New TLD Evaluation Process Planning Task Force

Update to ICANN Public Forum

Stuart Lynn

Sunday, September 9, 2001

NTEPPTF Charter

- Develop *plan* for monitoring and evaluation of new TLDs
- Focus on technical, business, legal
- Rely on contractually available data
- Propose schedule for execution of plan
- Present to Board by Montevideo

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TASK FORCE MEMBERS

- Jaap Akkerhuis (ccTLD)
- Sebastien Bachollet (BC)
- Marilyn Cade (BC)
- David Conrad (RSSAC)
- Michael Heltzer (IP)
- Geoff Houston (PSO)

- Roberto Laorden (PSO)
- Stuart Lynn (Chair)
- Vany Martinez (NCC)
- Y J Park (NCC)
- Adrian Pinder (GAC)

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STEPS

- Overall approach
- Areas for evaluation
- Questions for each area
- Metrics for each question
- Schedule
- Methodology

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AREAS

- Technical
  - DNS stability and performance
  - Operational performance
- Business
  - Compliance
  - Processes
  - Markets
  - Processes
  - Trademarks, cybersquatting, dispute resolution
  - Consumer
- Legal
  - Agreements and effectiveness of agreements
- *Process*
  - *Selection, negotiation, communications, monitoring*

QUESTIONS

- Effect on ICANN decisions
  - Launch new TLDs
  - Shape character of new TLDs
- Is answerable
  - Measured with available data
  - Reasonably objective qualitative process
- Within useful timeframe
  - Start-up, steady-state
- Separate tracks
  - Sponsored vs unsponsored
  - Restricted vs unrestricted

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WHAT'S NEXT?

- October 10: Post draft questions for feedback
- End of October: Post draft report for feedback
  - Except metrics?
- November Meeting: Submit adjusted draft report
  - Interim recommendations
- Mid-January: Post draft metrics for feedback
- Mid-February: Post "final" report for feedback
- March Meeting: Submit final report

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