NEW gTLD PROGRAM: NEXT ROUND

gTLD

New gTLD: Next Round Program Updates

Pre ICANN82 GAC Webinar

2025-02-27 | 14:00 UTC

ICANN

01
Welcome and Purpose of Meeting

Nicolas Caballero, GAC Chair

Karel Douglas and Tracy Hackshaw,
GAC Underserved Regions Working Group Co-Chairs

Agenda

01 **Welcome and Purpose**

02 **New gTLD: Next Round Program Overview**

03 **Outreach on Engagement Debrief**

04 **Champions Toolkit**

05 **New gTLD Program in Your Language**

06 **Open Floor: How can the GAC help?**

02

Before We Proceed: How well do you know about the Next Round Program?

Bob Ochieng, Sr Director,
New gTLD Program: Next Round - ICANN

"Ask" Number One:

01 **Please join a monthly Implementation Review Team (IRT) call on Outreach, Engagement, and Communications**

The next meetings will be :
- **8 March 2025** at ICANN82
- **24 April 2025** at 19:00 UTC

Community Wiki:

https://community.icann.org/display/SPIR/Meetings

03

Overview of The New gTLD Program: Next Round

Bob Ochieng, Sr Director,
New gTLD Program: Next Round - , ICANN

New Domain Names, New Uses

▶ Serve diverse cultural, geographic, language, and professional communities.

▶ Provide communities and organizations opportunity to create their own space online.

▶ Build trust in and awareness of a brand.

▶ Manage and secure your online presence.

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

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 gTLD Program: Next Round Timeline (Key Dates)

Nov 2024   May 2025   Nov 2025   Apr 2026   Q3 2026

Applicant Guidebook (AGB)
Feb 2024 - Dec 2025

Applicant Support Program (ASP) Applications
10 Nov 2024 - 19 Nov 2025

Next Round gTLD Applications
April 2026 - Q3 2026 (TBD)

RSP Pre-Evaluation Applications
10 Nov 2024 - 20 May 2025

RSP Applications
April 2026 - Q3 2026 (TBD)

Dates are subject to change.

04

Outreach Engagement and Communications Efforts

Bob Ochieng, Sr Director,
New gTLD Program: Next Round - ICANN

Outreach and Engagement

Over the course of calendar year 2024
- Near-Exclusive Focus on
  - ASP-eligible entities, in:
    - Underserved or
    - less-developed regions

Regional Approach to Outreach

CATEGORY	TARGETS	CONDUITS	ENGAGEMENT METHOD	ENGAGEMENT DATE (s)	OUTCOME / STATUS
Brands					
Geos (cities/regions)					
Communities / Identities					
Entrepreneurs					
Professions / Sectors					
Investors / Funders					
Other					
Nonprofits, NGOs, Charities					
IGOs					
Indigenous/Tribal Orgs					
Micro Business / Social Enterprise					
IDNs/Lingusitic					
Other					
RSP Targets					

EVENT NAME	LOCATION	DATES	AUDIENCE	Attend, Spoonsor or Speak?

