

NEW gTLD PROGRAM: NEXT ROUND

gTLD

Applicant Support Program APAC Webinar

3 September 2025



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Welcome & Introductory Remarks

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ASP Program & Resources Overview

Applicant Support Program

Applying for a gTLD is expensive and may be out of reach for many. The Applicant Support Program makes applying for a new gTLD more accessible to entities that are unable to because of financial and other resource constraints.

Candidates must be one of these types of entities:



Evaluating Support Applicants

Evaluations conducted by third-party vendor managing a Support Applicant Review Panel:

▶ **Public responsibility due diligence:**

- Applicant does not trade in, produce, or promote an industry/string contrary to generally accepted legal norms of morality and public order.
- Applicant is not affiliated.

▶ **Financial need:**

- Applicant could not afford to apply to the New gTLD Program without financial hardship.

▶ **Financial viability:**

- Applicant demonstrates plan to cover remaining discounted portion of the base gTLD application fee and submits required deposit.

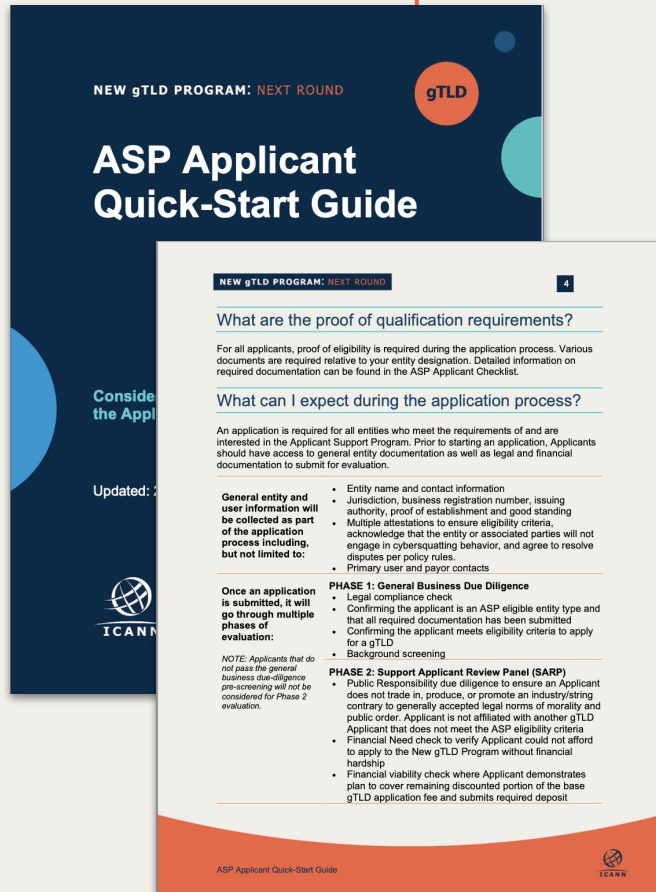


An approved entity that passes both phases may qualify for support.

ASP Applicant Readiness Materials

Readiness materials have been developed and translated into the six ICANN languages to support ASP application submissions.

