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
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)
STEPS

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

- **Technical**
  - DNS stability and performance
  - Operational performance

- **Business**
  - Compliance
  - Processes
  - Markets
  - 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
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