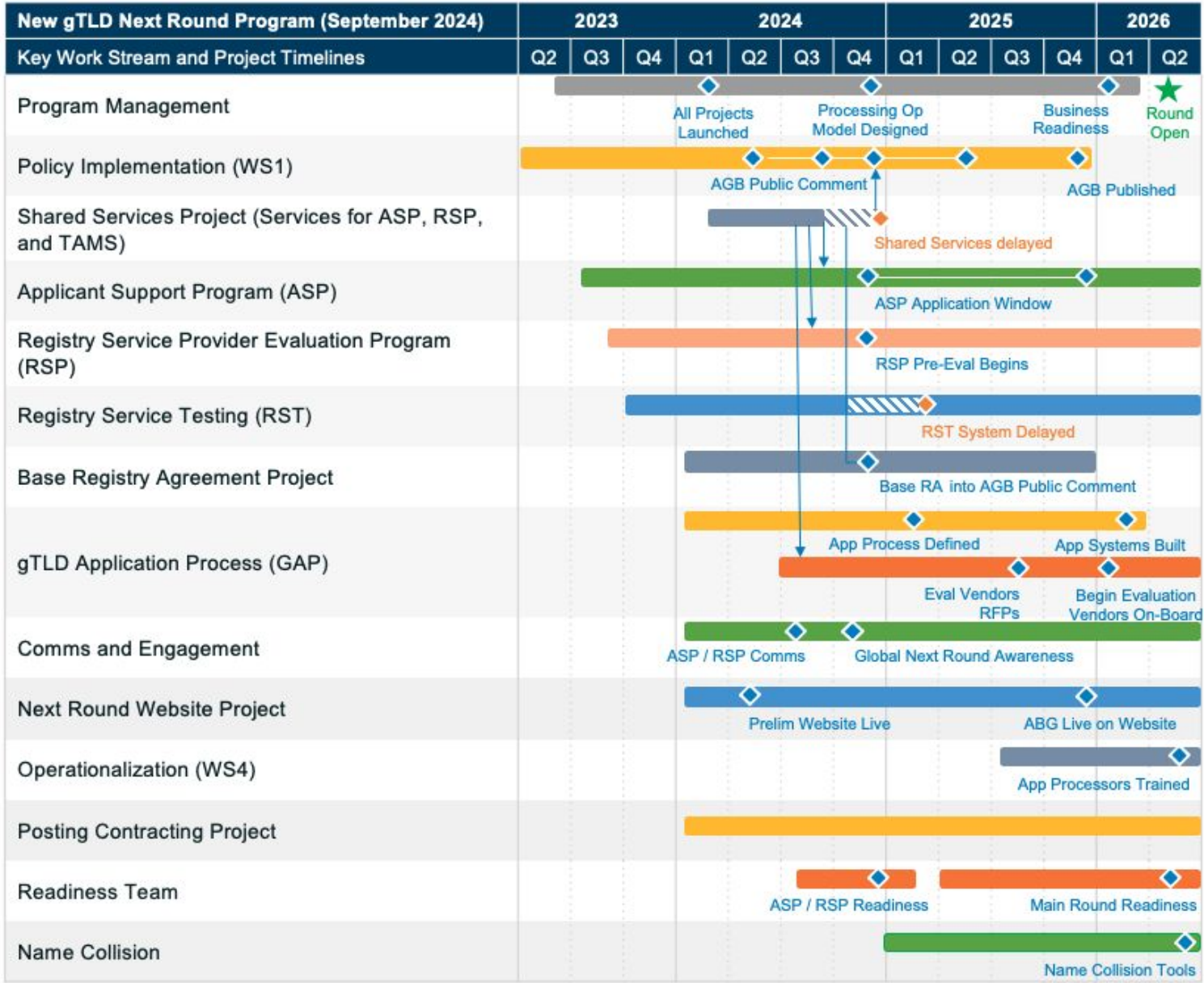- Workstreams
- Projects**
- Program Support

The Readiness Team was launched in July for applicant and internal ICANN organizational readiness

The name collision project was launched in September following the board decision on NCAP2

Timeline Updates – 2 project delays are noted with no impacts to ASP and RSP launch or processing timelines:

- Shared Services delay of 3 months, no significant impacts to projects given schedule contingency

- RST system delayed, no impact to RSP processing timeline

New gTLD Next Round Program (September 2024)	2023			2024				2025				2026	
Key Work Stream and Project Timelines	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2

Key milestone and due date	Key dependencies for the Critical Path
RSP Launch – 19 Nov '24	• RSP Handbook and Fee Publishing - Complete • RSP Application System - Due 19 Nov 2024 • Registry Service Testing (RST) System – Due Mid-Mar 2024 • Shared Services Tools – Due Q4 2024 • New gTLD Program: Next Round Website - Complete
ASP Launch – 19 Nov '24	• ASP Handbook and Funding Plan - Complete • ASP Application System - Due 19 Nov 2024 • Shared Services Tools – Due Q4 2024 • ASP Evaluation Vendor (SARP) - Due 20 Jan 2025 • New gTLD Program: Next Round Website - Complete
Applicant Guide Book – Dec '25	• Board decisions re: contention resolution and outstanding advice items - Due 30 Nov 2024 • CEP criteria finalized - Due 30 Nov 2024 • Base Registry Agreement - Due Dec 2025 • New gTLD Program: Next Round Website - Complete
Next Round Launch – April 2026	• Applicant Guide Book Published - Due Dec 2025 • Evaluation Panelist Vendors - Various dates throughout 2025 and 2026 • gTLD Application Management System (TAMS) - Due April 2026 • Non-TAMS systems, including Name Collision - Due April 2026 • Operationalization Staffing for Application Processors - Various dates leading up to April 2026 • New gTLD Program: Next Round Website – 1st Phase Complete

Overall Program Status (as of 30 October 2024)

The overall program status remains on-track, but schedule and resources are at risk due to ICANN staff resource bandwidth issues across the program, and schedule delays in RST and GAP.

Project	Overall	Scope	Schedule	Resources	Budget
Overall Program	🟢	🟢	🔺	🔺	🟢
Program Management	🟢	🟢	🟢	🟢	🟢
WS1 – Policy Implementation	🟢	🟢	🟢	🟢	🟢
Applicant Support Program (ASP)	🔺	🟢	🟢	🔺	🟢
Registry Service Provider Evaluation Program (RSP)	🟢	🟢	🟢	🟢	🔺
Registry Service Testing (RST)	🔴	🟢	🔴	🟢	🟢
Fee Structure	🟢	🟢	🟢	🟢	🟢
gTLD Application Processing Project (GAP)	🔺	🔺	🔺	🔴	🟢
Base Registry Agreement	🟢	🟢	🔺	🔺	🟢
Engagement, Communications & Website	🟢	🟢	🟢	🟢	🟢
Shared Services Project for ASP, RSP, and GAP technology	🟢	🟢	🟢	🟢	🟢
Post Contracting	🟢	🟢	🟢	🟢	🟢
Readiness Team	🟢	🟢	🟢	🟢	🟢
Name Collision	🟢	🟢	🟢	🟢	🟢

Highlights

Fee: Confirmation of the expected New gTLD Program: Next Round evaluation fee: US $227,000.