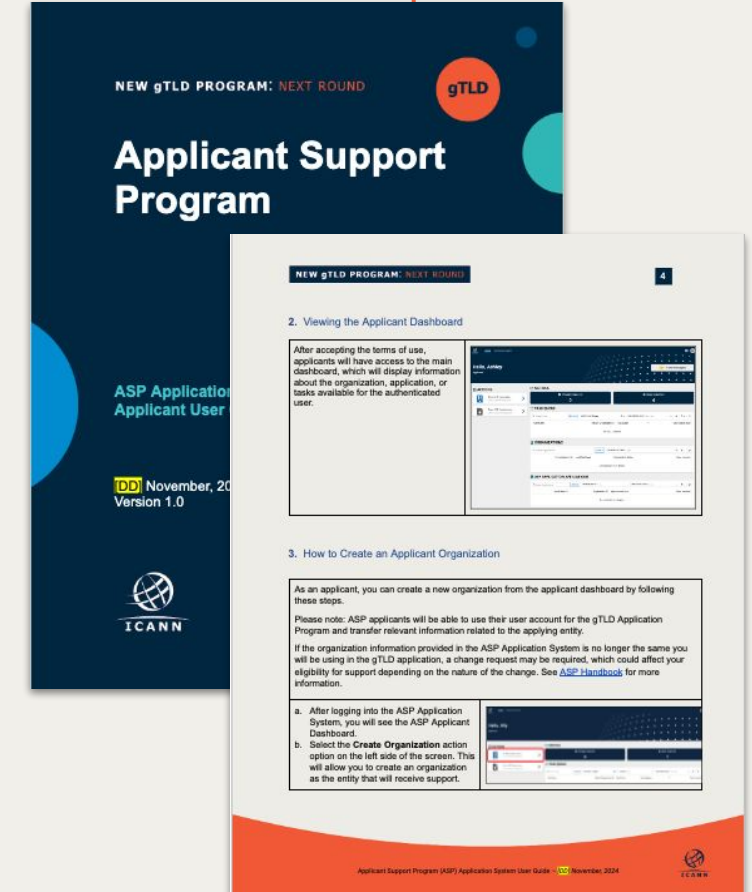
ASP Quick-Start Guide



ASP Applicant Checklist



ASP Application System User Guide



Key Dates

NOV 2024

DEC 2025

APRIL 2026

Q3 2026



**Applicant
Support Program
Application
Submission**

Application
submission period
for ASP (**19 Nov 2024 - 19
Nov 2025**)



**Applicant
Guidebook**

The Applicant Guidebook is a critical
resource for the program and is
estimated to be available in **December
2025**



