



New gTLDs

An Action Plan

Shanghai, China

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Background

- June 15: NTEPPTF posts Draft Final Report
- July 31: NTEPPTF posts Final Report
- August 23: Board accepts NTEPPTF Final Report
 - Asks President to propose Action Plan in Shanghai



Three Part Proposed Action Plan

1. Solicit DNSO/GNSO advice on apportionment of top-level gTLD namespace
 - Taxonomy vs market-driven vs ?
2. Proceed with NTTEPTF evaluation recommendations
 - Critical questions
3. Consider option for parallel processing
 - Up to 3 *sponsored* gTLDs
 - Subject to short study



• Apportioning the Namespace

- Key Prerequisite to Future Expansion
- Taxonomic Approach
 - + Rationalizes the namespace
 - + Less user confusion
 - - Stifles innovation
 - - Create nodes that noone wants
- Market-Driven Approach
 - + Puts responsibility where it belongs
 - - Could cause confusing TLD namespace
- Another approach?
- Request recommendation from DNSO/GNSO
 - Consult with GAC



2. Proceed with NTEPPTF Key Recommendations

- Launch program to answer 12 Criticality 1 Questions
- Immediately launch Monitoring Program.
- Follow specified methodologies.
- Consider parallel processing



Approach

- High-level evaluation
 - Not overly bogged down in detail
- Guided by Technical Evaluation Advisory Committee (TEAC)
 - Use NTEPPTF
- Solicit Evaluation Teams
 - Coupled with volunteer support
 - At different expenditure levels
 - \$200,000/\$250,000/\$300,000
- Allocate \$50,000 to implement monitoring program



3. Consider Option for Parallel Processing

1. Proceed with up to 3 *sponsored gTLDs*
 - Extension of “proof of concept”
 - Quick RFP
 - Streamlined where possible
2. Answer two key questions first
 - Does IETF have any concerns?
 - Have new sponsored gTLDs complied with charter?



Next Steps

- Post Action Plan next week
- 30-day public comment period
- Board action at Amsterdam meeting?



Comments/Questions?

