



New gTLD Program
Community Priority Evaluation Report
Report Date: 29 July 2014

Application ID:	1-901-9391
Applied-for String:	Osaka
Applicant Name:	Interlink Co., Ltd.

Overall Community Priority Evaluation Summary

Community Priority Evaluation Result	Prevailed
<p>Thank you for your participation in the New gTLD Program. After careful consideration and extensive review of the information provided in your application, including documents of support, the Community Priority Evaluation panel determined that the application met the requirements specified in the Applicant Guidebook. Your application prevailed in Community Priority Evaluation.</p>	

Panel Summary

Overall Scoring	15 Point(s)	
Criteria	Earned	Achievable
#1: Community Establishment	4	4
#2: Nexus between Proposed String and Community	4	4
#3: Registration Policies	3	4
#4: Community Endorsement	4	4
Total	15	16

Minimum Required Total Score to Pass 14

Criterion #1: Community Establishment	4/4 Point(s)
1-A Delineation	2/2 Point(s)
<p>The Community Priority Evaluation panel determined that the community as identified in the application met the criterion for Delineation as specified in section 4.2.3 (Community Priority Evaluation Criteria) of the Applicant Guidebook, as the community is clearly delineated, organized and pre-existing. The application received the maximum score of 2 points under criterion 1-A: Delineation.</p> <p><u>Delineation</u></p> <p>Two conditions must be met to fulfill the requirements for delineation: there must be a clear straightforward membership definition, and there must be awareness and recognition of a community (as defined by the applicant) among its members.</p> <p>The community defined in the application (“Osaka”) is:</p>	

Members of the community are defined as those who are within the Osaka geographical area as well as those who self identify as having a tie to Osaka, or the culture of Osaka. Major participants of the community include, but are not limited to the following:

- Legal entities
- Citizens
- Governments and public sectors
- Entities, including natural persons who have a legitimate purpose in addressing the community.

This community definition shows a clear and straightforward membership. The community is clearly defined because membership is dependent on having a clear connection to a defined geographic area.

In addition, the community as defined in the application has awareness and recognition among its members. This is because of the clear association with the Osaka geographical area, as according to the applicant, “the Osaka Community is largely defined by its prefectural borders.”

The Community Priority Evaluation panel determined that the community as defined in the application satisfies both the conditions to fulfill the requirements for delineation.

Organization

Two conditions must be met to fulfill the requirements for organization: there must be at least one entity mainly dedicated to the community, and there must be documented evidence of community activities.

The community as defined in the application has at least one entity mainly dedicated to the community, which is the Osaka Prefectural government. According to the letter of support from the Osaka Prefectural Government:

As the Governor of Osaka Prefecture, I confirm that I have the authority of the government to be writing to you on this matter. As the local municipality, the government has the authority to decide conditions to use .osaka as a trustworthy domain.

The community as defined in the application has documented evidence of community activities. This is confirmed by detailed information on the website of the Osaka Prefectural government. These activities include carrying out promotional activities to attract overseas corporations and tourists to the Osaka region.

The Community Priority Evaluation panel determined that the community as defined in the application satisfies both the conditions to fulfill the requirements for organization.

Pre-existence

To fulfill the requirements for pre-existence, the community must have been active prior to September 2007 (when the new gTLD policy recommendations were completed).

The community as defined in the application was active prior to September 2007. According to the application:

The Osaka community has been in existence for thousands of years, and is known as Japan’s oldest capital. Osaka has been an economic and cultural center of the Japan for over a long span of time, though formally, the geographic area that defines the community, Osaka Prefecture, was formally established in 1868.

The Community Priority Evaluation panel determined that the community as defined in the application fulfills the requirements for pre-existence.