**gTLD Application
Submission**

Application submission period
for new gTLDs expected to
open in **April 2026**

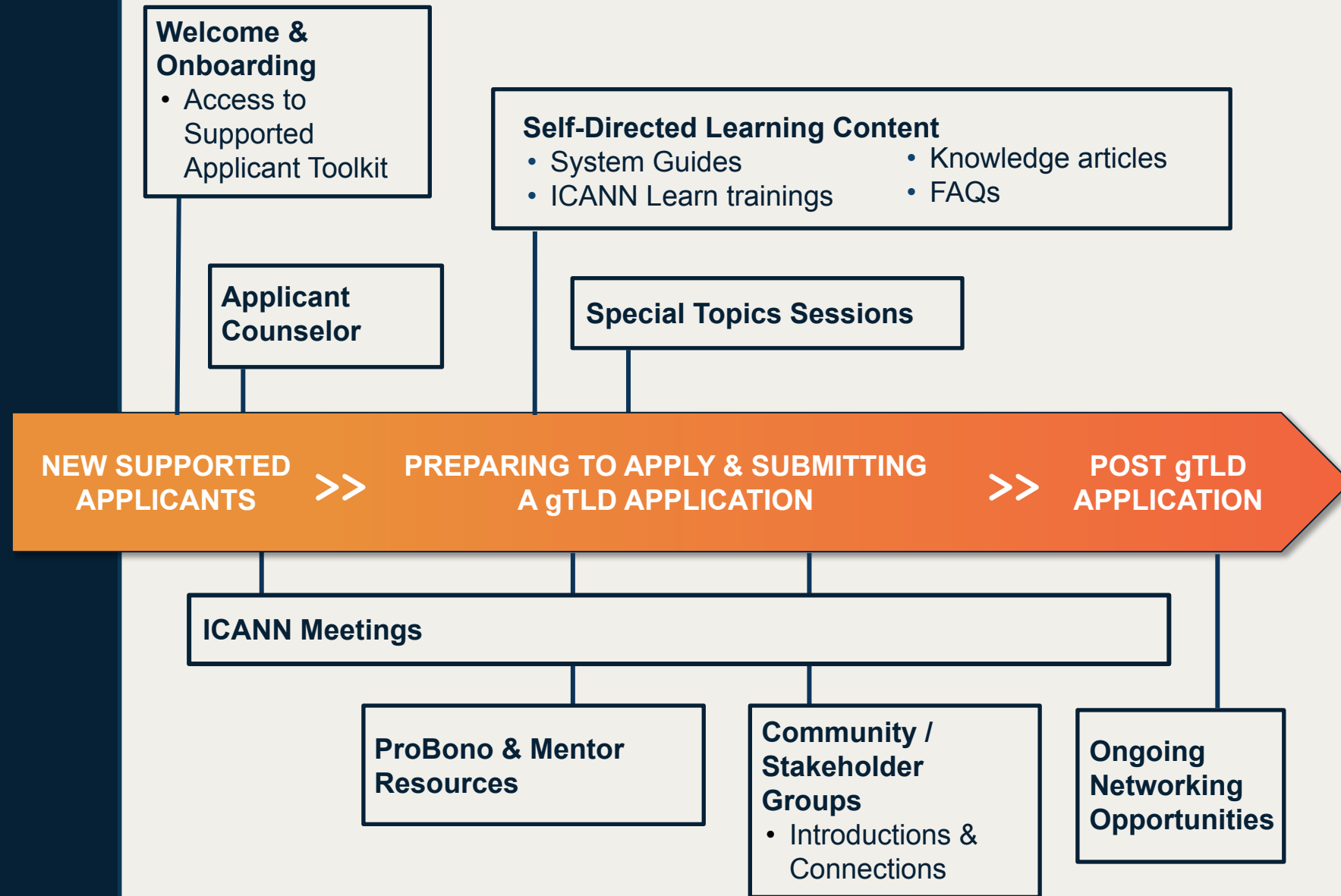
Dates subject to change

03

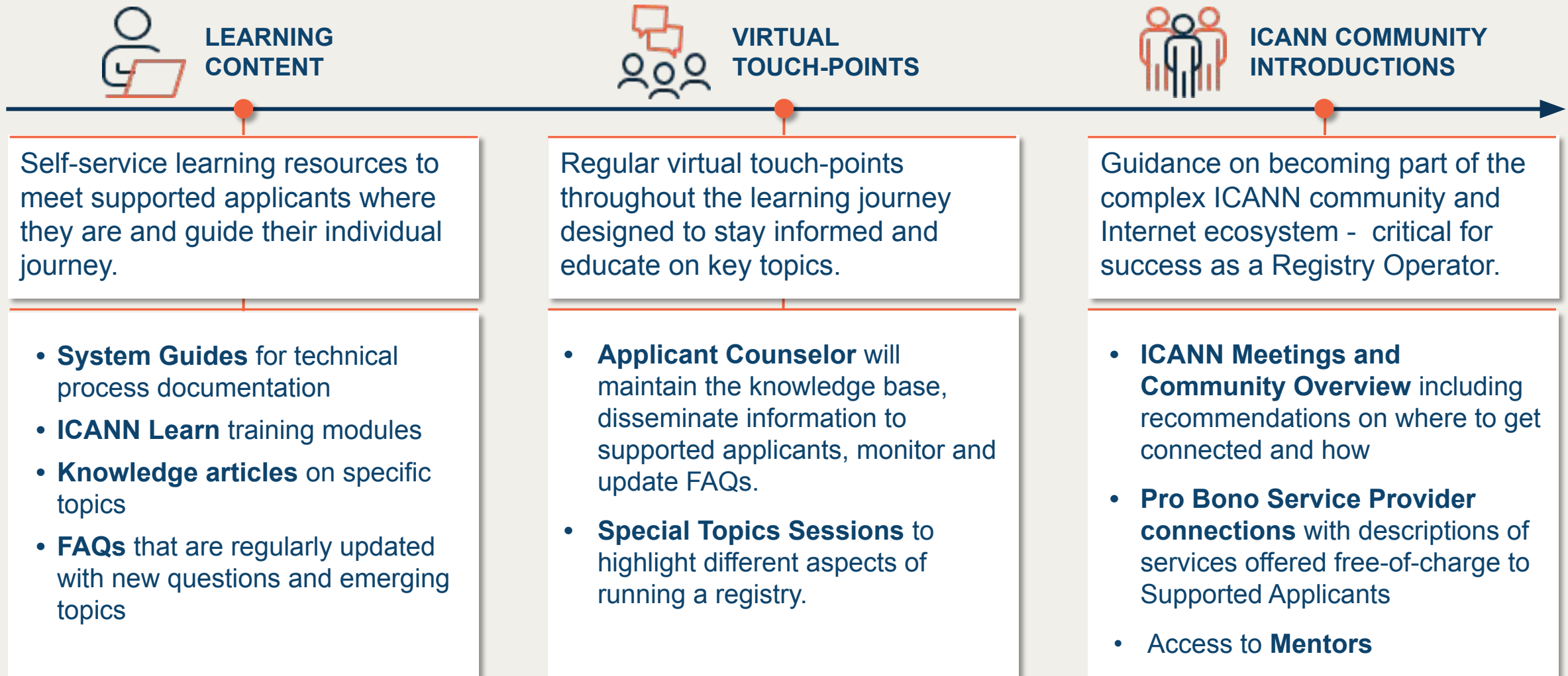
ASP Capacity Development Overview

The ASP Capacity Development Framework...

- provides a **variety of tools and resources**
- recognizes **varied learning styles and preferences**
- informs the **broader gTLD applicant readiness efforts**
- while **protecting business confidentiality** for supported applicants



A **Supported Applicant Toolkit** is in development to provide applicants with **comprehensive and easy-to-use resources**. Content in **various formats and delivery vehicles** will support different learner types.



04

Applicant Counselor & Pro Bono Service Providers/Mentors

Applicant Counselor Role

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



IN-SCOPE

- ✓ **Guidance on understanding the ASP application materials**, such as: ASP Handbook, application criteria, eligible entity categories, how to apply to ASP
- ✓ **Responding to ASP Applicant questions**
- ✓ Manage **Supported Applicant Toolkit content** outlining contacts, resources, training, and materials available
- ✓ **Information about existing published materials and resources** on topics such as: DNS/TLD business model, operations, marketing, branding, sustainability planning, Grant program, Community Priority Evaluation (CPE), case studies on sustainable business models, bid credits, Extended Evaluations, Objections, Contention Sets
- ✓ **RSP Resources** for finding service providers and how to connect with them
- ✓ **Guidance on understanding costs involved**
- ✓ **Reinforce understanding of contracting requirements**, such as: Registry Customer Support, reservation and use of names, participation in Registry Stakeholder Group, etc.



OUT-OF-SCOPE*

- × 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
- × 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 DNS Abuse requirements under the Registry Agreement