Registry Agreement: The base registry agreement updates continue to progress as the cross-functional team identifies changes needed to align Next Round policy requirements.

gTLD Application Processing (GAP): Scope, budget, and high-level timeline have been confirmed. The development of business requirements is in full speed, having completed more than 15+ sprints thus far. A total of 10 systems and 6 integrations to other existing systems have been identified as needing to be developed. Development work on the biggest system, the TLD Application Management System (TAMS), began in June.

Addressing GAC Advice
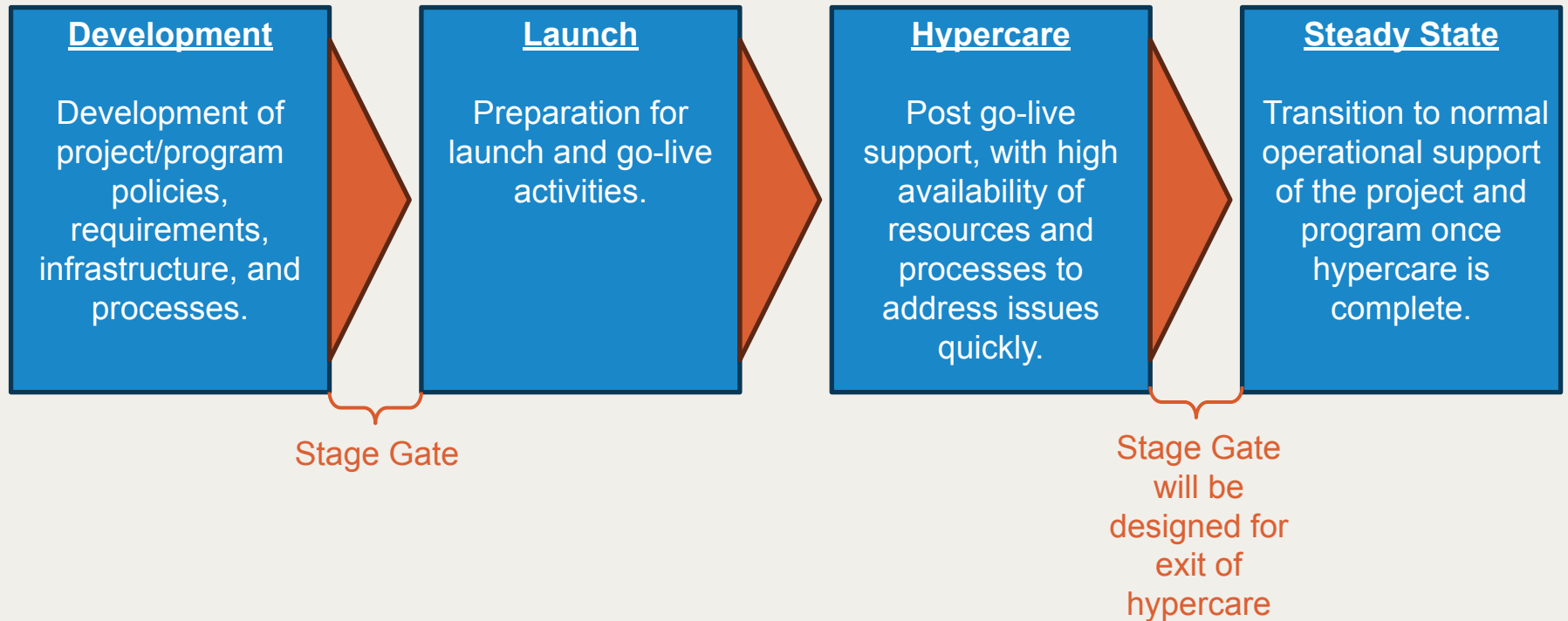
Launch & Support Approach

Scope of Launch and Support Approach

Technical Readiness

Operational Readiness

Organizational Readiness
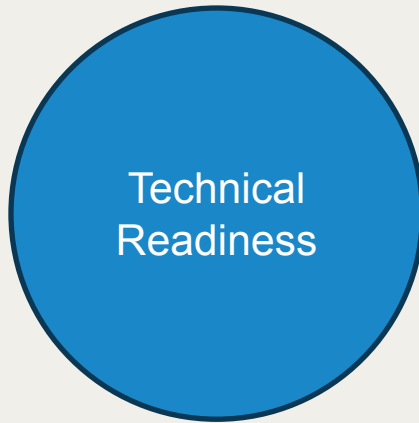
Purpose: Ensure ICANN org is prepared to successfully launch and support the Next Round
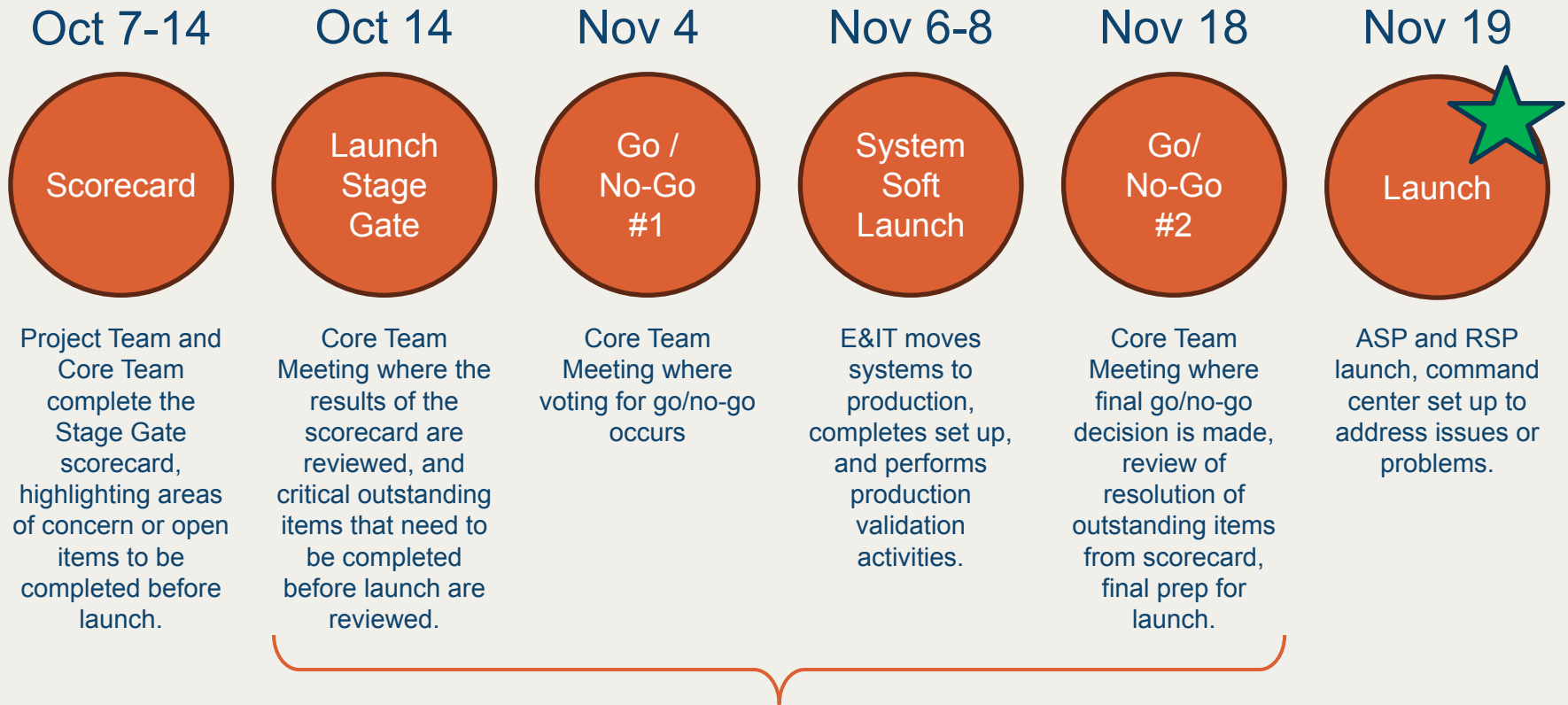
Readiness: Alignment on the activities, roles, and performance requirements needed to successfully launch and support each program.