1-B Extension	2/2 Point(s)
<p>The Community Priority Evaluation panel determined that the community as identified in the application met the criterion for Extension specified in section 4.2.3 (Community Priority Evaluation Criteria) of the Applicant Guidebook, as the application demonstrates considerable size and longevity for the community. The application received a maximum score of 2 points under criterion 1-B: Extension.</p>	
<p><u>Size</u></p>	
<p>Two conditions must be met to fulfill the requirements for size: the community must be of considerable size and must display an awareness and recognition of a community among its members.</p>	
<p>The community as defined in the application is of considerable size. The community for .Osaka as defined in the application is large in terms of the number of members. According to the applicant, “the Osaka Prefecture is currently the 3rd most populous area in Japan with a community of over 8.8 million people.”</p>	
<p>In addition, the community as defined in the application has awareness and recognition among its members. This is because of the clear association with the Osaka geographical area. According to the applicant, “the Osaka Community is largely defined by its prefectural borders.”</p>	
<p>The Community Priority Evaluation panel determined that the community as defined in the application satisfies both the conditions to fulfill the requirements for size.</p>	
<p><u>Longevity</u></p>	
<p>Two conditions must be met to fulfill the requirements for longevity: the community must demonstrate longevity and must display an awareness and recognition of a community among its members.</p>	
<p>The community as defined in the application demonstrates longevity. The pursuits of the .Osaka community are of a lasting, non-transient nature. According to the application materials:</p>	
<p style="padding-left: 40px;">The Osaka community has been in existence for thousands of years, and is known as Japan’s oldest capital. Osaka has been an economic and cultural center of the Japan for over a long span of time, though formally, the geographic area that defines the community, Osaka Prefecture, was formally established in 1868. Osaka’s culture is grounded in its long history of being a center for traditional performing arts known as the “kamigata culture”. The community enjoys festivals and other customs that have been passed on from generation to generation.</p>	
<p>In addition, the community as defined in the application has awareness and recognition among its members This is because of the clear association with the Osaka geographical area. According to the applicant, “the Osaka Community is largely defined by its prefectural borders.”</p>	
<p>The Community Priority Evaluation panel determined that the community as defined in the application satisfies both the conditions to fulfill the requirements for longevity.</p>	

Criterion #2: Nexus between Proposed String and Community	4/4 Point(s)
2-A Nexus	3/3 Point(s)
<p>The Community Priority Evaluation panel determined that the application met the criterion for Nexus as specified in section 4.2.3 (Community Priority Evaluation Criteria) of the Applicant Guidebook. The string matches the name of the community. The application received a maximum score of 3 points under criterion 2-A: Nexus.</p>	
<p>To receive the maximum score for Nexus, the applied-for string must match the name of the community or be a well-known short-form or abbreviation of the community. To receive a partial score for Nexus, the applied-for string must identify the community. “Identify” means that the applied-for string closely describes</p>	

<p>the community or the community members without over-reaching substantially beyond the community.</p> <p>The applied-for string (.Osaka) matches the name of the community. The string matches the name of the geographical and political area around which the community is based. According to the application documentation:</p> <p style="padding-left: 40px;">The string, “.osaka”, directly represents the Osaka community, and has been fully approved by the Osaka Prefectural Government as the proper representation of the Osaka community on the Internet.</p> <p>The Community Priority Evaluation panel determined that the applied-for string matches the name of the community as defined in the application. It therefore meets the requirements for nexus.</p>
<p>2-B Uniqueness 1/1 Point(s)</p> <p>The Community Priority Evaluation panel determined that the application met the criterion for Uniqueness as specified in section 4.2.3 (Community Priority Evaluation Criteria) of the Applicant Guidebook as the string has no other significant meaning beyond identifying the community described in the application. The application received a maximum score of 1 point under criterion 2-B: Uniqueness.</p> <p>To fulfill the requirements for Uniqueness, the string must have no other significant meaning beyond identifying the community described in the application. The string as defined in the application demonstrates uniqueness, as the string does not have any other meaning beyond identifying the city and prefecture on which the community is based. The Community Priority Evaluation panel determined that the applied-for string satisfies the condition to fulfill the requirements for uniqueness.</p>

<p>Criterion #3: Registration Policies 3/4 Point(s)</p>
<p>3-A Eligibility 1/1 Point(s)</p> <p>The Community Priority Evaluation panel determined that the application met the criterion for Eligibility as specified in section 4.2.3 (Community Priority Evaluation Criteria) of the Applicant Guidebook as eligibility is restricted to community members. The application received a maximum score of 1 point under criterion 3-A: Eligibility.</p> <p>To fulfill the requirements for Eligibility, the registration policies must restrict the eligibility of prospective registrants to community members. The application demonstrates adherence to this requirement by specifying that registrants must satisfy at least one of the following requirements:</p> <p style="padding-left: 40px;">Osaka municipalities and local governments; public and private institutions in Osaka; organizations, companies and other businesses in Osaka; residents of Osaka; other community members who have a bona fide purpose for registering and using the domain. Registrants who purchase “.osaka” names will be required to certify that meet one of the categories above. (Comprehensive details are provided in Section 20e of the applicant documentation).</p> <p>The Community Priority Evaluation panel determined that the application satisfied the condition to fulfill the requirements for Eligibility.</p>
<p>3-B Name Selection 1/1 Point(s)</p> <p>The Community Priority Evaluation panel determined that the application met the criterion for Name Selection as specified in section 4.2.3 (Community Priority Evaluation Criteria) of the Applicant Guidebook as name selection rules are consistent with the articulated community-based purpose of the applied-for TLD. The application received a maximum score of 1 point under criterion 3-B: Name Selection.</p> <p>To fulfill the requirements for Name Selection, the registration policies for name selection for registrants</p>

