

NEW gTLD PROGRAM: NEXT ROUND

gTLD

# Conditional Evaluations

Fee Section

14 May 2025



# Agenda

00 **Conditional Fees  
Summary Overview**

01 **Brand Eligibility  
Qualifications  
(Specification 13)**

02 **Code of Conduct (CoC)  
exemption**

03 **Community Priority  
Evaluation**

04 **Geographic Name Review**

05 **Name Collision High Risk String  
Mitigation Plan Review**

06 **Re-Evaluation as the result of a  
change request**

07 **Registry Commitment Evaluation  
(RCE)**

**NEW gTLD PROGRAM: NEXT ROUND**

00


# Summary Overview

## NEW gTLD PROGRAM: NEXT ROUND

# Conditional Evaluations

Conditional Evaluations	Fee
1 Brand Eligibility Qualifications (Specification 13)	\$500 USD (Note: TLDs that apply for and are granted Specification 13 are exempt from complying with the requirements of Code of Conduct (CoC) Exemption (Specification 9). Applicants do not need to apply separately for a CoC exemption.)
2 Code of Conduct exemption	\$400 USD
3 Community Priority Evaluation (CPE)	Estimated between: \$50,000 – \$80,000 USD (actual costs will be charged)
4 Geographic Name Review (including extended evaluation)	Estimated between \$10,000 – \$30,000 USD (“not to exceed” cost will be included in final AGB, informed by RFI that will be carried out. See <a href="#">sourcing timeline</a> for further details)
5 Name Collision High Risk String Mitigation Plan Review	Estimated between: \$100,000 – \$150,000 USD (actual costs will be charged. See <a href="#">sourcing timeline</a> for further details on when RFP is expected to be carried out)
6 Re-evaluations as a result of change requests	Dependent on what needs re-evaluation.
7 Registry Commitment Evaluation which applies for Community registration policies review (Specification 12) and Registry Voluntary Commitments (RVCs)	\$15,000 (note, for Community TLD applicants that proceed to CPE, the fee paid for RCE will be deducted from the CPE fee, if CPE occurs)

## Notes


- Average calculation factors in that majority of cases will be straightforward, but there will be a number of cases that will be complex and require additional time.
  - Costs estimates for staff time are calculated using an average ICANN employee compensation rate and estimation of hours it takes to carry out activities.
- 

01

**Brand Eligibility  
Qualifications  
(Specification 13)**

## Brand Eligibility Qualifications (Spec 13)

**Description:** Specification 13 TLDs, known as Brand TLDs, are top-level domains exclusively operated by brand proprietors. This designation permits a brand to operate a TLD with certain standardized modifications to the Registry Agreement that are tailored for brand proprietors or similar. For a brand to secure this classification, the new gTLD applicant must establish that the TLD is aligned with a registered trademark and used in its business. Note: TLDs that apply for and are granted Specification 13 are exempt from complying with the requirements of Code of Conduct (CoC) Exemption (Specification 9). Applicants do not need to apply separately for a CoC exemption.



## Brand Eligibility Qualifications (Spec 13)


Activities involved	Fee
<ul style="list-style-type: none"><li>- Analysis of the request</li><li>- Review of submitted documentation (to determine if further information is needed)</li><li>- Review of comments (if applicable)</li><li>- Outreach to applicant (if further information needs to be clarified)</li><li>- Review of submitted documents to evaluate whether the RO meets all the criteria:<ul style="list-style-type: none"><li>○ Confirmation that TLD meets each of the criteria to be qualified as a .brand;</li><li>○ Confirmation of who is eligible to register domain names, any restrictions on registrations and how the TLD will be managed under the exemption;</li><li>○ Confirm validity of the 15 digit Signed Mark Data (SMD) File ID Number</li><li>○ Review copy of the applicable trademark registration</li><li>○ Confirm that application is not a generic string</li></ul></li><li>- If it concerns a variant:<ul style="list-style-type: none"><li>○ Confirm that it is identical to the trademarks owned by the applicant;</li><li>○ Confirm validity of SMD file if separate file is provided</li></ul></li><li>- Develop recommendation &amp; analysis</li></ul>	USD \$500

02

# **Code of Conduct (CoC) exemption**

## Code of Conduct (CoC Exemption)

**Description:** The Code of Conduct (Specification 9) of the gTLD Registry Agreement (RA) includes certain operational requirements for a registry operator, such as registering domains itself and working with registrars. All registry operators (ROs) are subjected to the Code of Conduct unless an exemption is granted to the registry operator by ICANN. The purpose of the Code of Conduct is to protect the registrants of a TLD. The rationale to allow for exemptions is that there is no need for such protection if all of the domain names in a TLD are registered exclusively to the registry operator or its affiliates. Exemption may be granted by ICANN if the applicant can demonstrate to ICANN's reasonable satisfaction that it meets the exemption criteria.



