A More Inclusive Internet: Introducing the New gTLD Applicant Support Program

Bringing Opportunity to Underrepresented Communities and Regions

Webinar | 30 July 2024

ICANN

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New gTLD Program:
Next Round

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through the Applicant
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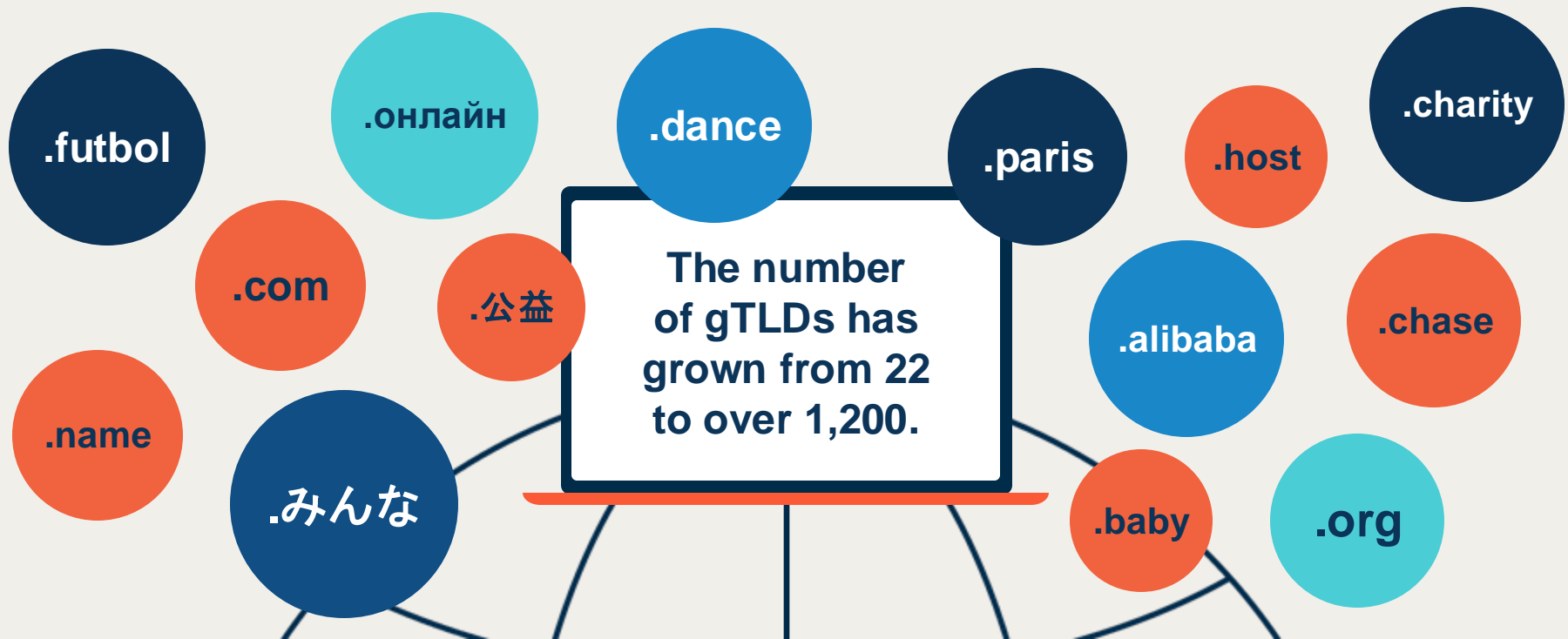engagement approach

01

Welcome

The New gTLD Program

The **New Generic Top-Level Domains (gTLD) Program** is a community-driven initiative to enable the continued expansion of the Domain Name System.

For the first time since 2012, businesses, communities, governments, and other organizations can apply for new gTLDs tailored to fit their needs.

.футбол

.онлайн

.dance

.paris

.host

.charity

.com

.公益

.alibaba

.chase

The number of gTLDs has grown from 22 to over 1,200.

.name

.みんな

.baby

.org

What is a gTLD?