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

Pro Bono Service Providers

Pro bono providers offer volunteer hours for professional services related to their technical, legal, translation, and general business areas of expertise.

1

General Business Services

Supported Applicants may seek help in business plan development, creating marketing plans, guidance in operationalizing a gTLD, translation services, financial, and/or legal services.

2

Application Services

Supported Applicants may need guidance in developing a comprehensive, complete, and competitive application, writing their application, and submitting their application.

3

Technical Services

Supported Applicants may need help navigating the technical requirements of a gTLD application and ongoing infrastructure to run a registry including: RSP services, Internationalized Domain Names, DNS services, proxy services, rights protection management, and more.

Pro Bono Mentors

Pro bono mentors offer volunteer hours providing their perspective and guidance based upon personal experience within the industry

1

Industry Experience

Supported Applicants will need advice on different types of business models to consider and other areas of running a registry.

Based on your industry experience and knowledge, provide guidance to support their decision making and recommend other resources they can leverage.

2

ICANN Knowledge

Supported Applicants may seek advice on how to engage with ICANN's multi-stakeholder community and which committees to join.

Offer unbiased advice on how to become more engaged and start participating in the ICANN Community at ICANN meetings or otherwise.

3

Application Assistance

Supported Applicants are likely new to the gTLD application process and may have many questions.

Advise applicants on navigating the application process and DNS industry by helping to identify resources, providing guidance, and sharing experiences as appropriate.