gTLD Engagement Regional VPs

Bob Ochieng

Chris Mondini

Samiran Gupta

Rodrigo De La Parra

Naela Sarras

Pierre Dandjinou

Baher Esmat

Save Vocea
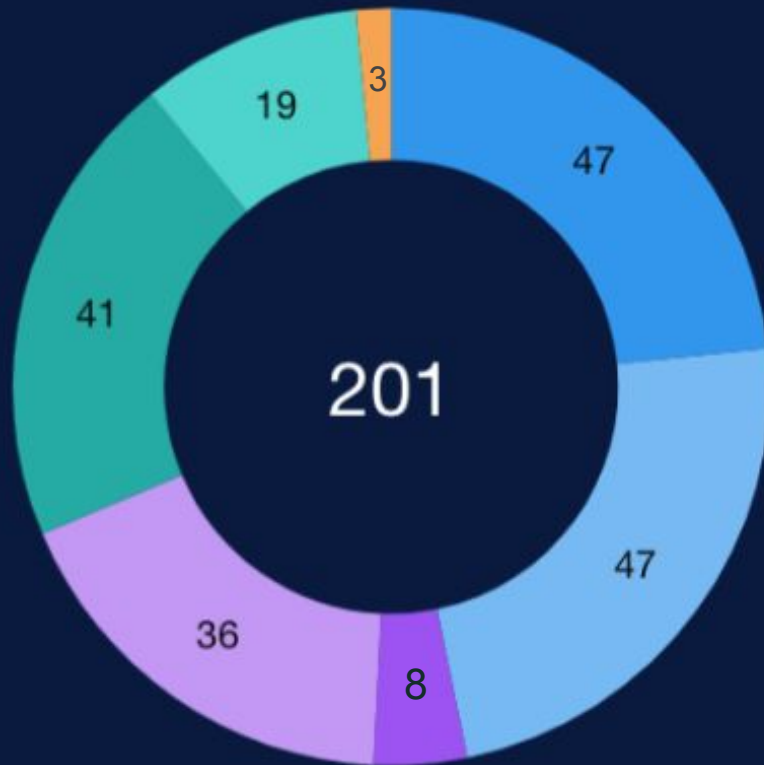
Not for Distribution

| 2

Next Round Engagement: 2024 Activity (by region)
Year End / Total Event Count = 201

LINK: View Report (All Regions Next Round ASP - Dashboard)

Next Round Engagement: January 2025 Activity (by region)
Total Event Count = 11

LINK: View Report (All Regions Next Round ASP - Dashboard)

Engagement Highlights: January 2025 (11 Events)

	AFRICA	ASIA	EUROPE	LATIN AMERICA & CARIBBEAN	MIDDLE EAST	NORTH AMERICA	OCEANIA
General Outreach (Next Round)	2	0	0	1	2	1	0
Applicant Support Program (ASP)	1	0	0	1	1	1	0
Registry Service Provider (RSP)	1	0	0	0	0	0	0
Total Engagements	**4**	**0**	**0**	**2**	**3**	**2**	**0**

Approach for Coming Months

- **Topics** – "Pitching" and "Cold Calls" for Next Round and Applicant Support Program awareness.
- **Regions** –
  - Consolidated calendar of key events* projected for 2025 calendar year to pitch Next Round engagement.
  - Regular touchbase / Feedback sessions among Regional VPs

Noteworthy Events and Activities: January 2025

- Internet Development Conference, Addis, Ethiopia, 21–24 January
- Growth Opportunities in the Digital World webinar, Cairo, Egypt, 27 January
- New gTLD Program and ASP, Sube Agencia Digital, Colombia, 9 January
- ICANN 81 East Africa Readout, 20 January
- New gTLD Program: Next Round webinar, ANSI, Niger, 14 January

Events and Activities in the Pipeline: March - May 2025

- CIRA Technical Community Summit, Seattle, USA, 7 March 2025
- Next Round Breakfast Workshop, Cape Town, South Africa, 24–25 March
- Nordic Domain Days (Sweden), 27–29 April
- Middle East DNS Forum 2025 (Bahrain), 29 April –1 May
- APAC DNS Forum 2025 and Contracted Parties Summit 2025, Hanoi, 5–9 May
- 2025 Indigenous Connectivity Summit (Ferndale USA), 13 - 16 May

Visit the Engagement Calendar at https://www.icann.org/en/engagement-calendar

ASP Media Campaigns

Prior to the launch of the global awareness campaign, ICANN conducted targeted media campaigns in seven markets: Brazil, India, Kenya, Mexico, Nigeria, South Africa, and Türkiye. The campaigns ran from October 2024-January 2025.

Earned Media Results Across All Markets

174 — Media outlets engaged

49 — Unique articles published

279 — Total articles published

507 m — Potential reach across all articles

12 — Interviews with ICANN regional VPs

2 — Podcasts recorded

05
Champions Toolkit and Other Resources

Bob Ochieng, Sr Director,
New gTLD Program: Next Round - ICANN

"Ask" Number Two:

02 **Please Use the Next Round Champion's Toolkit to Raise Awareness**
https://newgtldprogram.icann.org/en/resources/ChampionsToolkit

Toolkit Includes: slide decks, scripts, FAQs, and (soon) video presentations
ALSO: Remote *speaker request forms*

New gTLD Program: Next Round

ONLINE SPEAKER or ONLINE MEETING Request Form*.