Top-level domains form the last part of a domain name, appearing after the dot. For example, in the domain name **icann.org**, the characters 'org' identify the TLD.

Through the 2012 New gTLD Program, more than 1,200 new unique names like **.trade** and **.vegas**, and names were added to the Internet.

icann.**org**

02

**Overview of the
New gTLD
Program:
Next Round**

A Successful Next Round

The New gTLD Program: Next Round is aimed at making the Domain Name System more inclusive and more usable to more users.

Key indicators of success:

1

Applications that include new communities and voices, a variety of languages and scripts, geographic and ethnic diversity, entrepreneurs and startups, and non-profit organizations.

2

A significantly higher proportion of applications submitted by entities outside of North America and Europe than were received in the 2012 Round.

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 Domain Names, New Uses

▶ Build digital inclusivity by providing audiences and customers with choice via scripts.

▶ Provide other groups the opportunity to create their own space online.

▶ Build trust in a brand.

▶ Manage online presence more inclusively.

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**

Benefits of Operating a gTLD

Brand control

Increased credibility

Control over policies

gTLDs provide organizations with the ability to make an impact on a global scale.

Monetization opportunities

Flexibility and creativity

Control over security measures

Localization

Becoming a Registry Operator

Applying for a gTLD means you are applying to operate an Internet registry.

An Internet registry is a master database of all the domains listed under a particular gTLD.

A Registry Operator:

► Sets the requirements for the gTLD.

► Determines which second-level domains (the characters to the left of the dot) can be registered, and by whom.

Financial and Technical Considerations

Application and evaluation fees:
USD $208,000–$293,000

+ Standard operational fees included in the Registry Agreement signed with ICANN

+ Ongoing financial and technical concerns

! Applying for a new gTLD requires significant financial and technical resources.

! All new gTLD applicants must be able to demonstrate the operational, technical, and financial capacities necessary to operate a registry and comply with contractual requirements.

03

Availability of assistance through the Applicant Support Program

Criteria for Applicant Support

To be eligible for assistance through the Applicant Support Program, applicants must demonstrate:

✓ General business due diligence

✓ Public responsibility due diligence

✓ Financial need

✓ Financial viability

✓ Eligible entity status

Applicant Support Program

Operating 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:

| Nonprofit, nongovernmental, and charitable organizations | Intergovernmental organizations | Indigenous/tribal peoples' organizations | Micro and small businesses that are social enterprises or that operate in a developing economy |

Applicant Support Portfolio

The Applicant Support Program provides a range of financial and nonfinancial assistance to qualified, eligible entities.

Financial Support

► A 75-85% reduction in applicable gTLD application and evaluation fees

► Bid credit

► Reduced/waived base registry operator fees

Nonfinancial Support

► Training materials: applying for a gTLD, becoming a Registry Operator

► Capacity Development/ Mentorship Program

► Access to an Applicant Counselor

► List of volunteer professional service providers

Evaluating Support Applicants

PHASE 1

General business due diligence, including:

▶ Legal compliance check.

▶ Confirming that all required documentation has been submitted.

▶ Confirming the applicant meets eligibility criteria for New gTLD Program: Next Round.

▶ Background screening and cybersquatting history check.

!

Applicants that do not pass the general business due-diligence pre-screening will not be considered for Phase 2 evaluation.

Evaluating Support Applicants

PHASE 2

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 with an existing ICANN gTLD Registry.

▶ **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.

▶ ▶ ▶ **Applicant is an eligible entity.**

What Happens Next?