05

ASP Application Statistics

ASP Regional Activity Update (19 August 2025)

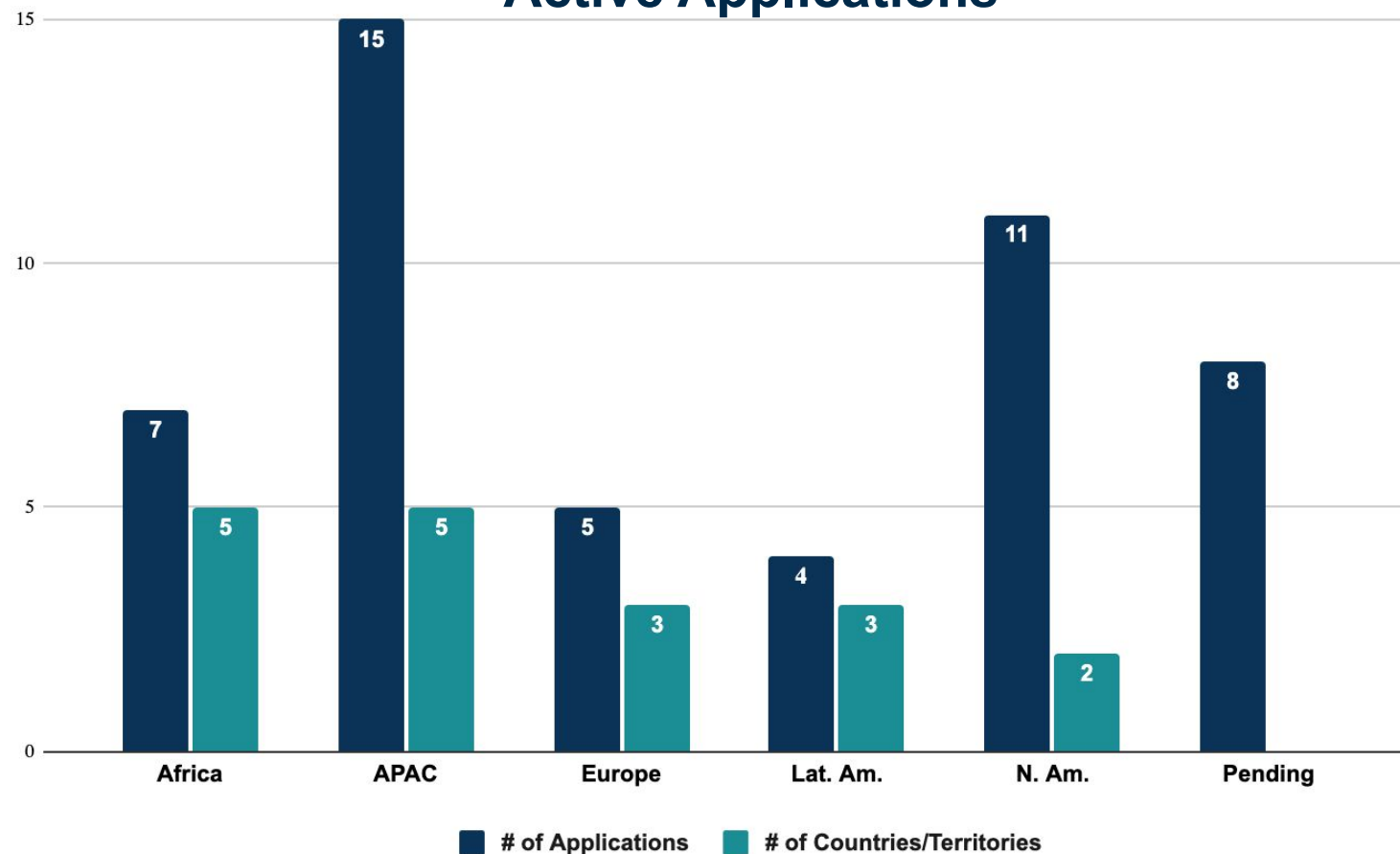
BY THE NUMBERS

50 TOTAL ACTIVE
APPLICANTS
IN PIPELINE

5 REGIONS

18 COUNTRIES/
TERRITORIES

Active Applications



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

Visit the [ASP Program Statistics](#) page for additional metrics, updated on the 19th of each month.

Importance of applying to the ASP early

Program resources allow for a limited number of supported applicants:

40 applicants at **85%** fee reduction

45 applicants at **75%** fee reduction

Earlier qualification means a **longer time period** to take advantage of the **resources and support** available.

Pro Bono Services to **help with Registry Service Provider (RSP) selection** and other gTLD requirements.