Phases of Work for Launch and Support

Development	Launch	Hypercare	Steady State
Development of project/program policies, requirements, infrastructure, and processes.	Preparation for launch and go-live activities.	Post go-live support, with high availability of resources and processes to address issues quickly.	Transition to normal operational support of the project and program once hypercare is complete.

Stage Gate

Stage Gate will be designed for exit of hypercare

Stage Gate: A specific set of tasks and performance criteria to ensure readiness to proceed to the next phase of work which provides a framework for allocation of resources and time devoted to the project.
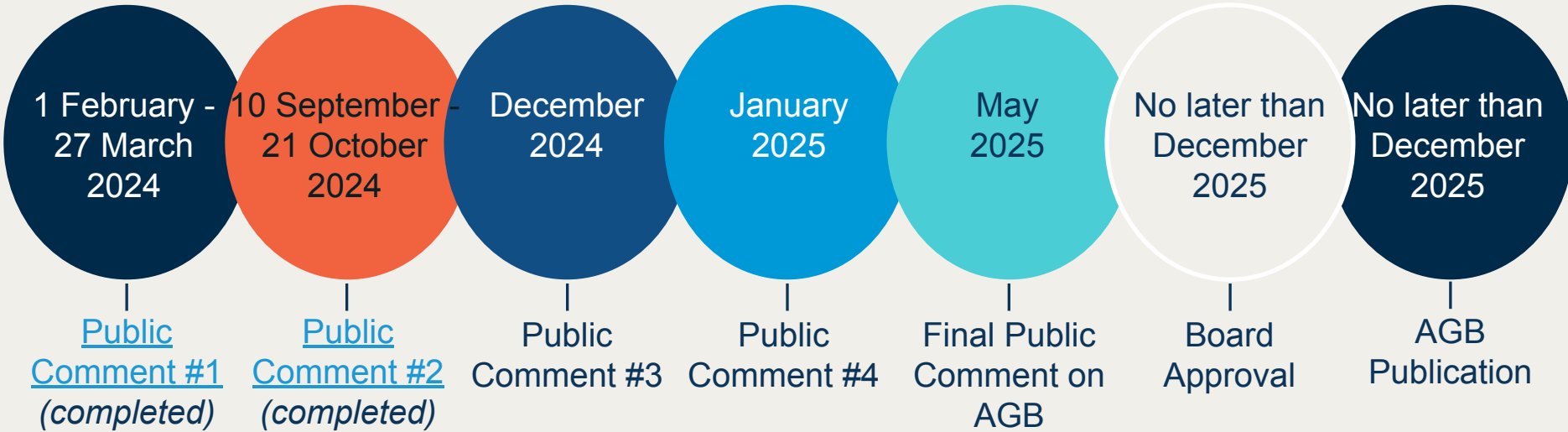
ASP & RSP: Key Activities Stage Gate to Launch

Oct 7-14	Oct 14	Nov 4	Nov 6-8	Nov 18	Nov 19
Scorecard	Launch Stage Gate	Go / No-Go #1	System Soft Launch	Go/ No-Go #2	Launch
Project Team and Core Team complete the Stage Gate scorecard, highlighting areas of concern or open items to be completed before launch.	Core Team Meeting where the results of the scorecard are reviewed, and critical outstanding items that need to be completed before launch are reviewed.	Core Team Meeting where voting for go/no-go occurs	E&IT moves systems to production, completes set up, and performs production validation activities.	Core Team Meeting where final go/no-go decision is made, review of resolution of outstanding items from scorecard, final prep for launch.	ASP and RSP launch, command center set up to address issues or problems.

Weekly check-in meetings with the Core Team to review and resolve any critical open issues before launch.

2

Applicant Guidebook Update

Applicant Guidebook Timeline

1 February - 27 March 2024

Public Comment #1 *(completed)*

10 September - 21 October 2024

Public Comment #2 *(completed)*

December 2024

Public Comment #3

January 2025

Public Comment #4

May 2025

Final Public Comment on AGB

No later than December 2025

Board Approval

No later than December 2025

AGB Publication

Past Public Comments

Public Comment #1
1 February-19 March 2024

10 public comment received

Topics
- Predictability Framework
- Code of Conduct and Conflict of Interest Guidelines
- Conflicts of Interest Process for Vendors and Subcontractors
- Applicant Freedom of Expression
- Universal Acceptance
- Reserved and Blocked Names
- Geographic Names

Public Comment #2
10 September-21 October 2024

12 public comments received

Topics
- Subsequent Application Rounds
- Background Screening
- String Similarity Review
- Internationalized Domain Names
- Dispute Resolution Procedures After Delegation
- Registrar-Non-Discrimination / Registry/Registrar Standardization
- Registrar Support for New gTLDs
- Root Zone Label Generation Rules
- Closed Generics

Upcoming Public Comments | Dec 2024 & Jan 2025

Topic	Status/Discussion with IRT
20. Application Change Requests 30. GAC Consensus Advice and GAC Early Warning	Updates to the language might be required
Data Policy DNS Stability 26. Security and Stability	Language ready for Public Comment
4. Different TLD Types 5. Applications Submission Limits 9. Registry Voluntary Commitments / Public Interest Commitments 16. Applications Submission Period 19. Application Queuing 27. Applicant Reviews 31. Objections 32. Limited Challenge/Appeal Mechanism 34. Community Applications	Language currently being discussed with IRT
Post-contracting 18. Terms and Conditions 15. Application Fees 29. Name Collisions	November 2024

3

GAC Topics of Interest Highlights

GAC Topics of Interest Highlights

- **Geographic Names**
  - Proposed language finalized
- **Reserved and Blocked Names**
  - Proposed language finalized
- **GAC Advice and Early Warning**
  - Updates to the language under discussion
- **Contention Set Resolution**
  - Community Discussion held
  - Draft language on replacement string currently under discussion with the IRT
- **Singular/Plural**
  - Supplemental Recommendation likely to be adopted by the Board
  - Proposed language under discussion

Contention Set Resolution:
High-Level Flow for Alternate String

App Submission → ICANN Complteness Check → Reveal Day #1 → Alternate String election period opens → Alternate String election period closes → Final list of strings identified → Reveal Day #2 → To Application Processing

Reveal Day #1: All public portion of applications published, inclusive of Alternate Strings

2 weeks?