1

All new gTLD applicants – supported or not – are required to submit a completed application for a new gTLD.
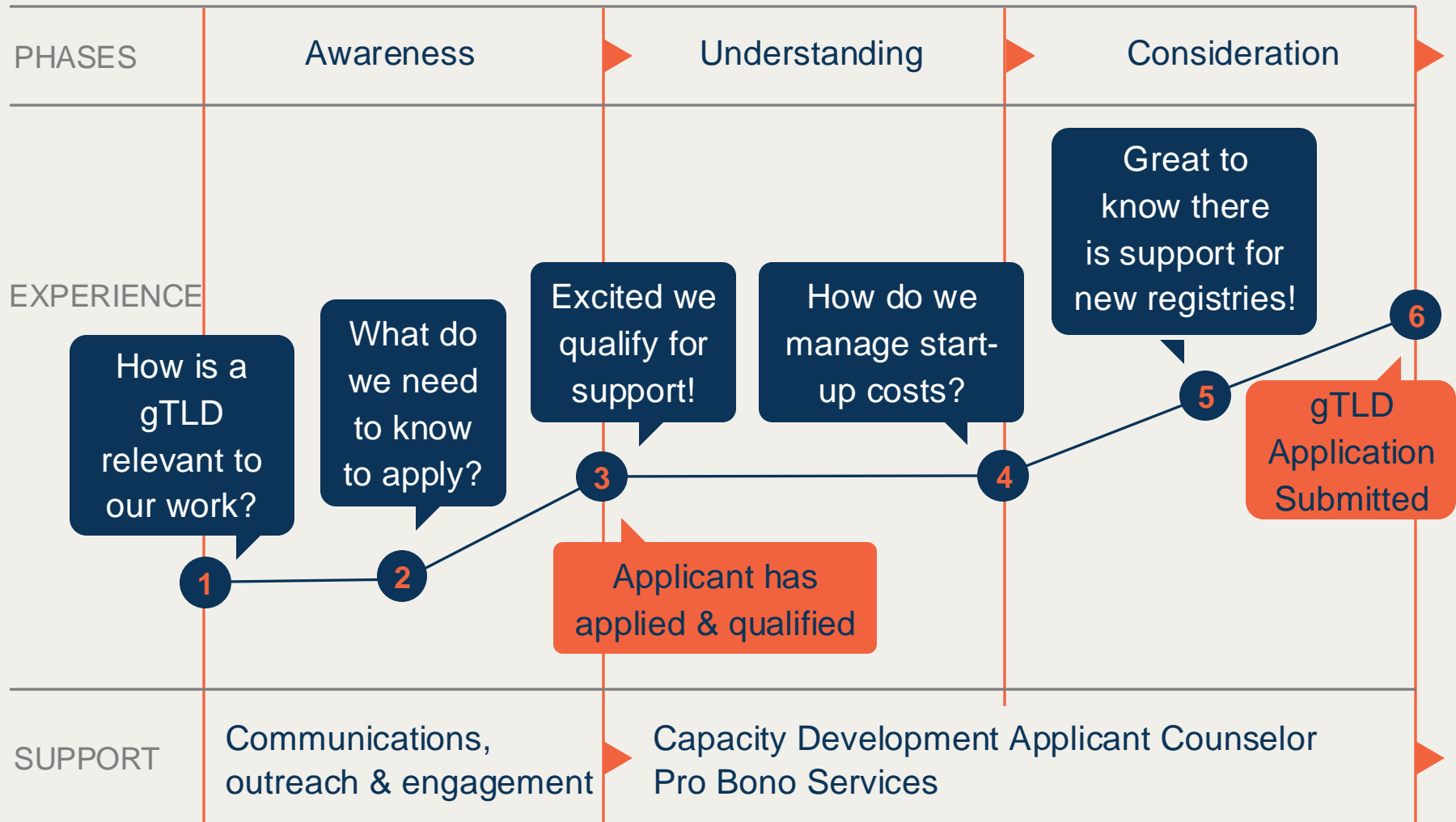
2

