

GAC Advice Response Form for Applicants



The Governmental Advisory Committee (GAC) has issued advice to the ICANN Board of Directors regarding New gTLD applications. Please see Section IV, Annex I, and Annex II of the [GAC Beijing Communiqué](#) for the full list of advice on individual strings, categories of strings, and strings that may warrant further GAC consideration.

Respondents should use this form to ensure their responses are appropriately tracked and routed to the ICANN Board for their consideration. Complete this form and submit it as an attachment to the ICANN Customer Service Center via your [CSC Portal](#) with the Subject, “[Application ID] Response to GAC Advice” (for example “1-111-11111 Response to GAC Advice”). All GAC Advice Responses must be received no later than 23:59:59 UTC on 10-May-2013.

Respondent:

Applicant Name	Campus IP LLC
Application ID	1-1323-15308
Applied for TLD (string)	ANALYTICS

Response:

SAS Institute would like to affirm to the ICANN Board our commitment to operating the .ANALYTICS gTLD in a manner that reflects our longstanding history of corporate responsibility.

SAS Institute offers high-quality analytics and software solutions to more than 45,000 customer sites in 118 countries.

In line with our overarching mission, SAS plans to operate the .ANALYTICS gTLD with the aim of providing analytics and software solutions to its customers. SAS will operate .ANALYTICS as a closed registry. In doing so, we can ensure that all operations within the gTLD will be conducted in line with a strict code of conduct that includes prohibitions against:

- Counterfeiting, piracy, and other forms of intellectual property theft,
- Phishing or other forms of online fraud,
- The distribution of malware or operation of botnets, and
- The provision of incomplete or inaccurate WHOIS information.

In doing so, SAS aims to create a safe online space for consumers, free from many of the risks associated with conducting business online.

The Governmental Advisory Committee’s Beijing Communiqué advises that “for strings representing generic terms, exclusive registry access should serve a public interest goal.” In association with this recommendation, the Governmental Advisory Committee (GAC) identifies a non-exhaustive list of generic strings seeking exclusive registry access.

While SAS’s .ANALYTICS application was not explicitly named, we hope this quells any concerns that the Board might have associated with the .ANALYTICS gTLD. We invite further dialogue with the Board if it has any remaining concerns regarding SAS’s .ANALYTICS application.