



New gTLD Prioritization Draw

Webinar Information

- Session is being recorded
 - Play back is available on the microsite at the end of the webinar
- Q&A session at the end
 - Use Q&A pod on Adobe Connect to submit questions
 - Call number provided below to be put in queue. Priority will be given to callers
 - US toll-free 1-877-941-1227; US toll: 1-480-629-9656
 - Other numbers: <http://newgtlds.icann.org/en/announcements-and-media/webinars/dial-in-05dec12-en.pdf>
 - Access code: 4579584

Agenda



**New gTLD
Prioritization
Draw 2012**

Hilton LAX, Los Angeles
17 December

- Ticket Sales
- Event Logistics
- About the Draw
- Designated
Representatives & Proxies
- FAQs
- Prioritization through IE

Ticket Sales



New gTLD
Prioritization
Draw 2012
Hilton LAX, Los Angeles
17 December

Tickets Sales

**Must be purchased
in person**

- Hilton Hotel Los Angeles Airport, 2nd floor, Century C/D
- 12 - 16 December 2012
9 am – 5 pm PST
- 17 December 2012
8 am – 11 am PST
- Payment: Cash, cashier's or certified check, travelers cheques, or credit card.
- Checks payable to ICANN Draw

Event Logistics



New gTLD
Prioritization
Draw 2012

Hilton LAX, Los Angeles
17 December

Prioritization Draw

- ICANN Event
- 17 Dec 2012 starting at 1:00 pm PST
- Hilton Hotel Los Angeles Airport, International Ballroom
- USD \$100 per ticket
 - One ticket per application

About the Prioritization Draw

- A Draw to assign priority numbers to all new gTLD applications to determine the order IE results are released
- These priority numbers will be used as applications move through the remaining stages of the new gTLD program
- IDN applications for which a ticket is purchased, will be prioritized first
- All other applications for which a ticket is purchased will be prioritized next
- Applications for which tickets were *not purchased*, will be prioritized subsequently

newgtlds.icann.org/draw

Representatives / Proxies

All applicants must designate a representative or proxy using the

Representative Proxy Designation Form

If needed you may use the

Additional Designation Sheet

If you need assistance to identify a proxy you may use one of the ICANN identified proxies

ICANN Identified Proxy List

FAQs

Q: What address should be put on the Representative Proxy Form?

A: There are potentially two addresses called for.

For the Applicant Information portion of the Designation Form, the address of the applicant (applying entity) should be provided.

For the Representative/Proxy Information portion of the Designation Form, the address of the proxy, which must match the address on the government issued ID that the proxy presents when purchasing the ticket, should be provided.

FAQs

Q: Who should sign/initial the Proxy form?

A: *The primary contact* is the person who should sign and initial each page of the Form. The initials and signature should be handwritten.

Q: Is the original signed proxy form required? Or will an emailed/electronic copy suffice?

A: So long as the form is signed and initialed by hand, a printed copy of an electronic version of the form will be accepted.

FAQs

Q: How can applicants pay the ICANN-identified proxy?

A: It is the applicant's responsibility to contact the proxy and work out payment arrangements for the ticket(s). It is not necessary to pay the proxy in the same way you would purchase a ticket. Please work with your proxy to determine an appropriate payment method.

Note that the ICANN-identified proxies will not be required to perform proxy services for any applicant that has not contacted the proxy and completed the transfer of funds for ticket purchase to the ICANN-identified proxy on or before 14 December 2012.

FAQs

Q: What do I need to bring with me in order to purchase a ticket?

A: In order to purchase a ticket you *must* bring the following with you:

1. a government-issued photo id containing the name and address/passport number *identical* to the information provided in the Designation Form.
2. the completed Designation Form, including the Application ID number, the applied for string, and the unique Prioritization Draw code ("Code") that ICANN provides to all Applicants for each application.

FAQs

Q: Can I pay with a personal or company check?

A: No. Personal checks, company checks, and any non-certified checks will not be accepted. If you pay by check it must be a cashier's check, certified check, or travelers cheque made payable to *ICANN Draw*.

Other acceptable forms of payment include: Cash and credit card (Visa, MasterCard, American Express, Discover).

All forms of payment in U.S. dollars only.

FAQs

Q: Can I watch the Draw online?

A: Yes. You will be able to watch the Draw live from the new gTLD microsite. A link to the Draw will be posted from the homepage of the site as well as on the landing page the day of the Draw.

Q: What will tickets be pulled from?

A: All tickets will be pulled from raffle bins by an independent third party.

Process through Contract Signing

13 Mar 2013

Objection
Period
Ends

Prioritization
Draw

17 DEC
2012

Initial
Evaluation
Results
Released

23 Mar 2013

Objections,
Contentions,
IE Fail?

Yes
Resolution?
No
EXIT

Accept
Standard
Agreement?

No
Negotiation

Pre-
delegation
Test

Pass?