Requires demonstration of technical, operational, and financial capabilities needed to operate a gTLD.
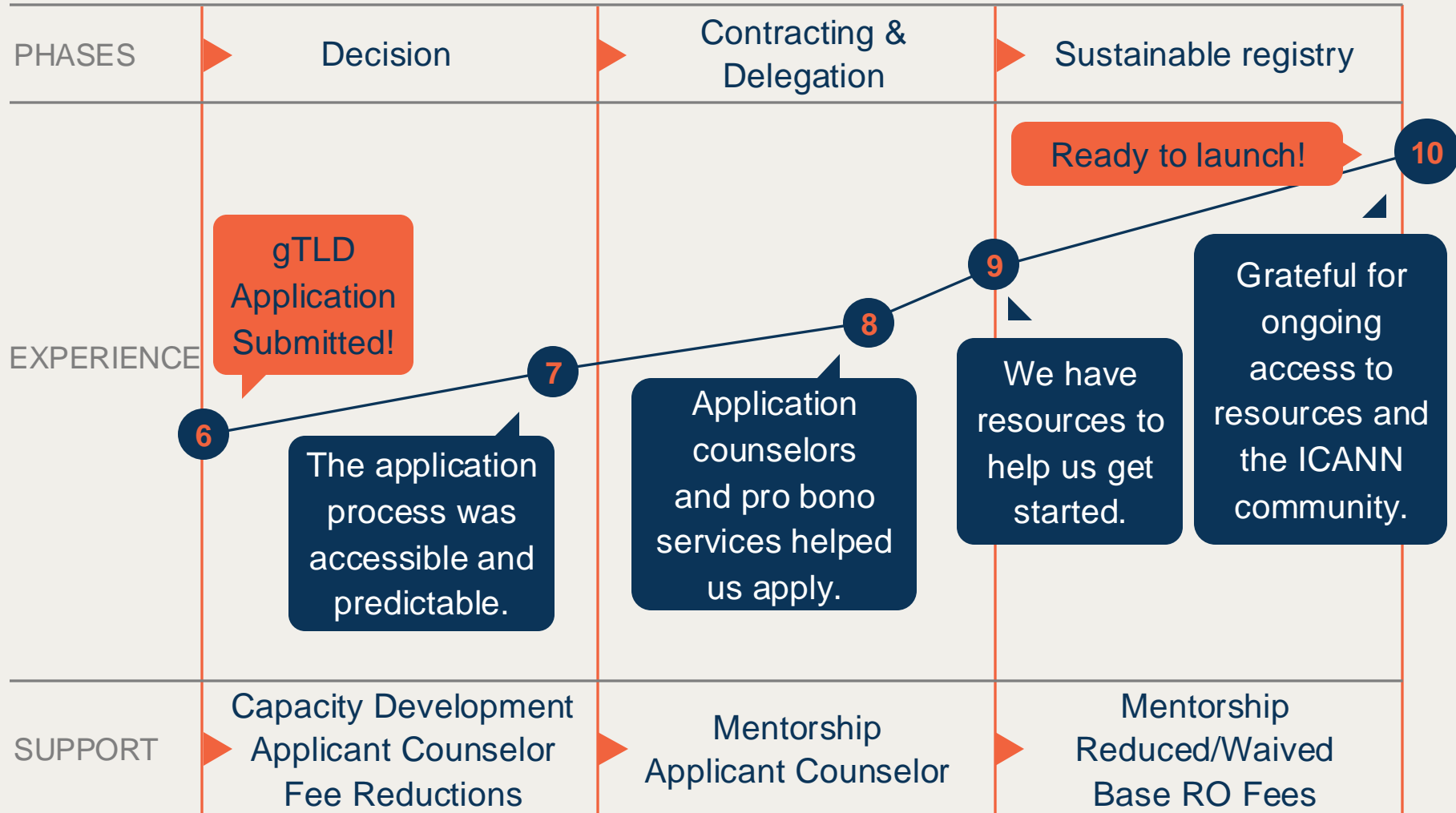
3

There are also measures in place to deter abuse of the program, outlined in the Applicant Support Program Handbook.

A Supported Applicant's Journey

A Supported Applicant's Journey

PHASES	Decision	Contracting & Delegation	Sustainable registry

EXPERIENCE

Ready to launch! **10**

gTLD Application Submitted! **6**

7 The application process was accessible and predictable.

8 Application counselors and pro bono services helped us apply.

9 We have resources to help us get started.

Grateful for ongoing access to resources and the ICANN community.