<p>must be consistent with the articulated community-based purpose of the applied-for gTLD. The application demonstrates adherence to this requirement by outlining the types of names that may be registered within the .Osaka top-level domain, while the name selection rules are consistent with the purpose of the gTLD. (Comprehensive details are provided in Section 20e of the applicant documentation). The Community Priority Evaluation panel determined that the application satisfied the condition to fulfill the requirements for Name Selection.</p>	
3-C Content and Use	1/1 Point(s)
<p>The Community Priority Evaluation panel determined that the application met the criterion for Content and Use as specified in section 4.2.3 (Community Priority Evaluation Criteria) of the Applicant Guidebook as the rules for content and use are consistent with the articulated community-based purpose of the applied-for TLD. The application received a maximum score of 1 point under criterion 3-C: Content and Use.</p> <p>To fulfill the requirements for Content and Use, the registration policies must include rules for content and use for registrants that are consistent with the articulated community-based purpose of the applied-for gTLD. The application demonstrates adherence to this requirement by outlining prohibitions on certain types of content. Additionally, the applicant “will implement an Acceptable Use Policy (AUP) as well as include an Abuse Point of Contact on its website as a means to provide a method for users to submit complaints of abuse...” (Comprehensive details are provided in Section 20e of the applicant documentation). The Community Priority Evaluation panel determined that the application satisfied the condition to fulfill the requirements for Content and Use.</p>	
3-D Enforcement	0/1 Point(s)
<p>The Community Priority Evaluation panel determined that the application did not meet the criterion for Enforcement as specified in section 4.2.3 (Community Priority Evaluation Criteria) of the Applicant Guidebook as the application provided specific enforcement measures but did not include appropriate appeal mechanisms. The application received a score of 0 out of 1 point under criterion 3-D: Enforcement.</p> <p>Two conditions must be met to fulfill the requirements for Enforcement: the registration policies must include specific enforcement measures constituting a coherent set, and there must be appropriate appeals mechanisms. The applicant outlined policies that include specific enforcement measures constituting a coherent set as the registry will monitor domain registrations for content and has the right to cancel or suspend domain names that are in breach of its policies. (Comprehensive details are provided in Section 20e of the applicant documentation). However, the application did not outline an appeals process. The Community Priority Evaluation panel determined that the application satisfies only one of the two conditions to fulfill the requirements for Enforcement.</p>	

Criterion #4: Community Endorsement	4/4 Point(s)
4-A Support	2/2 Point(s)
<p>The Community Priority Evaluation panel determined that the application fully met the criterion for Support specified in section 4.2.3 (Community Priority Evaluation Criteria) of the Applicant Guidebook based on documented support from the recognized community institution to represent the community. The application received a maximum score of 2 points under criterion 4-A: Support.</p> <p>To receive the maximum score for Support, the applicant is, or has documented support from, the recognized community institution(s)/member organization(s), or has otherwise documented authority to represent the community. “Recognized” means the institution(s)/organization(s) that, through membership or otherwise, are clearly recognized by the community members as representative of the community. To receive a partial score for Support, the applicant must have documented support from at least one group with relevance. “Relevance” refers to the communities explicitly and implicitly addressed.</p> <p>The Community Priority Evaluation panel determined that the applicant has documented support from the</p>	

recognized community institution that represents the community. The Osaka Prefectural government has provided its written endorsement to the applicant for the provision of registry services under the .Osaka gTLD. The government also provided support for the applicant in the Initial Evaluation (Geographic Names Evaluation) phase. The Community Priority Evaluation Panel determined that the applicant fully satisfies the requirements for Support.

4-B Opposition

2/2 Point(s)

The Community Priority Evaluation panel determined that the application met the criterion for Opposition specified in section 4.2.3 (Community Priority Evaluation Criteria) of the Applicant Guidebook, as the application did not receive any relevant opposition. The application received the maximum score of 2 points under criterion 4-B: Opposition.

To receive the maximum score for Opposition, the application must not have received any opposition of relevance. To receive a partial score for Opposition, the application must have received opposition from, at most, one group of non-negligible size.

The application did not receive any letters of opposition. The Community Priority Evaluation Panel determined that the applicant satisfied the requirements for Opposition.

Disclaimer: Please note that these Community Priority Evaluation results do not necessarily determine the final result of the application. In limited cases the results might be subject to change. These results do not constitute a waiver or amendment of any provision of the Applicant Guidebook or the Registry Agreement. For updated application status and complete details on the program, please refer to the Applicant Guidebook and the ICANN New gTLDs microsite at <newgtlds.icann.org>.