Reveal Day #2: Published appicatoin information modified with a final string choice

To Application Processing: Inclusive of Prioritization Draw

Contention Set Resolution: Indicative Flow*

1. Application Window closes.
2. Completeness check.
3. Reveal Day.
4. Opening of a 14-day "replacement window"; eligible: everyone whose alternate string is not identical to another applied for primary or alternate string.
5. If desired, applicants request to switch application to alternate string.
6. "replacement window" closes.
7. String Confirmation Day.
8. Singular/Plural Notification Period
9. String similarity review**
10. Contention sets are updated following each of singular/plural notifications, string similarity review (and objection), string confusion objection (and appeal), and CPE outcome.
11. .brands can submit request to change their string, per recommendation 20.8.
12. Auctions using ascending-clock second-price methodology.

*This is a high-level overview of the proposed flow for alternate strings / contention resolution only.
**Other reviews and evaluations may also occur in parallel.

Supplemental Recommendation 24.3 (Singular/Plural Strings)

The GNSO Council recommends **prohibiting the delegation of singulars and plurals of the same word in the same language in order to reduce the risk of end user confusion.** This prohibition applies in two distinct situations 1) where an applied-for gTLD string is a singular or plural of an existing gTLD or those Blocked Names on Annex A and 2) where an applied-for gTLD string is a singular or plural of another applied-for gTLD string:

Supplemental Recommendation 24.3 (Singular/Plural Strings)

1) **If ICANN org is informed by reference to a dictionary, and verifies by reference to a dictionary, that an application for a string that is the singular or plural version of the same word in the same language during the same application window, of an existing gTLD or Blocked Name has been submitted, such application will not be permitted to proceed.** ICANN org will treat all other applications for the same strings in the same manner.

1) If ICANN org is informed by reference to a dictionary, and verifies by reference to a dictionary, that there is an application for the singular version of a word and an application for a plural version of the same word in the same language during the same application window, the relevant applications will be placed in a contention set. ICANN org will treat all other applications for the same strings in the same manner.

Singular/Plural - Draft AGB Approach

1. **Contention Requirement**
   - If a gTLD application includes a string that is a **singular or plural form** of another applied-for string in the **same language**, both must be placed in **contention** to avoid end-user confusion.
   - Applications for strings that are singular or plural forms of existing TLDs, previously processed strings, or blocked names cannot proceed.

Singular/Plural - Draft AGB Approach

2. **Notification Process**
   - **Eligibility**: Any party (applicants, operators, public, etc.) may notify ICANN if two applied-for strings are singular/plural forms of the same word or if an applied-for string matches the form of a delegated or blocked name.
   - **Required Information**:
     - Applied-for and existing TLD string details.
     - Dictionary reference (post-1970), including ISBN, language, publisher, year, location, and specific page(s).
     - Images of dictionary ISBN, cover, imprint, and relevant word pages.

Singular/Plural - Draft AGB Approach

3. **Burden of Notification**
   - Notifications must be submitted by notifiers; if no notification is received, the strings will proceed without contention.
4. **Submission Timeline**
   - Notifications must be submitted within 30 days following String Confirmation Day.
5. **ICANN Review and Outcome**
   - ICANN reviews and determines the outcome, notifying applicants and updating the application status pages.

4

Next Round Sessions at ICANN81

Next Round Sessions at ICANN81

Session	Topic	Date	Time	Room	Links
Subsequent Procedures IRT (1 of 5)	Base Registry Agreement	9-Nov-24	*06:00-07:00 UTC* **09:00-10:00 TRT**	Emirgan 2	Agenda Schedule
Subsequent Procedures IRT (2 of 5)	Base Registry Agreement	9-Nov-24	*07:30-09:00 UTC* **10:30-12:00 TRT**	Emirgan 2	Agenda Schedule
Subsequent Procedures IRT (3 of 5)	Contention Set Resolution	9-Nov-24	*10:15-11:30 UTC* **13:15-14:30 TRT**	Emirgan 2	Agenda Schedule
GNSO Working Session 1 of 2		10-Nov-24	*06:00-07:00 UTC* **09:00-10:00 TRT**	Emirgan 2	Schedule
GAC Discussion on New gTLD Program Next Round (1/2)		10-Nov-24	*07:30-09:00 UTC* **10:30-12:00 TRT**	Beyazit	Schedule
GAC Discussion on New gTLD Program Next Round (2/2)		10-Nov-24	*10:15-11:30 UTC* **13:15-14:30 TRT**	Beyazit	Schedule
SubPro IDN IRT Sub-Track		11-Nov-24	*10:15-11:30 UTC* **13:15-14:30 TRT**	Yildiz 1	Agenda Schedule
At-Large Plenary 2: Cross Community Collaboration to deliver the new gTLD Program Next Round that we all want		12-Nov-24	*07:30-09:00 UTC* **10:30-12:00 TRT**	Emirgan 1	Schedule
ALAC Community Engagement Sub Committee		12-Nov-24	*10:15-11:30 UTC* **13:15-14:30 TRT**	Emirgan	Schedule
SSAC Discussion on Name Analysis Group and New gTLDs		12-Nov-24	*12:00-13:00 UTC* **15:00-16:00 TRT**	3B01	Schedule
Subsequent Procedures IRT (4 of 5)	Community Priority Evaluation	13-Nov-24	*13:30-14:30 UTC* **16:30-17:30 TRT**	Macka 1	Agenda Schedule
Subsequent Procedures IRT (5 of 5)	Outreach and Engagement	14-Nov-24	*06:00-07:00 UTC* **09:00-10:00 TRT**	Emirgan 2	Agenda Schedule

GAC Discussion/Questions

Nigel Hickson, UK

3. Applicant Support Program

Tracy Hackshaw (UPU)

Recent Developments on ASP Matters

- On 29 July 2024, the Board shared its ICANN80 Kigali Communiqué Scorecard on Board Action noting the need for a Board-GAC Bylaws Consultation on GAC Advice item 1.a.i pertaining to the ASP evaluation process, and item 1.a.ii pertaining to the ASP evaluation panel.

- The GAC and ICANN Board held a Bylaws Mandated Consultation Call on ICANN80 GAC Advice on 16 September 2024.

- This Bylaws-mandated consultation was to discuss the Board's concerns with implementing GAC Advice on the Applicant Support Program (ASP) in its 17 June 2024 ICANN80 Kigali Communiqué.