Plenty of **time to prepare** for a gTLD application **before April 2026.**

06

Meet the Pro Bono Service Providers & Mentors

1. Thomas Barrett

EnCirca / PW Registry

30 years in domain Registry & Registrar businesses. DotAsia Board, ICANN NomCom Chair-elect.

Customized Registry solutions for innovative/restricted TLDs.

Contact Information and links:

- LinkedIn: /thomasbarrett/
- ICANNWiki: Thomas_Barrett
- Email: tbarrett@encirca.com
- Email: tbarrett@pwregistry.pw

Pro Bono Services

- New gTLD Application
- Business Strategy & Innovation
- Registry Service Provider Selection
- Go-to-market Strategy
- Registrar Accreditation
- Blockchain Integration
- Custom Websites:
 - .BANK
 - .BOSTON
 - .COOP
 - .CPA
 - .JOBS
 - .PHARMACY
 - .POST

Mentor Services

Advisor and Consultant:

- Verified TLD Consortium
- Advisory Committees
- ICANN Compliance
- Start-up Plan Dev.
- Policy Development
- Verification Platform Dev.
- Channel Strategy
- Board Member:
 - LSE-listed Registrar
 - Afilias
 - .Asia
- Executive Mentor

2. Alan Woods

(Chief Legal Officer)

CleanDNS

CleanDNS is a cybersecurity company that offers solutions and services to mitigate online harms and DNS abuse, partnering with various entities like registries, registrars, cybersecurity organizations, and governments to systematically identify, report, and disrupt malicious domains and online threats.

Contact Information and links:

- [Cleansdns.com](https://cleandns.com)
- hello@cleandns.email

Pro Bono Services

DNS Abuse Digest

- Notifications relating to identified actionable DNS Abuse reports
- Early established process to provide you with evidenced reports of abuse
- Enable clean growth of your TLD

Mentor Services

Providing understanding of the expectations of Spec 11 3(b) and Spec 6(4).

Help understand what to expect as a new registry operator dealing with DNS Abuse.

DNS abuse will happen in your zone; how you prepare and respond will be that which truly matters.

3. Ahmad Al Aghar



**Scaling service businesses
with AI, automation, and
operational precision
—unlocking 20%+ profitability
& exponential growth!**

Contact Information and links:

- <https://www.linkedin.com/company/whinnovate>
- marhaba@whinnovate.com

Pro Bono Services

**Your partner in your
journey to AI-ify your
business:**

- Digital Transformation
- Operational Optimization
- AI-Powered Automation
- AI-Driven Growth

Mentor Services

**The Service Business
Catalysts**

- AI Adoption
- Leadership Empowerment
- Team Enablement

4. Vivek Goyal

Vivek is the COO of **LdotR**, an online brand protection and domain management company.

Vivek has over a 10 years of experience in South-Asia, South-East-Asia guiding brands and businesses on domain name strategy and online reputation management.

Contact Information and links:

- vivekg@LdotR.Red
- <https://www.linkedin.com/in/vivekgoyal/>

Pro Bono Services

General Business Services

- Business consulting
- Business plan development
- Business consulting – marketing and communications
- Business consulting – operations

Application services

- Application development
- Application writing and submission

Mentor Services

- Identify resources that will help applicants.
- Identify resources that will help applicants
- Provide advice and guidance on the gTLD application process.
- Share experience as appropriate.
- Offer perspective on the DNS industry and being a registry operator.
- Help navigating the ICANN community and Public Meetings.

5. Net-Chinese Co., Ltd. 網路中文資訊股份有限公司



Net-Chinese is a well established company based in Taipei, and our service mission is "to provide customers with the safe, secure, convenient domain registration services covering the most TLDs." We are dedicated to offering a domain name platform that features a diverse range of products and related services, making management of domain names and other services in an easy and user friendly manner.