SUPPORT	Capacity Development Applicant Counselor Fee Reductions	Mentorship Applicant Counselor	Mentorship Reduced/Waived Base RO Fees

Key Dates

NOV 2024

MAY 2025

NOV 2025

APRIL 2026

Q3 2026

Applicant Support Program Application Submission

Applicant Guidebook

gTLD Application Submission

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

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

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

04

ICANN's Outreach and Engagement

Engagement and Outreach

Identify **target markets**, producing regional and country plans.

Identify Applicant Support Program-**eligible entities**.

Seek **conduits** and **introductions** to **new contacts** and audiences.

Consult with local **ICANN community members**.

Provide **toolkits and materials** for events, webinars, bilateral meetings, and prospecting calls.

Conduct accompanying **media and communications** campaigns.

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 relationships, the personal networks and connections of ICANN teams, and the broader ICANN community across the regions.

Your Role In Building A More Inclusive Internet

1

Assist in identifying and mentoring potential applicants, including in countries and territories where there may not be an established domain name industry that can support a new registry.

2

Connect established domain name sector players with new entrants.

► Note the availability of evaluated Registry Service Providers for new gTLDs.

Become a Next Round gTLD Program Champion

✓ Convene and communicate in your own networks

✓ Fully self-directed and voluntary

✓ Next Round Champions program will be announced in August

Self-service Champions Toolkit to be published on newgtldprogram.icann.org under "resources".

Toolkit (in six languages) to include:

▶ Flyers   ▶ Presentations   ▶ Sample Event Agendas

▶ Options for available remote speakers

Upcoming Events

JULY

24-25
APAC DNS Forum

31 July-3 Aug
NGO Week,
Nairobi Kenya

For more events view the
ICANN Engagement
Calendar.

AUGUST

21-23
Asia Pacific
Regional IGF
(APrIGF)

27-29
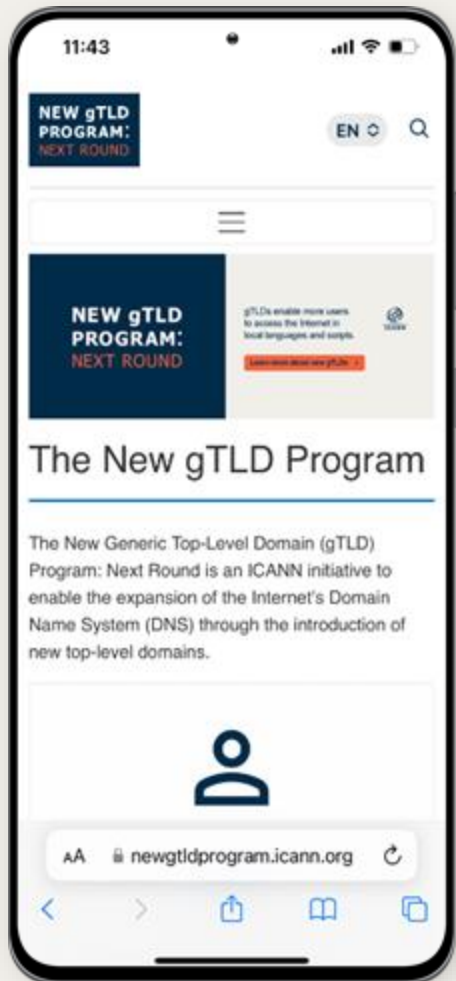LAC Roadshow /
DNS Forum
Paraguay

SEPTEMBER

10
Africa Internet
Summit, Mauritius

12
LAC Roadshow
Guatemala
(Central America
Edition)

24-25
ICANN DNS
Symposium, Santa
Marta Colombia

Stay Informed.

Join the **Mailing List** at
nextroundinfo@icann.org

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

For questions about becoming a
Next Round Champion contact
bob.ochieng@icann.org

Look for **updates and news** at
https://newgtldprogram.icann.org

Helpful Resources for Support Applicants

▶ Applicant Support Program Website

▶ Applicant Support Program Handbook

▶ Applicant Support Program IRT Sub-Track Wiki Page

▶ Background information on the Applicant Support Program

▶ Case Studies of TLDs

Thank You!

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