- As denoted in ICANN Bylaws section 12.2(a)(x), the purpose of the consultation call was for the GAC and Board to "try, in good faith and in a timely and efficient manner, to find a mutually acceptable solution."

Recent Developments on ASP Matters

- On 16 September 2024, the GAC and ICANN Board held a [Consultation Call on ICANN80 GAC Advice](#).

- During this meeting, the Board presented approaches to address the GAC's concerns with a first-come, first-served ASP evaluation process. The proposed compromise for 1.a.i is:

  - ✓ *The Board will direct ICANN org to share monthly reporting with the ICANN community on the geographic distribution of ASP applications received and qualified. The Board expects that monthly reporting will be available via the Program Statistics on the ASP website and via updates to the SubPro Implementation Review Team (IRT). The monthly reporting on geographic distribution can inform quarterly adjustments to the ASP Communications, Outreach & Engagement efforts.*

  - ✓ *In addition, the Board will direct ICANN org to share results of geographic distribution with the IRT after 20 qualified ASP applicants to determine adjustments to Communications, Outreach & Engagement or if additional funding may be needed.*

Recent Developments on ASP Matters

- Following the Consultation Call, the GAC confirmed its support for the proposed path forward as discussed during the Board-GAC Consultation call, and shared a [letter](#) with the ICANN Board on 16 October 2024 outlining its understanding.

- In the letter, the GAC shared its support for remedial options shared by the Board as follows:

- For Advice item 1.a.i (ASP Applicants) the GAC understands that:

  - ✓ The monthly reporting on geographic distribution can inform quarterly adjustments to the ASP Communications, Outreach & Engagement efforts.

  - ✓ The Board will direct ICANN org to share results of geographic distribution with the IRT after 20 qualified ASP applicants to:

    - ■ determine adjustments to Communications, Outreach & Engagement to target applications from developing countries and

    - ■ determine if additional funding may be needed.

Recent Developments on ASP Matters

- Regarding advice item 1.a.ii (ASP Evaluation Process):

  ✓ the GAC understands that the Request for Proposal (RFP) process to select an independent third-party evaluator is underway and that ICANN org will select a vendor with appropriate evaluation skills and diverse experience to conduct a fair and objective assessment of globally diverse ASP applicants, taking into consideration the GAC's expressed position on ensuring that the ASP facilitates global diversification of the new gTLD program.

5

Applicant Support Program
Capacity Development Update

Capacity Development

Established **Learning Objectives** serve as a baseline for the ASP Capacity Development Plan to guide our work and establish a framework to build upon.

1 **Identify, locate, and navigate the New gTLD Program** information, Applicant Guidebook, and other resources.

2 **Understand the requirements of the New gTLD Program** application and evaluation processes to apply for a gTLD, and be able to explain this information to others.

3 **Make informed decisions** about how to obtain and allocate resources to prepare a gTLD application.

4 Find opportunities to **follow and participate in ICANN's multistakeholder processes** involved in the New gTLD Program: Next Round.

5 **Understand what it takes to serve as a gTLD registry operator** and how to connect with and learn from existing registry operators, as appropriate.

Capacity Development

A **Supported Applicant Toolkit** is in development to be used as a resource to provide **comprehensive and easy-to-use resources** enabling supported applicants to **identify, locate, and navigate** New gTLD Program: Next Round information.

Content will be produced in **various formats and delivery vehicles** to support different learner types.

	LEARNING CONTENT	Self-service learning resources will meet supported applicants where they are and guide their journey based on their individual needs.
	VIRTUAL TOUCH- POINTS	Regular virtual touch-points throughout the learning journey designed to educate on key topics.
	ICANN COMMUNITY INTRODUCTIONS	Guidance on becoming part of the complex ICANN community and Internet ecosystem - critical for success as a Registry Operator.

Content Delivery Vehicles

Tools, and resources covering key topics will be produced in various formats and delivery vehicles, as appropriate, to support different learner types.

LEARNING CONTENT

VIRTUAL TOUCH-POINTS

ICANN COMMUNITY INTRODUCTIONS

- **System Guides** for **technical** process documentation
- **ICANN Learn** training modules
- **Knowledge articles** on specific topics
- **FAQs** that are regularly updated with new questions and emerging topics
- **Pathways** to guide knowledge-building at various stages of the process

Applicant Counselor
- Maintaining knowledge base
- Disseminating information
- FAQ monitoring and updating

Networking and Capacity Development
- Continued support post-gTLD delegation to enable success as a sustainable Registry Operator

- **ICANN Meetings and** Community **Overview** including recommendations on where to get connected and how

- **Pro-Bono Service Provider connections** with descriptions of services offered free-of-charge to Supported Applicants

- Access to **Pro-Bono Mentors**

Applicant Counselor Deep Dive

The Applicant Counselor will provide guidance to ASP potential applicants, applicants in progress, and supported applicants through touch-points, publications, and communications.

✓ IN-SCOPE   ✗ OUT-OF-SCOPE*

ASP APPLICATION SUBMISSION and PROCESSING

✔ Information about existing published materials and resources on various relevant topics

✔ Guidance on understanding the ASP Handbook, criteria, eligibility, and how to apply to ASP