Contact Information and links:

- ICANN Accredited Registrar since 2009
- <https://www.net-chinese.com/>
- <https://icannwiki.org/Net-Chinese>
- Registry Operational Services
- .TAIPEI

Pro Bono Services

General Business Services

- Business Plan Development
- Business Consulting - Marketing and Communications
- Business Consulting – Operations

Application Services

- Application Development
- Application Writing / Submission

Technical Services

- General Technical Help
- Technical Help with DNS Services
- Help regarding the Registration Data Policy
- Technical Help with EPP
- Technical Help with RDAP
- Help regarding data escrow
- IPv6 Implementation

Mentor Services

- Identify resources that will help applicants
- Provide advice and guidance on the gTLD application process
- Share experience as appropriate
- Offering perspective on the DNS industry/being a Registry Operator

6. Christa Taylor

(Co-Founder)



With 50+ applications, 40+ operated TLDs, and the launch of .mobile, TLDz brings expertise and hands-on experience applicants can rely on.

Contact Information and links:

- [TLDz.com](https://tldz.com)
- contact@tldz.com
- <https://icannwiki.org/TLDz>
- https://icannwiki.org/Christa_Taylor

Pro Bono Services

General Business

- String strategy
- Financial modeling + sustainability
- Marketing + launch strategy

Application services

- Drafting + review
- Risk assessment + mitigation

Operational + Technical Services

- TLD operations + launches
- Backend provider evaluation + selection

Mentor Services

- One-on-one applicant mentoring
- Building sustainable TLD business models
- Sharing best practices from 10+ years of TLD operations
- Policy + process guidance
- Launch planning support

<https://www.linkedin.com/in/henrychchan/>

7. Henry Chan

Nominet UK

- Registry Services Product Manager
- International business and product management experience in registry & registrar
- Held management positions in .hk (ccTLD - Hong Kong) & commercial roles within an international brand protection registrar
- Led a Brand TLD application in R1
- Regular ICANN attendee and volunteer

Contact Information and links:

- Henry.chan@nominet.uk
- <https://www.linkedin.com/in/henrychchan/>

Pro Bono Services

- Others – on case-by-case basis

Mentor Services

- Identify resources that will help applicants
- Provide advice and guidance on the gTLD application process,
- Share experience as appropriate
- Offering perspective on the DNS industry/being a Registry Operator
Navigating the ICANN Community and Meetings

8. Venkatesh V. DOTUP

Founder, Dotup ICANN Accreditation
Consultancy & NewgTLDProgram.com

- 12+ years in the global domain industry
- Founder of Dotup ICANN Accreditation Consultancy & NewgTLDProgram.com
- Advisor to registrars, registries & brands on ICANN accreditation and new gTLDs
- Frequent speaker at ICANN, APTLD, DomainDays, and industry events
- Author of a DotBRAND new gTLD Research Report, available on request.

Contact Information and links:

- https://icannwiki.org/Venkatesh_Venkatasubramanian
- +91 (894906326 (Whatsapp & Telegram)
- venky@newgtldprogram.com

Pro Bono Services

- Guidance for non-profits & community TLD applicants
- Support for first-time ICANN new gTLD applicants under ASP
- Policy interpretation & application readiness checks
- Connecting applicants with registry/technical service providers

Mentor Services

- 1:1 coaching for registrar accreditation applicants
- Strategic guidance for DotBRAND and gTLD applicants
- Compliance & abuse-handling best practices
- Sharing industry insights, case studies & lessons from 2012 round
- Organizing weekly webinar about New gTLDs.

9. Mark W. Datysgeld Governance Primer

Mark holds a BA and Master in International Relations, focused on Internet Governance. He further specialized in health policies and in the usage of diverse language writing systems online. Mark served for two terms in ICANN's GNSO Council.

Contact Information and links:

- https://icannwiki.org/Mark_W._Datysgeld
- <https://www.linkedin.com/in/markwd/>
- <https://governanceprimer.com>

Pro Bono Services

- Business Plan Development
- Business Consulting - Marketing and Communications
- Application Development
- Application Writing / Submission
- Technical Help with Internationalized Domain Names

Mentor Services

- Identify resources that will help applicants
- Provide advice and guidance on the gTLD application process
- Share experience as appropriate
- Navigating the ICANN Community & Meetings

10. Edmon Chung DotAsia Organisation

.Asia launched in 2008 as the **first gTLD from APAC** setting industry benchmarks on **Sunrise & market innovations**. DotAsia supported the **only successful ASP (.KiDS)** in the 2012 round, which is now achieving an **operational surplus**.

