

# [ctag]

---

23 April 2013

Ms. Christine Willett  
Vice President, New gTLD Program  
ICANN  
12025 Waterfront Drive, Suite 300  
Los Angeles, CA 90094

Dear Christine,

It was good to have an opportunity to connect with you in Beijing. We thank you for the warm welcome you extended to many members of the Community TLD Applicant Group (CTAG). Also, as this was your first ICANN public meeting congratulations on a job well done.

As you know, the CTAG was formed last year to ensure the collective interests and voices of the initially 84 community applicants, and the community stakeholders they serve, are heard and represented in ICANN's new generic Top-Level Domains (gTLDs) program. ICANN's history of including sponsored/community-focused gTLDs in every expansion round is a testament to the value of the public interest benefits of these types of gTLDs. CTAG members were pleased to hear ICANN's Governmental Advisory Committee affirm the value of community gTLDs in its Beijing [Communiqué](#).

CTAG members appreciate there is much work to be done to ensure an informed, efficient and objective approach to the Community Priority Evaluation (CPE) Process. We are ready to assist ICANN in this goal. As a first step, we believe it would be helpful for ICANN to convene a conference call in the next two weeks with the community, including members of CTAG, to consider the CPE process and timing.

Many in the community (including the NTAG, the New gTLD Applicant Group, of which many CTAG members are also members) publicly commented in October/November 2012 that CPE should, if possible, be available to applicants earlier in the evaluation process as it could be beneficial to some applicants. As ICANN explores ways to create efficiencies in the new gTLD program, and CEO Fadi Chehadé has publicly stated his commitment to doing so, we request that ICANN prioritize CPE readiness.

Concerning the need to provide additional guidance to the CPE panels, we were pleased by your remarks in Beijing that scoring guidance will be provided to CPE evaluators and will be made available to the community prior to the commencement of any reviews. The scoring criteria in their current form appear vague and, in the absence of specific guidance to evaluation panels, may undermine the considerable efforts many community applicants have expended in serving their respective communities.

---

*The Community TLD Applicant Group*

@TheCTAG

# [ctag]

---

For example, CTAG members agree with and believe that guidance to evaluation panels on scoring should emphasize a community's collective and clear opinion, as explained in point IV.1.e.i of the GAC Beijing Communiqué:

*“That in those cases where a community, which is clearly impacted by a set of new gTLD applications in contention, has expressed a collective and clear opinion on those applications, such opinion should be duly taken into account, together with all other relevant information.”*

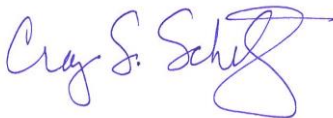
Furthermore, it may also be important to consider whether and how the results of the community objection process will impact CPE, or not impact it.

Unlike objections, where the number initially was unknown, ICANN and evaluators can be certain that there will be at most 33 CPEs. Hence, it is unclear whether the benefit of having two evaluators outweighs the challenge of managing consistency between them.

ICANN has recently made considerable strides to strengthen its international engagement and, through the introduction of new gTLDs, to fulfill one of its core values of introducing and promoting competition in the registration of domain names where practicable and beneficial in the public interest. Now, on the cusp of community evaluations and after years of new gTLD outreach to the world, is the ideal time for ICANN to make similar strides in community and multi-stakeholder engagement.

We look forward to working with ICANN and the Internet Community to achieve these goals. We welcome your two or three suggestions for a conference call time, ideally prior to noon PST in order to allow for participation from West Coast, East Coast and European applicants.

Sincerely,



Craig S. Schwartz  
CTAG Coordinator

cc: Mr. Fadi Chehadé, President and CEO, ICANN  
Mr. Akram Atallah, COO, ICANN  
Mr. Cherine Chalaby, Board Chair, New gTLD Program, ICANN

---

The Community TLD Applicant Group

@TheCTAG

## CTAG Membership as of April 2013

1. ADAC - Allgemeiner Deutscher Automobil-Club e.V. (ADAC)
2. ARCHI, IMMO, SKI - STARTING DOT
3. BANK, INSURANCE - fTLD Registry Services LLC
4. BARCELONA - Municipi de Barcelona
5. BERLIN - dotBERLIN GmbH & Co. KG
6. CORP, INC, LLC, LLP - Dot Registry LLC
7. CPA - American Institute of Certified Public Accountants
8. ECO - Big Room Inc.
9. GAL - Asociacion puntoGAL
10. GAY - dotgay llc
11. GMBH - TLDDOT GmbH
12. GREE - GREE, Inc.
13. HAMBURG - Hamburg Top-Level-Domain GmbH
14. HOTEL - HOTEL Top-Level-Domain S.a.r.l
15. KIDS - DotKids Foundation Limited
16. MED - HEXAP SAS
17. MUSIC - DotMusic / CGR E-Commerce Ltd
18. MUSIC – .music LLC / Far Further
19. NGO, ONG - Public Interest Registry
20. OSAKA - Interlink Co., Ltd.
21. QUEBEC - PointQuebec Inc
22. RADIO - European Broadcasting Union (EBU)
23. SCOT - Dot Scot Registry Limited
24. SHOP - Commercial Connect LLC
25. SPORT - SportAccord
26. TATAR - Coordination Center of Regional Domain of Tatarstan Republic LLC
27. TENNIS - TENNIS AUSTRALIA LTD
28. THAI - Better Living Management Company Limited
29. TIROL - Punkt Tirol GmbH
30. VERSICHERUNG - dotversicherung-registry GmbH
31. WIEN - punkt.wien GmbH

---

*The Community TLD Applicant Group*

@TheCTAG