✔ Help with RSP resources for finding service providers

✔ Responding to Applicant questions

✗ Consulting on Community-based TLDs & CPE

✗ Consulting on DNSSEC or IPv6 Compatibility

✗ Application Writing

✗ Legal advice

✗ Translation

✗ IDN Implementation or Variant Management
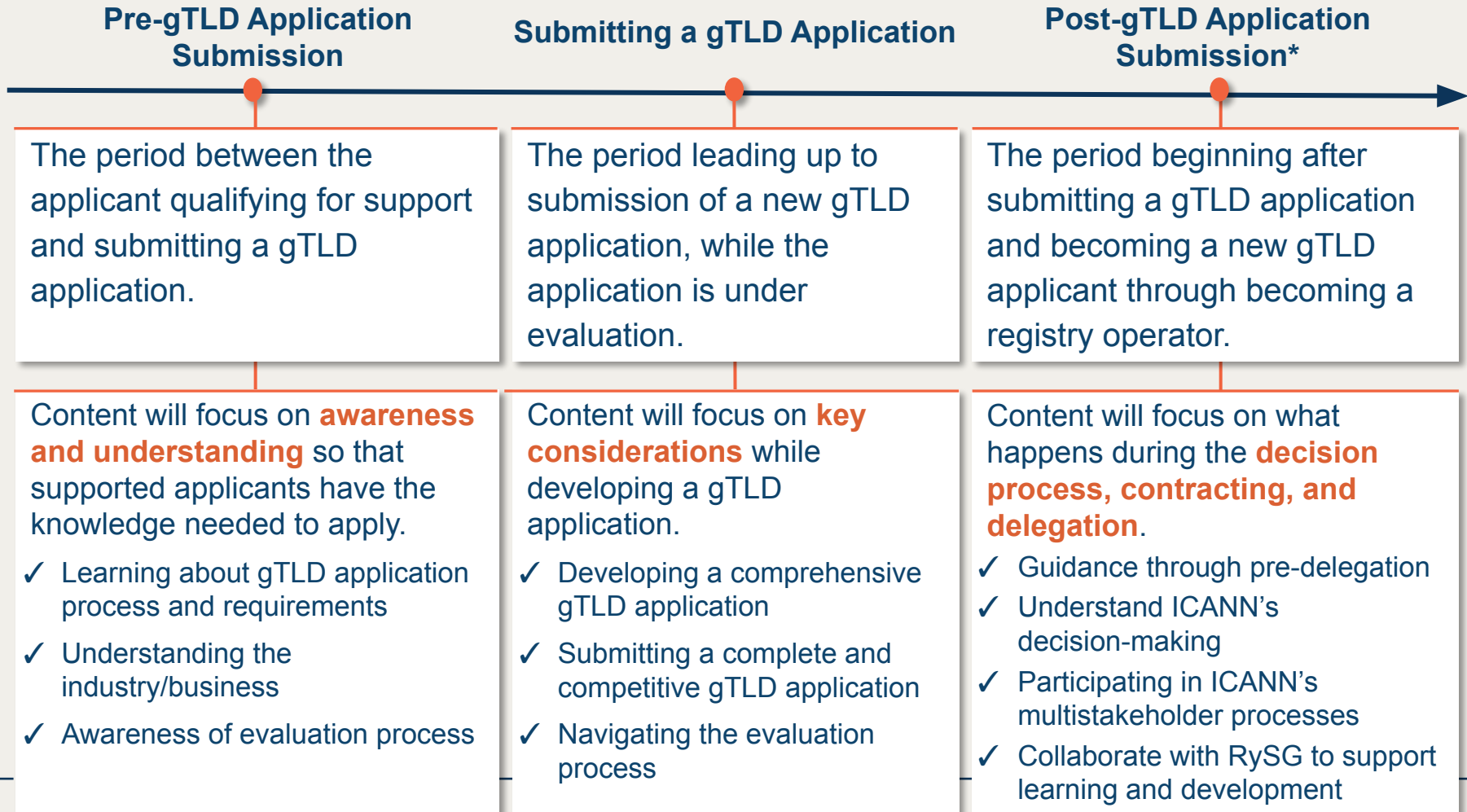
✗ Correspondence with ICANN evaluators

gTLD APPLICATION SUBMISSION, PROCESSING, and DELEGATION

✔ Manage and maintain Supported Applicant Toolkit

✔ Information about existing published materials and resources on various relevant topics

✔ Guidance on understanding costs involved

✔ Reinforce understanding of contracting requirements

✗ Legal support for on Challenges and Appeals

✗ Counseling on preparing and writing business, legal, or technical parts of the gTLD application

✗ Review of application drafts

✗ Compare, evaluate. or recommend back-end services providers for appropriate fit

✗ Understand obligations under DNS Abuse Agreements

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*Some services may be available through pro bono service providers.

Pre-Application Content

Content for **prospective applicants** has been developed to support the decision-making process prior to submitting an ASP Application.

ASP Quick-Start Guide

ASP Applicant Checklist

ASP Application System User Guide

Content Planning and Development **DRAFT**

Content for **supported applicants** is focused on meeting an applicant where they are in the applicant journey.

Pre-gTLD Application Submission

Submitting a gTLD Application

Post-gTLD Application Submission*

The period between the applicant qualifying for support and submitting a gTLD application.

The period leading up to submission of a new gTLD application, while the application is under evaluation.

The period beginning after submitting a gTLD application and becoming a new gTLD applicant through becoming a registry operator.

Content will focus on **awareness and understanding** so that supported applicants have the knowledge needed to apply.

✓ Learning about gTLD application process and requirements

✓ Understanding the industry/business

✓ Awareness of evaluation process

Content will focus on **key considerations** while developing a gTLD application.

✓ Developing a comprehensive gTLD application

✓ Submitting a complete and competitive gTLD application

✓ Navigating the evaluation process

Content will focus on what happens during the **decision process, contracting, and delegation**.

✓ Guidance through pre-delegation

✓ Understand ICANN's decision-making

✓ Participating in ICANN's multistakeholder processes

✓ Collaborate with RySG to support learning and development

***Some services may be provided by the ICANN community.**

6

Q&A

Agenda

01 Recap: Approach

02 Regional Engagement Milestones

03 Overall Engagement Summary

04 Communications

05 Q & A

06 ANNEX: Regional Highlights through October 2024

Recap: Approach

Regional Approach with Focus on ASP

- **Focus entirely on the ASP** through opening of the application window.
- Target ASP-eligible entities in **underrepresented geographies** (regional and country-specific).
- Regional VPs work toward country and region-based **targeting** matrices.
- Regional VPs leverage and **collaborate** with ICANN community to identify and reach targets.
- **Communications support**: Champions Toolkit, media campaigns, social media, webinars, blogs, etc.

Step-by-Step Approach

Select initial focus countries.

Identify ASP-eligible targets.

Identify events for new audiences.

Regional VPs confer with ICANN community leads.

Seek additional conduits to target organizations and events.

Cold calls to target organizations.

Approach event organizers for sessions and speaking roles.

Communication materials and social media.

Targeted media campaigns.

Webinars.

Regional Engagement Milestones

Milestones Since ICANN80

In Recent Weeks:
- LAC DNS Week and ICANN DNS Symposium
- Regional GAC Webinars (Africa, LAC, APAC, Middle East)
- ASP Workshops (Kenya, Mauritius, South Africa, India)
- ASP and RSP Webinars (APAC, Africa, LAC)
- Civil Voices Festival Türkiye
- Indigenous Connectivity Institute (Meeting)
- Caribbean School of Digital Transformation
- RALO leaders consultation
- Asia Pacific Telecoms Forum
- 50+ direct calls to ASP eligible entities - MidEast and India

Upcoming/Underway:
- Pro bono service provider recruitment
- Applicant Readiness build-out

- The ICANN Engagement Calendar is updated regularly
  https://www.icann.org/en/engagement-calendar

Overall Engagement Summary

2024 YTD Engagement Activity Summary = 124 Events

Outreach Activities*	APAC	Mid East	Oceania	AFRICA	LAC	North America	Europe
Engagement events Next Round	23	13	2	16	5	11	2
Engagement events Next Round - ASP focus	9	7		12	5	5	2
Engagement events Next Round - RSP focus	5			4		2	1

Oct. 2024 Engagement Activity Summary = 30 Events

Outreach Activities*	APAC	Mid East	Oceania	AFRICA	LAC	North America	Europe
Engagement events Next Round	4	3	1	5	1	3	
Engagement events Next Round - ASP focus		3		4	2	1	
Engagement events Next Round - RSP focus				3			

