ICANN Singapore Meeting
gTLD Questionnaire Session
Discussion Guide and Agenda

Session Introduction (5 minutes) [FRED]

1) Discuss the guidebook, the questionnaire, and organizational, technical, financial complexities.
2) Review the agenda and format of the presentation
3) Name the presenters who will introduce themselves
4) A poll on the sections (to the audience) and what sections are of most interest to them, and we'll prioritize time and potentially the order of the topics we cover…

Introduction:

Thanks and welcome

Session is getting ready (for gTLDs) – Understanding the applicant guidebook questionnaire

An important starting point is to consider the purpose of the questionnaire and questions

Purpose of the Questions:

1) Primary – assert the suitability of an organization applying for a TLD
2) Secondary – Enumerate the benefits, but mostly, (if measured simply by the number of questions), mitigate the risks associated with operating part of the fabric of the internet including: consumer confusion (strings and RPMS), benefits/detriment to the Internet community, community or geographic entity risks and benefits, technical and operational risks, as well as financial and organizational risks.
3) Marketing – In some respects, its also a marketing document, both internally to ICANN and the evaluators of the application itself as well as externally to the communities your TLD will serve, the Internet community, governments, law enforcement, businesses and other impacted parties.
4) Providing information to the community that will help avoid contention and objection, or, at least enumerate the basis for contention or objection.

Our session, and our highly qualified expert panelists will explore the questionnaire considering these issues and others.

Presenter Introductions (5 minutes) [ALL]

Polling Questions:

ICANN Singapore Meeting
gTLD Questionnaire Session
Discussion Guide and Agenda

Please raise your hand if you are considering applying for a new gTLD

Please raise your hand if you are applying for a ….

…Community TLD
…Branded TLD
…Geo TLD
…Generic TLD

Name, Title, Company, Role, Company description and your company's role in the new gTLD process, (1 minutes per person)

Questions for discussion:

-   The first section of questions solicits applicant information (which is relatively straightforward). Aside from avoiding the risk that the applicant has no pulse, all kidding aside, what are the most important considerations with respect to this set of questions, why is forming an entity important?   (liability risk mitigation for corps, eligibility – no individuals or sole proprietorships can apply, forming an entity, paying fees [JOHN])
-   Crime and criminality are one of the bigger potential risks associated with the control over part of the domain naming system, and though the RAA has provisions that restrict illicit use and ICANN's contractual compliance group and post delegation dispute resolution processes may mitigate issues after the fact, what risks are ICANN attempting to mitigate in this section and what types of past behavior by the owners and controlling management would preclude an entity from being eligible to apply and who is subject to these background checks?   (due diligence on criminal and cybersquatting behavior [MIKE]) (< 5 minutes)
-   .strings – The next set of questions identifies what's to the right of the dot in a new gTLD. This is the first time that new generic top-level-domains will be available in international scripts, what types of new IDN top-level-domains, what types of IDNs should we expect and how will applicants choose and communicate those choices? ([SARAH] (<5 mins) What are the technical and practical considerations around selecting a string? [CHRIS] (<5 mins) length, special chars …. Potential follow-ups? What are contention sets? How will applicants avoid contention?
-   Question 18 is the most existential of the questions in the application, and it represents new material for this version of the guidebook, it gives the applicant a chance to explain their reason for being. This is one of the key areas that will Market a TLD, help avoid objections and general contention, What are your recommended strategies for answering this question and how do you foresee the response being used? [JOHN] (5 minutes)

- Questions 19-20 designate whether or not the new gTLD represents a community, What are the considerations over why you might apply for a community application or not? [TOM] (5 min) How would you establish whether or not your application is eligible as a community and what are the considerations around potential objections or contention? And a follow-up, what happens if your community application is rejected? [What are your obligations to maintain your relationship with that community and how will that be judged? MIKE] (5 mins)
- 21-22 Geographic Names. There have been many geo names proposed from berlin to New York and beyond. How would an applicant establish their eligibility? Is there risk, like with communities, for objections and contention? [TOM] (5 min)
- The answers to Question 23 and some of the following questions define the nature of the registry services to be offered. How do you prepare yourself to answer this set of questions and do you need to use an external registry service provider? [SARAH] (5 min)   It seems like choosing a partner to provide registry services will be really important to avoid extended evaluation in the application process and operating a gTLD, what are the considerations for choosing a registry provider? [CHRIS] (5 min)
- One of the most debated topics in the whole process of preparing for the release of new gTLDs was how rights protection mechanisms must be implemented to help avoid infringement. What are the minimum requirements for RPMS and how would you decide what to implement? [TOM] (5 mins)
- Financial Capabilities – perhaps the place any organization should start when thinking about your application, because the business plan that underlies your application will inform your decision about what you apply for…. What are the business considerations that companies should consider before applying?
    o Business plan [JOHN] (5 mins)
    o Legal considerations [MIKE] (5 mins)
    o Financial commitment [CHRIS] (2 mins)
- Lastly, technical critical registry operations are the "nuts and bolts" of any registry, what is the best approach for answering question number 50 [SARAH] (5 min)