

# New gTLD Applicant Support Draft Recommendations Summary

# Overall

- Initial focus limited, identifiable not controversial set of potential applicants
- Main criterion – NEED
- Final report will incorporate feedback from community (public comments and public session in Brussels)

# Who should get support?

- Community-based applications (cultural, linguistic and ethnic)
- NGOs, civil society and not-for-profits
- Applicants geographically located in emerging markets/developing countries
- Applications in languages whose presence on the web is limited
- Entrepreneurs wanting to serve a developing market that might not be sustainable under the current cost structure

# Fee reductions

- Waive development cost - US\$26,000
- Payment of the fees incrementally
- Eliminate contingency fee - US\$60,000
- Decrement the US\$100,000 fee
- Other:
  - Partial refund from any auction proceeds, if available
  - Lower the Registry fixed fees. In lieu of the Registry-Level fixed fee of US\$25,000 per calendar year, only charge the Registry-Level Transaction Fee per initial or renewal domain name registration

# Possible types of sources

- Distributed by an ICANN originated fund
  - Fundraising
  - Funds allocated by a specially dedicated committee
- From external funding agencies
  - Grants allocated according to agencies own requirements and goals
  - ICANN would only provide applicant information to external funding agencies that met need conditions established by the program

# Other considerations – 1

- TLD applicants - free to also approach external funding agencies on their own initiative without penalty
- ICANN search for Development director - secure US\$10,000,000 for an ICANN based development fund
- Work with well know development funding agencies to set up funding programs
- No more that 50% of the financial aid for the reduced fee can be provided by an ICANN organized development fund.
- Support should have an agreed cut-off/sunset point, e.g. 5 years

# Other considerations – 2

- Transparency - support requests and levels should be made public.
- Program not designed to subsidize government-led initiatives; some government support is ok
- In cases where supported gTLDs make revenue significantly above and beyond costs, recipients would agree to re-pay/rebate application subsidies into a revolving fund to support future applications

# Still under discussion

- voluntarily contribution by registrants to the development program through registrar-to-registry contribution pass-through, and enable non-registrant small donors to contribute to the development program, and concurrent with the execution of the development message to the donor communities, that the development message also be delivered to the registrant, and non-registrant user communities through earned and paid media;
- Bundling – 2 potential options being discussed



# What is next?

- Publication of Final Report + Public Comment Summary and Analysis
- Creation of a joint team of Staff and SO/AC members – additional policy and implementation work needed
- Establish the criteria for financial need + method of demonstrating that need
- Discuss and establish methods for coordinating any assistance volunteered by providers (consultants, translators, technicians, etc.); match services to qualified applicants; broker these relationships and review the operational quality of the relationship
- Establish methods for coordinating cooperation among qualified applicants, and assistance volunteered by third parties
- Begin the work of fund raising and establishing links to possible donor agencies
- Review the basis of the US\$100,000 application base fee to determine its full origin and to determine what percentage of that fee should be waived for applicant

Comments/Suggestions?

Thank you