# Code of Conduct (CoC) Exemption

Activities involved	Fee
<ul style="list-style-type: none"><li>- Analysis of the request</li><li>- Review of submitted documentation (to determine if further information is needed)</li><li>- Review of comments (if applicable)</li><li>- Outreach to applicant (if further information needs to be clarified)</li><li>- Review of submitted documents to evaluate whether the RO meets all the criteria:<ul style="list-style-type: none"><li>o All domain name registrations in the TLD are registered to, and maintained by, Registry Operator for the exclusive use of Registry Operator or its Affiliates. Affiliates may not prohibited to own and manage domains in the TLD.</li><li>o Registry Operator does not sell, distribute or transfer control or use of any registrations in the TLD to any third party that is not an Affiliate of Registry Operator, and</li><li>o Application of this Code of Conduct to the TLD is not necessary to protect the public interest.</li><li>o The TLD is not a “generic” string under Section 3(d) of Specification 11, which prohibits generic TLDs from being operated on an exclusive basis.</li></ul></li><li>- Develop recommendation &amp; analysis</li></ul>	USD \$400

03

# **Community Priority Evaluation (CPE)**

## Community Priority Evaluation (CPE)

**Description:** A Community Priority Evaluation (CPE) is a voluntary, conditional evaluation designed to determine whether a community-based application fulfills the CPE criteria and should receive priority in the contention set, thereby eliminating other contention set members.

A prevailing community application receives priority over other standard applications in a contention set if it achieves a passing score on the set of criteria related to community establishment, nexus between the community and applied-for string, registration policies, and community support. CPE is conducted by an independent third-party expert panel.

## Community Priority Evaluation (CPE)


- Based on 2012 cost analysis and responses to RFI, ICANN is conservatively estimating that costs may range between \$50,000 USD and \$80,000 USD.
- Only actual costs will be charged, similar to 2012 round. ICANN will include the following language in the AGB:
  - Community Priority Evaluation – In the event that the applicant participates in a community priority evaluation, this fee is payable to cover the cost of the panel’s review of that application (currently estimated between \$50,000 USD – \$80,000 USD). An applicant will be informed of the fee to be paid before having to confirm whether they elect to participate in CPE. Refer to [include section reference] for circumstances in which a community priority evaluation may take place.

# 04

## **Geographic Name Review**

## Geographic Name Review


**Description:** The Geographic Names Determination and Evaluation Panel examines whether each applied-for generic top-level domain (gTLD) string represents a geographic name as defined in the Applicant Guidebook. Applications for country and territory names will not be approved; however, Geographic Names are considered: 1) capital city names, 2) city names with the intent to use the gTLD for purposes associated with the city, 3) sub-national place names, or a 4) UNESCO/Geographic region. Applications for geographic names must provide documentation of support or non-objection from the relevant governments or public authorities. Applications identified as geographic names during initial string review undergo a more substantive evaluation by the Evaluation Panel during application evaluations.



# Geographic Name Review

Activities involved	Fee
<ul style="list-style-type: none"><li>• The evaluation panel reviews the geographic names portion of the associated applications which includes:<ul style="list-style-type: none"><li>○ application responses (self-designation, intended use of the string, rationale for selecting the government or public authority, etc.),</li><li>○ application attachments (Letters of Support or Non-Objection),</li><li>○ relevant public comments, and</li><li>○ GAC Early Warning documentations.</li></ul></li><li>• The evaluation panel may request applicants to provide the necessary documentation for approving a geographic name gTLD.</li><li>• The evaluation panel may verify the authenticity of the documentation through research, diplomatic channels, or through the Governmental Advisory Committee (GAC) in the Application Evaluation stage. This would also include research on whether this is the most relevant authority, are there other authorities, etc.</li><li>• The evaluation panel records and provides results.</li><li>• Program Team publishes evaluation decision.</li></ul>	Estimated between \$18,000 USD and \$25,000 USD.

## Geographic Name Review


- Based on 2012 cost analysis, ICANN is estimating that costs may range between \$18,000 USD and \$25,000 USD.
  - ICANN is in the process of conducting an RFI with the objective to further refine this estimate so that a 'not to exceed' amount can be included in the final AGB.
  - For the public comment period in May, ICANN will include the estimate with a note that the 'not to exceed' amount, is expected to be included in the final AGB.
- 

05

# **Name Collision High Risk Mitigation Plan**

## Name Collision High Risk Mitigation Plan

**Description:** An applicant for a string on the Collision String List may amend their application to add a High-Risk String Mitigation Plan. The Mitigation Plan will be evaluated by a panel of technical experts, who may advise the applicant on possible improvements to it. The evaluation will determine whether or not the plan (a) correctly identifies the root cause of the collisions and (b) has a high probability of being effective.