*This is a dashboard under construction

Next Round ASP - by Audience Engagement Region
All Regions

Record Count

124

18
32
20
37
10
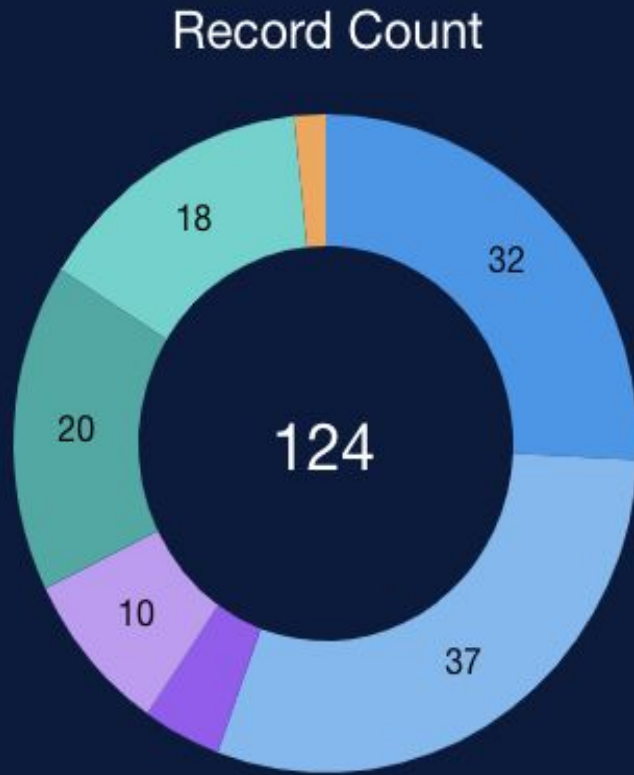
Target Audience Engagemen...

- Africa
- Asia
- Europe
- Latin America & Caribbean
- Middle East
- North America
- Oceania

View Report (All Regions Next Round ASP - Dashboard)

Next Round ASP - by Event Start Date

All Regions

Record Count

Start	Record Count
February 2024	3
March 2024	5
April 2024	6
May 2024	6
June 2024	2
July 2024	19
August 2024	17
September 2024	33
October 2024	30
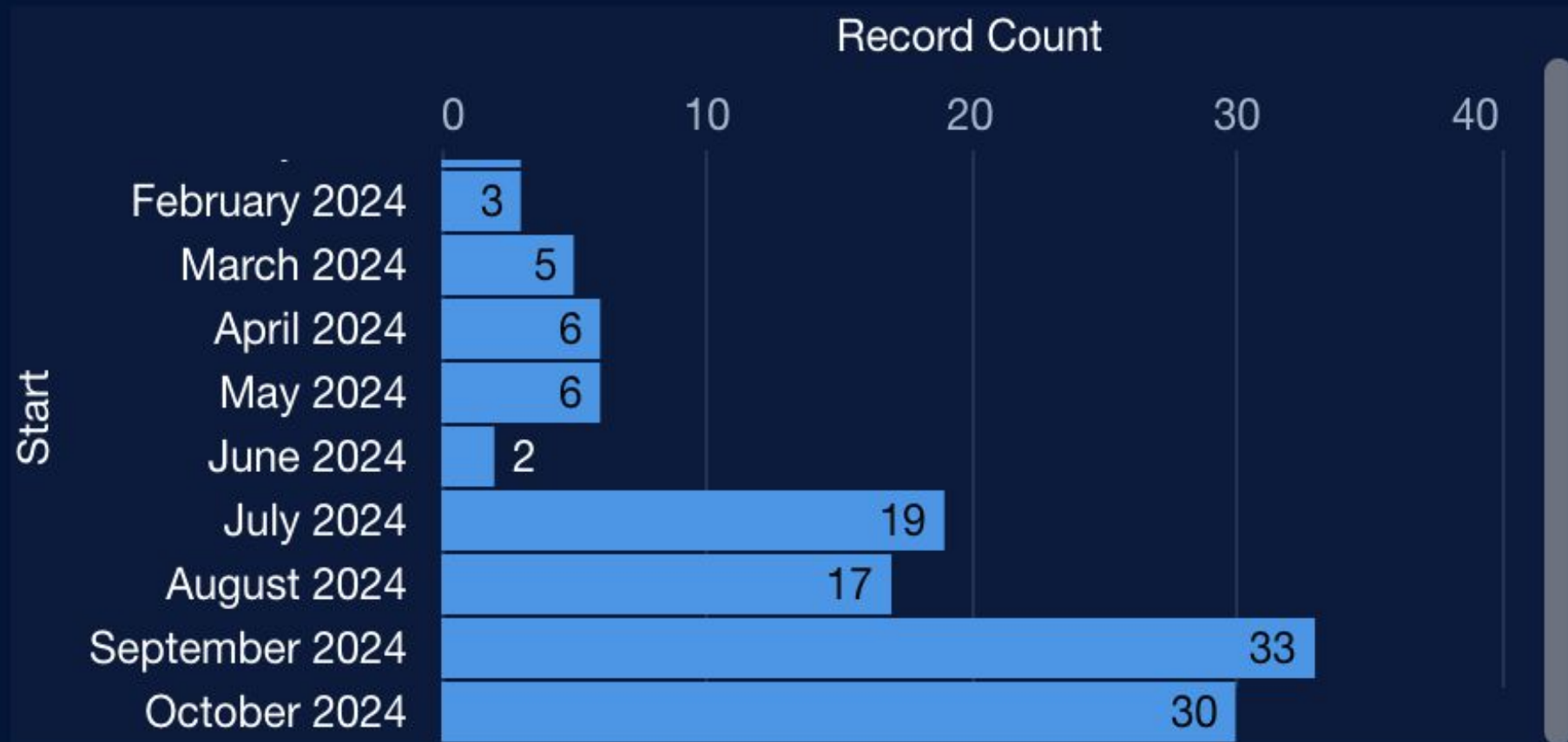
View Report (All Regions Next Round ASP - Dashboard)

Implementation Review Team (IRT) Sessions

Monthly Community Dialogue on Next Round and ASP Outreach, Engagement and Communications *Upcoming Sessions:*

14 November 06:00 UTC 06:00 UTC (At ICANN 81)

17 December 13:00 UTC (online)

Recordings for Prior Sessions (Sept. , Oct.):

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

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 ICANN community and org relationships, personal networks, and connections across the globe.

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

Communications

Materials Created

- ASP Deck*
- ASP Fact Sheet*
- Next Round Deck*
- Next Round Fact Sheet*
- Frequently Asked Questions (FAQs)*
- Social Media Images and Guidance

*Translated into ICANN languages

All available in Champions Toolkit:
newgtldprogram.icann.org

Published Announcements and Blogs

- **Blog**: ICANN Resources Available to Prepare Applicant Support Candidates (5 November)
- **Announcement**: ICANN Seeks Mentors and Pro Bono Service Providers to Assist ASP Candidates (21 October)
- **Blog**: Expected gTLD evaluation fee (25 September)
- **Blog**: Board workshop recap (24 September)
- **Blog**: Contention set resolution (16 September)

Upcoming Announcements and Blogs

- **Blog**: New gTLD Use Cases (TBD November)
- **Announcement**: ASP launch (19 November)
- **Announcement**: RSP launch (19 November)

ICANN Awareness Campaigns

- ICANN is creating traditional media and social media campaigns for two phases:
  - Support of ICANN's GSE team in raising ASP awareness
  - Global Next Round awareness
- ICANN retained global communications agency Burson to partner with Global Communications to develop and execute ASP-specific media campaigns in seven target countries.
- The global campaign to generate global Next Round awareness is in development and set to begin in January 2025.

