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?