# Name Collision High Risk Mitigation Plan


- ICANN expects that the efforts & costs involved are similar to the existing [RSTEP](#) and as such estimates that cost may range between \$100,000 USD and \$150,000 USD.
- Only actual costs will be charged so ICANN will include the following language in the AGB:
  - Name Collision High Risk Mitigation Plan - In the event that the applicant decides to submit a Name Collision High Risk Mitigation Plan, this fee is payable to cover the cost of the panel's review of that application (currently estimated between \$100,000 USD – \$150,000 USD). An applicant will be informed of the fee to be paid before having to confirm whether they want to submit a plan. Refer to [include section reference] for circumstances in which an applicant may wish to submit a Name Collision High Risk Mitigation Plan.

06


**Re-evaluations as the  
result of a change request**

## Re-evaluations as a result of a change request

**Description:** certain change requests may result in a need to carry out a re-evaluation in whole or part. In such cases, cost may be applicable that will be communicated to the applicant as part of the change request process. Note, this would only be applicable in circumstances where the evaluation has already been carried out before the change request was made. ICANN will only charge the actual costs of carrying out the re-evaluation.



## Re-evaluations as a result of a change request

- Fees would only be applicable in circumstances where the evaluation has already been carried out before the change request was made. ICANN will only charge what it is being charged by a vendor that is carrying out the re-evaluation.
  - AGB language will be updated as follows:
    - Re-evaluations as a result of change request - Dependent on what needs re-evaluation. An applicant will be informed as part of the change request whether any fees are applicable, and if so, the fee that is due to process the change request.
- 

07

# **Registry Commitment Evaluation (RCE)**


# Registry Commitment Evaluation (RCE)

**Description:** Registry commitment evaluation (RCE) is an evaluation used for both registry voluntary commitments (RVCs) and Community Registration Policies (Specification 12).

RVCs were previously referred to as voluntary public interest commitments (PICs) in the 2012 round. RVCs are specific commitments from a new gTLD application that are embedded in Specification 11 of the registry agreement. Applicants may propose RVCs with their initial application or through an Application Change Request (ACR), which may be in response to feedback from the public, a GAC Member Early Warning, GAC Advice, or an objection.

Separately, applicants that have designated their application as community are required to provide registration policies as part of their application and execute a registry agreement with Specification 12 that conforms with its application, which includes specifying naming conventions and requirements for registration.

Both RVCs and Community Registration Policies are contractual obligations, which means that the gTLD Registry Operator must adhere to all commitments captured in the executed Registry Agreement. ICANN enforces these commitments, which are subject to designated dispute resolution processes.



# RCE Evaluation

Activities involved	Fee
<ul style="list-style-type: none"><li>• Analysis of the request</li><li>• Review of submitted documentation</li><li>• Review of comments (if applicable)</li><li>• ICANN may issue an inquiry to prompt discussion and consideration before issuing a determination. This process allows ICANN to request additional information in order to sufficiently evaluate the application against the criteria below.</li><li>• Review of submitted documents to assess:<ul style="list-style-type: none"><li>○ Must clearly state what commitments “must” be implemented.</li><li>○ Must be clear, detailed, mutually understood between the applicant and ICANN, objective, and measurable</li><li>○ Must specify any applicable limitations.</li><li>○ Should not duplicate or be contrary to requirements under applicable law, ICANN agreements, or ICANN Consensus Policies or Temporary Policies.</li><li>○ Must be compatible with ICANN’s Bylaws.</li></ul></li><li>• Perform a Registry Services check to identify whether a proposed commitment contains a Registry Service that requires approval through the RSP Program. <b>(continued on next page)</b></li></ul>	<p>\$ 15,000 USD (one-time fixed fee, regardless of number of RVCs / Comm Reg policies are submitted per application)</p> <p>Note, in response to IRT input, for Community TLD applicants that proceed to CPE, this fee will be deducted from the CPE fee.</p>

## RCE Evaluation (continued)

Activities involved	Fee
<ul style="list-style-type: none"><li>• ICANN to discuss with the applicant with respect to updating the proposed RVC or community registration policy language for incorporation in the RA.</li><li>• ICANN to develop report with its conclusion and recommendation.</li><li>• Review of additional comments on updated commitment language (if applicable)</li><li>• If successful, commitments are incorporated into the Registry Agreement</li></ul>	

# NEW gTLD PROGRAM: NEXT ROUND

gTLD

Visit us at <https://newgtldprogram.icann.org>



@icann



flickr.com/icann



facebook.com/icannorg



linkedin.com/company/icann



youtube.com/icannnews



instagram.com/icannorg



ICANN