Contact Info and relevant links:

- <https://dot.asia>
- <https://tld.asia>
- <https://www.kids>
- <https://goCreate.asia>

WWW.asia



Pro Bono Services

DotAsia is looking to contribute knowledge and experience in **operating an economically viable gTLD** to support APAC Internet NGOs

- Navigating **ICANN Policies & Processes**
- Application Support
- Technical Liaison
- **Market Development** (Registrar relations)
- **Community Engagement**

Mentor Services

For this next round of new gTLDs, DotAsia is prioritizing our efforts to support APAC Internet Community NGOs (**i.e. APRALO ALSes**) to utilize the ICANN ASP

- Operations of a gTLD as a trusted custodian part of the core Internet infrastructure
- **Returning gTLD operational surpluses to further NGO mission & works**



NETMISSION.asia



11. Shayan Rostam

Internet Naming Co.

- ICANN-accredited Registry Operator & full-service TLD management agency
- 10+ years experience launching & operating 50+ gTLDs + ccTLDs, including .XYZ, .INC, & .MY
- Specialize in maximizing TLD value through streamlined operations, sustainable growth initiatives, and tailored marketing strategies

Contact Information and links:

- icannwiki.org/inco
- internetnaming.co
- linkedin.com/in/shayanrostan
- partners@inaming.co

Pro Bono Services

- Business planning & projections
- TLD selection & application guidance
- Pricing strategies, reserved inventory, premium names
- Registrar onboarding & marketing
- Launch & ongoing operations
- Critical services support: backend EPP, data escrow, abuse, etc.
- Best practices: IDNs, trademarks, blocking, proxy service, etc.

Mentor Services

- Short & long-term ROI
- Public good initiatives
- Keys to successful launch
- Registrar channel best practices
- End user marketing & adoption
- Growth strategies, pricing, promotions
- Navigating the industry
- Learnings from managing 50+ TLDs retailing between \$1 to \$4,000 per year

12. Phil Buckingham

(Founder)

TLD.Advice Ltd

(incorporated in England & Wales)

Phil Buckingham started in the Domain Name industry in London in 1995 as CFO of one of the first, pioneering Corporate Brand Registrars. He has attended over 35 ICANN meetings since 2009. He has been a participant in numerous ICANN PDP WGs. He was a participant of the Sub Pro (Next Round) PDP WG. He is currently a participant of the Sub Pro (Next Round) Implementation Review Team (IRT) to finalise the Applicant Guidebook (AGB) by December 2025.

Contact Information and links:

- Email : phil@dotadvice.co.uk
- Mobile: 00 44 (0)7957643357
- LinkedIn:
<https://www.linkedin.com/in/phbuckingham/>
- ICANN Wiki:
- User:Philbuckingham - ICANNWiki

Pro Bono Services

TLD.Advice Ltd will provide both strategic and financial advice for 10-20 TLD Applicants entitled to financial support in applying to own & operate a Top Level Domain (TLD) Registry in the ICANN Next Round, Q2 2026. We will provide:

1. The first 10 key steps for an Applicant.
2. Provide an application's critical path, costed at key decision points.
2. Conduct Extensive Q&A sessions
3. Build a TLD business & financial model(s) that meets the complex and challenging application requirements & to meet a demanding financial evaluation by a global firm of accountants.
4. Write, Review, Risk Assess, Submit the application(s).
5. Provide further additional bespoke services, incl Contention set valuations thro to the TLD's delegation into the DNS root zoot and additionally support and advise in the TLD's launch.
6. Technical services will be supported by a selected RSP.

Mentor Services

- Identify resources to help applicants
- Provide summaries of topics/ issues in the application process
- Make appropriate introductions
- Provide a strategic overview of Domain Name Industry and its marketplace

NEW gTLD PROGRAM: NEXT ROUND

07

Q&A

Feedback Survey

We kindly request you to take a few minutes to complete this brief [Applicant Support Program Feedback Form](#) or you can follow the link in this QR code:



NEW gTLD PROGRAM: NEXT ROUND

Thank You

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

Hashtags: **#newgtlds** **#newgtldprogram**



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