The Champions Toolkit
- for independent, self-directed awareness raising:

Next Round

- Info Sheet [web pdf, print pdf]
- Next Round Deck [pdf, ppt]
- Next Round FAQs

Applicant Support Program (ASP)

- Info Sheet [web pdf, print pdf]
- ASP Deck [pdf, ppt]
- ASP FAQs

"Ask" Number Three: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

Sign up for the mailing / discussion list: nextroundinfo@icann.org

06

New gTLD Program in YOUR Language

Christina Rodriguez, Butch Pfremmer,
ICANN Language Services

New gTLD Program in YOUR Language
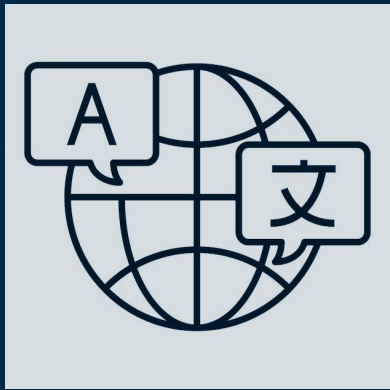
- ICANN org is aware of the ICANN community's desire to have **Next Round outreach materials** available in languages beyond the ICANN languages (Arabic, Chinese, English, French, Russian, Spanish).

- To be responsive to this request while taking into account available resources, ICANN org will launch a program that makes use of new and available technologies to allow us to translate existing materials into additional languages beyond the ICANN six, based on demand.

New gTLD Program in YOUR Language

The New gTLD Program in Your Language will be managed by the ICANN Language Services Team, housed within the ICANN Community Wiki under the Language Services space.

Cross-functional collaboration is key for the success of the program, with clearly defined tasks and responsibilities.

Language Services will be responsible for: Prep work of terminology translations, AI/NMT translations, LS Community Wiki space maintenance, and publication of all the materials (new EN documents, documents for review, and final reviewed documents). —

Outreach aimed to identify new language needs and materials to be translated into new non-ICANN supported language(s), confirmation of language(s) for translation depending on country and official language(s), and communication with volunteer reviewers, will be managed separately by a group designated by ICANN (not Language Services).

New gTLD Program in YOUR Language

The LS Team has completed the initial prep work including:

- Extracting all relevant terms from related documents to create a terminology database.
- Translating the terminology database and uploading it into the LS AI/NMT system.
- Starting the initial translation of the selected Next Round documents (to be completed soon).

All information related to the program will be shared in the Language Services space that can be found on the ICANN Community Wiki.

Anyone can participate in the crowdsourced collaborative review process to refine outreach materials and to ensure accuracy and relevance for specific regions and the broader ICANN community.

New gTLD Program in YOUR Language

The first iteration of this program is being implemented to translate **Next Round outreach materials** into non-ICANN languages based on community demand.

Materials that are or will be available are:

- Next Round Info Sheet
- Next Round FAQ
- ASP Info Sheet
- ASP FAQ
- ASP Applicant Quick Start Guide
- ASP Applicant Checklist
- Next Round Deck (TBD)
- ASP Deck (TBD)

Process Workflow 1: ICANN selects documents

1	2	3	4	5
ICANN selects document for translation.	**Document is translated via AI/NMT Service.**	**Translation Published for Review**	**Document Reviewed by Community**	**Final Document Published**

1

ICANN selects document for translation into selected language(s)

Language Services confirms viability of translation into language(s).

2

Language Services sends term base out for translation into new language.

Translation is processed through RSW Trados using AI/NMT service.

3

Language Services creates and publishes a link to the Google Doc draft on Community Wiki page and provides review deadline.

Interested volunteers invited to edit and review translation

4

Document is reviewed by volunteers within allotted time frame.

All comments and edits are resolved by deadline in order to create final version.

5

Language Services turns completed Google Doc into final PDF.

PDF published on Community Wiki.

Process Workflow 2: Ad-hoc request

1	2	3	4	5
Request is submitted and confirmed.	**Document is translated via AI/NMT service**	**Translation is poublished for review.**	**Document is reviewed by community.**	**Final Document Published**

1 — Volunteer contacts regional GSE liaison with request for a new document or new language.

Language Services confirms viability of translation into requested language.

2 — Language Services sends term base out for translation into new language.

Translation is processed through RSW Trados using AI/NMT service.

3 — Language Services creates and publishes a link to the draft Google Doc on Community Wiki page and provides review deadline.

Google Doc is shared with volunteer(s) who made request.

4 — Document is reviewed by volunteers within allotted time frame.

All comments and edits are resolved by deadline in order to create final version

5 — Language Services turns completed Google Doc into final PDF.

PDF is published on Community Wiki.

07
Open Floor: How the GAC can Help

Karel Douglas and Tracy Hackshaw,
GAC Underserved Regions Working Group Co-Chairs

- What is your sense of interest from potential applicants in your respective countries?
- What questions are you getting internally or externally?
- What information or resources might be helpful for GAC members to have or to pass along to prospective applicants?
- How can the GAC / Governments support Outreach / Connections to funding institutions?

NEW gTLD PROGRAM: NEXT ROUND

Thank you for your participation.

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