Beijing

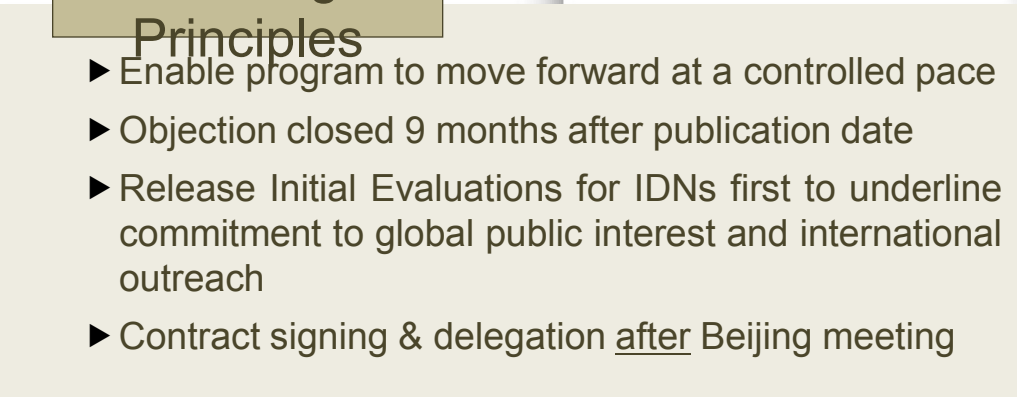
Weekly
Contract
Signing

Transition to
IANA

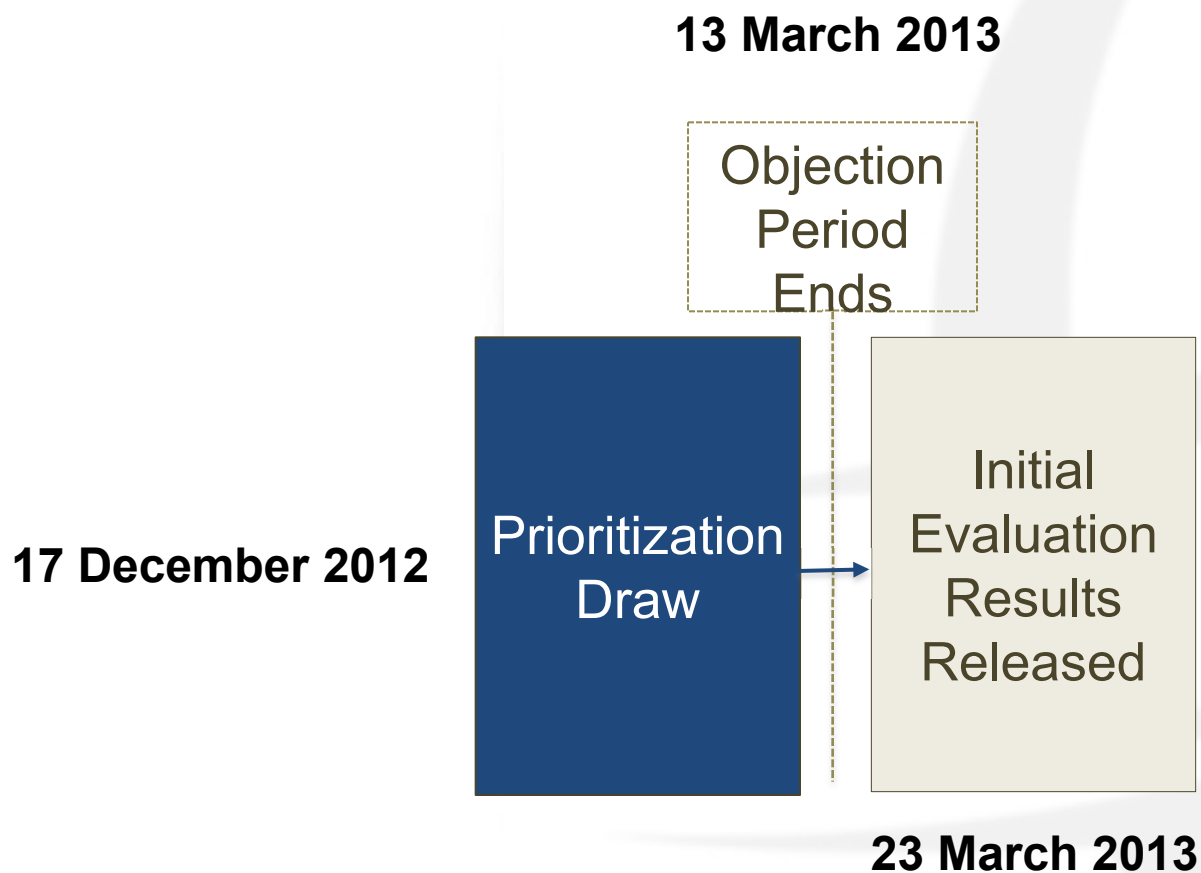
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Guiding Principles

- ▶ Enable program to move forward at a controlled pace
- ▶ Objection closed 9 months after publication date
- ▶ Release Initial Evaluations for IDNs first to underline commitment to global public interest and international outreach
- ▶ Contract signing & delegation after Beijing meeting



Prioritization of IE Results



- **Start by releasing 30 results per week**
- **Ramp up to release 150 each week**
- **IDNs go first**
- **Applications that pass initial evaluation and are free of objections, and contention will progress immediately onto the next step.**

Prioritization Draw Landing Page




**New gTLD
Prioritization
Draw 2012**

Hilton LAX, Los Angeles
17 December

**Not-to-be-missed
Event for Applicants**
17 December 2012
Hilton LAX
Los Angeles



 Find out more

newgtlds.icann.org/draw



Thank You

One World

One Internet

Questions