ASP Media Campaign Strategy

- Focus efforts in seven target countries: Brazil, India, Kenya, Mexico, Nigeria, South Africa, Türkiye.
    - Countries were chosen based on input from ICANN's GSE team and the successful UA-IDN media campaigns.
- A bespoke plan and strategy has been designed for each country that aims to educate local media, increase visibility of ICANN's initiatives, and drive engagement among potential applicants to the ASP.

ASP Paid Social Media Campaigns

- To complement the media outreach campaigns, ICANN is conducting paid social media campaigns targeted at potential ASP applicants in each country.
- Each paid post includes messaging tailored to one of the four main ASP-eligible audiences in each country: IGOs, Indigenous/Tribal Peoples' organizations, small businesses, and nonprofits/charities.
- A video serves as the visual element:
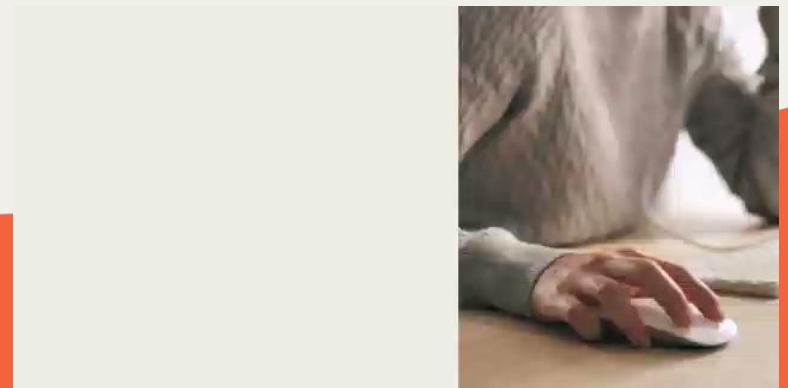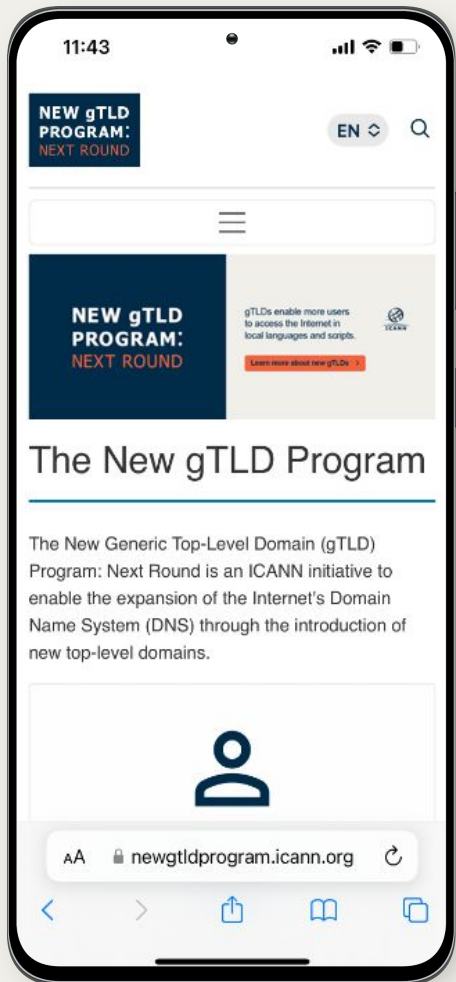
Stay Informed:

Mailing List: nextroundinfo@icann.org

General inquiries:
globalsupport@icann.org

Updates and news:
https://newgtldprogram.icann.org

Annex: Select Regional Milestones As of 30 October 2024

Africa Region

1

Countries of Focus

- Kenya
- Senegal
- Nigeria
- South Africa
- Plus regional activities

2

Notable Highlights through October

► Breakfast meeting with key stakeholders in Mauritius on the sidelines of Africa Internet Summit.

► ASP Special Outreach for Senegal.

► Communication to GAC Reps and Ministry/Regulator/IGOs: Kenya, South Africa, ATU.

► Next Round Outreach Event: Nigeria.

► Strategic meetings with International Trademarks Association (INTA) - Africa and Tony Blair Institute on collaborative opportunities for brand owners and governments respectively, ASP clarification talks.

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

I C A N N | G A C

Asia Region

1

Countries of Focus

- China
- Indonesia
- India
- Plus regional activities

2

Notable Highlights through October

APAC Regional Webinar on ASP: This was held on 26 September.

China: ICANN to attend and speak at the China Trademark Festival (22-25 Nov.) Will cover new gTLDs, brand protection, Next Round, and introduce ASP.

Indonesia: Discussions with PANDI on the Next Round, RSP and ASP, in October.

India:
- ASP outreach conducted on 5 November with the Ministry of Electronics and IT and NIXI as co-hosts.
- Discussions initiated with the startup community on RSP and Next Round.

LAC Region

1

Countries of Focus

- Brazil
- Mexico
- Trinidad and Tobago
- Plus Regional Activities

2

Notable Highlights through October

- LAC DNS Week
- Roadshows in Guatemala and Paraguay
- Mexico Internet Industry Association
- Webinar for LACTLD Members
- LACRALO Webinar

Middle East Region

1

Countries of Focus
- Egypt
- Pakıstan
- Türkiye
- Plus regional activities

2

Notable Highlights through October

► Middle East GAC webinar

► Calls with business stakeholders in Egypt and Lebanon

► Initial communication with potential RSP applicants in Türkiye

► Domain Days Dubai

► Direct Cold Calls

Send your leads, targets, and ideas to:
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Oceania

1

Countries of Focus

- Fiji
- Papua New Guinea (PNG)
- Plus Regional Activities

2

Notable Highlights through October

► Presented at 17th APT Policy and Regulation Forum for Pacific (engaged 10 govts inc. Fiji and PNG)

► Meeting with PNG ICT Cluster

► Presentation at AP*, @APNIC58

► Email follow-up/shared to 13 govts (ICT Ministries) in Pacific

► Meeting with Pacific Islands Forum Secretariat - Programmes and Initiatives Division

► Shared with Pacific Islands Private Sector Organisation (PIPSO) who circulated to members and Chamber of Commerces in the region

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ICANN|GAC

Europe and North America

- Europe and North America have not yet been major areas of focus in accordance with community guidance.
- Effort is on seeking contacts from institutions and community members who have links to ASP-eligible entities in developing and underrepresented regions, such as foundations and development agencies.
- Both ASP and general Next Round outreach is underway now.
- RSP has been one area of focus.

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

gTLD

Questions?

Visit us at https://newgtldprogram.icann.org

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ICANN

ICANN org Slides to be added

ICANN org presentation on ASP Outreach and engagement.

GAC Discussion/Questions

Tracy Hackshaw, UPU

AOB

Nigel Hickson, UK