



ICANN

Internet Corporation for Assigned Names and Numbers

New Top Level Domains

Sao Paulo

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SELECTION CRITERIA

- **Three main categories**

String criteria

Applicant criteria

Process conditions (ICANN)

STRING CRITERIA

- Not confusingly similar to existing TLD
- Not infringe legal rights of others
- Not cause technical instability
- Not contrary to public policy, morality or deceptive of public
- Not a reserved word

APPLICANT CRITERIA

- Demonstrated technical capability
- Demonstrated financial and business plan
- Use ICANN accredited registrars
- Comply with current and new consensus policies

PROCESS CONDITIONS

- Clear and pre-published process
- Base contract
- Fixed timelines
- Cost recovery for application fees (and fees may differ for applicants)
- Preliminary determinations by staff
- Expert and independent panels to resolve doubt
- Dispute resolution and challenge processes will be established prior to start of process

ALLOCATION METHODS

- Applications assessed in rounds at first

First come first served
within the round for processing order only
between rounds
for ongoing process if applicable

Applications will be time stamped

ALLOCATION METHODS

- Application submission date at least four months after RFP issue
- ICANN will promote opening of application round
- Application closing date at least 30 days after start date
- Applications for strings published after closing date

ALLOCATION METHODS

- If there is contention for strings...

Applicant's mediation for limited timeframe

If no mutual agreement between applicants

ICANN staff will assess level of support

Limited time for applicant to provide measurable and verifiable data

If ICANN staff are not able to distinguish applicant's level of support, ICANN Board may make a choice based on Mission and Core Values

An applicant granted a TLD string must use it within an appropriate timeframe



POLICIES FOR CONTRACTUAL CONDITIONS

- Base contract should be provided as part of RFP
- Contract should balance market certainty and flexibility for ICANN to accommodate rapidly changing market place
- Initial term should be commercially reasonable length
- Should be renewal expectancy
- Clear sanctions and compliance process set out in base contract

POLICIES FOR CONTRACTUAL CONDITIONS

- Application of existing consensus policies and obligation to adopt new policies as they are developed
- If an applicant offers an IDN service then ICANN's IDN guidelines must be followed
- ICANN should take consistent approach to establishment of registry fees
- Use of personal data is limited to the purpose for which it was collected