

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	KBE gTLD Holding Inc
Application ID	1-1326-20526
Applied for TLD (string)	BROADWAY

Response:

May 10, 2013

Dr. Steve Crocker, Chairman of the Board
Mr. Fadi Chehade, President and CEO
Internet Corporation for Assigned Names and Numbers
12025 Waterfront Drive, Suite 300
Los Angeles, CA 90094-2536

Re: Applicant Response to GAC Advice: Key Brand Entertainment, Inc.

Dear Dr. Crocker and Mr. Chehade,

We thank the Board for the opportunity to engage in a productive dialogue regarding our new gTLD applications. In consideration of the GAC Advice issued in the GAC Beijing Communiqué (the “Advice”), we now respectfully respond to the Board. Herein, we provide a background of the Applicant, describe the objectives of our application and address the relevant specific portions of the Advice. As we outline below, the Applicant will at all times respond to and comply with all guidance and directives from ICANN and the Board. That said, there are portions of the Advice that are incomplete, vague and impractical and require additional guidance to effectuate compliance by applicants. For that reason, in response to the Advice, the Applicant respectfully requests that the Board utilize the multi-stakeholder model used in the past to address the issues raised and provide more detailed and actionable directives on these issues. Again, KBE is fully committed to working with the GAC and the Board to resolve these issues and to respond in a meaningful way to the Board’s guidance and directives with the goal of making the new gTLD effort a success for the Applicant, the GAC and the ICANN community.

Applicant Background

Key Brand Entertainment Inc. is a privately-held company in the United States, and is the sole parent entity of its wholly-owned subsidiary, KBE gTLD Holding Inc., the applicant for .broadway (collectively, “KBE” or the “Applicant”). KBE is the operator of the preeminent website for online Broadway and theater ticket sales and related services, content and information as well as one of the world’s leading developers, producers, presenters and distributors of live theatre and stage shows. As owner and operator of the industry-leading [broadway.com](#) and [theater.com](#) as well as a robust portfolio of other Broadway- and theater-related domain names, KBE offers a full range of online services and features, including consumer ticketing, group sales and complete editorial coverage of Broadway presentations in New York City and over 40 other markets. Additionally, through its Broadway Across America business, KBE serves as a leading Broadway producer and presenter of first-class touring productions in more than 40 cities across the United States, Canada, the United Kingdom and Japan. Broadway Across America brings first-class touring musicals and plays to audiences in multiple and varied markets.

Application Objectives

KBE, through its [broadway.com](#), [theater.com](#) and Broadway Across America properties, is one of the world’s leading brands in the Broadway and theater industry. The reputation of these brands is well-recognized as authoritative sources for high-quality services, information and industry news. With that in mind, KBE applied for .broadway as an extension of its globally recognized [broadway.com](#) and other Broadway- and theater-related brands and intends to function as a Specification 9 exempt system whereby all second level domains (“SLDs”) will be for the benefit of KBE and its affiliates pursuant to the ICANN Registry Agreement.

As stated in its application, the mission of the .broadway is:

“to provide diverse internet users an enhanced online experience while enriching society with artistic and cultural diversity through high quality content, information and authentic connected experiences centered on live theater, musicals, opera, ballet and other performing arts, Broadway, and other related concepts, topics and activities.”

Further, the benefit to consumers from this brand extension and expansion of its online presence is that:

“Internet users will benefit because .broadway will provide an enhanced online experience from the existing [broadway.com](#) through its ability to build more personalized experiences for internet users seeking artistic and cultural diversity. .broadway will provide Applicant greater control over the domain as a registry operator, enabling the domain to be operated with the same exceptional values KBE has shown to users through the operation of [broadway.com](#). Additionally, new communities can be identified and formed to connect internet users with others interested in theater and other performing arts and entertainment. Internet users will benefit from .broadway as an extension of [theater.com](#) and [broadway.com](#) as an authoritative source of online tickets to Broadway and theater shows.”

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Safeguards Applicable to all New gTLDs.

In Annex I of the Advice, the GAC identifies six safeguards that it recommends for application to all new gTLDs subject to contractual oversight: (i) WHOIS Verification and Checks, (ii) Mitigating Abusive Activity, (iii) Security Checks, (iv) Documentation, (v) Making and Handling Complaints, and (vi) Consequences.

Although KBE intends to operate closed registries, thus significantly reducing the potential for concern related to the issues addressed by the safeguards, KBE is nonetheless prepared to implement those safeguards at the appropriate time upon the ultimate determination by the Board that they are necessary for the advancement of the entire new gTLD program.

Safeguards Applicable to Strings Related to Category 1 New gTLDs

In Annex I of the Advice, the GAC also identifies certain safeguards it recommends for application to specific strings linked to regulated or professional sectors that it has determined carry higher levels of risk associated with consumer harm (Category 1). For Category 1 strings, the GAC has outlined five additional recommended safeguards for those strings related to 12 broadly defined sectors. The GAC has recommended that to advance, such strings must implement said safeguards (as outlined in points (1)-(5) on pages 8-9 of the Advice).

Above all, KBE is fully committed to working with the ICANN community, its leadership and all relevant stakeholders to make the new gTLD program a success. KBE intends to protect consumers at all costs as deemed necessary by the GAC and, ultimately, the Board. As mentioned, KBE will at all times respond to and comply with all guidance and directives from ICANN and the Board in this regard but in order to meaningfully move toward implementation of those safeguards, the applicants must be provided with more detailed advice on these issues in general and how the Advice will impact their strings specifically in order to make the implementation of those safeguards actionable.

First, the current Advice provided by the GAC is not actionable at this time. It is overly broad, vague and practically impossible to implement. There are no stated mechanisms or procedures that enable applicants to incorporate the Advice into their action plans. The language and concepts used to articulate the Category 1 safeguards have not been defined, interpreted or commented on in a meaningful way that would allow applicants to implement or comply with such Advice. KBE is more than willing to comply with any GAC and Board directives but compliance with them must be feasible. In the event that the GAC further clarifies the specific guidance and the implementation process KBE will respond and act accordingly.

Further, the Advice does not provide any remediation or resolution measures for applicants in the event that they are unable to comply with said Advice. This circumstance was not addressed in the Applicant Guidebook, the authoritative guidance on new gTLD application and acquisition, and there is no guidance on how a Category 1 applicant that cannot meet the outlined criteria can remediate or resolve their application. Given the costs associated with remediation of the application and operating a remediated registry, applicants must be provided with guidance on this issue in order to plan accordingly. Again, KBE intends to fully comply with any directives of the Board on this issue but there have been none to date. Once clarity has been provided from the Board, KBE will act accordingly.

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Conclusion

We cannot emphasize enough that KBE is fully prepared to comply with all directives from the Board related to these issues. That said, no applicant can move forward without additional input from the GAC and the Board on these issues.

We now respectfully request that the Board provide clarification, additional guidance and/or actionable directives on: (i) the ultimate determination that the safeguards articulated in the Advice are necessary for the advancement of the entire new gTLD program, (ii) how such safeguards will be applicable and enforceable to all applicants in a fair, reasonable and actionable way; and (iii) the process by which such safeguards and their applications will be implemented, remediated and/or enforced from an administrative and operational perspective.

In the event of any continuing concerns or your need for a formal dialogue with us, we would welcome a further discussion.

Thank you for your time and consideration on this matter and we look forward to and hope for meaningful progress on these issues.

Sincerely,
Matt Kupchin
Co-CEO, Interactive Division