

# Monthly Snapshot

## A Recap of Updates and Statistics for Outreach, Engagement & Communications

**May/June 2025**

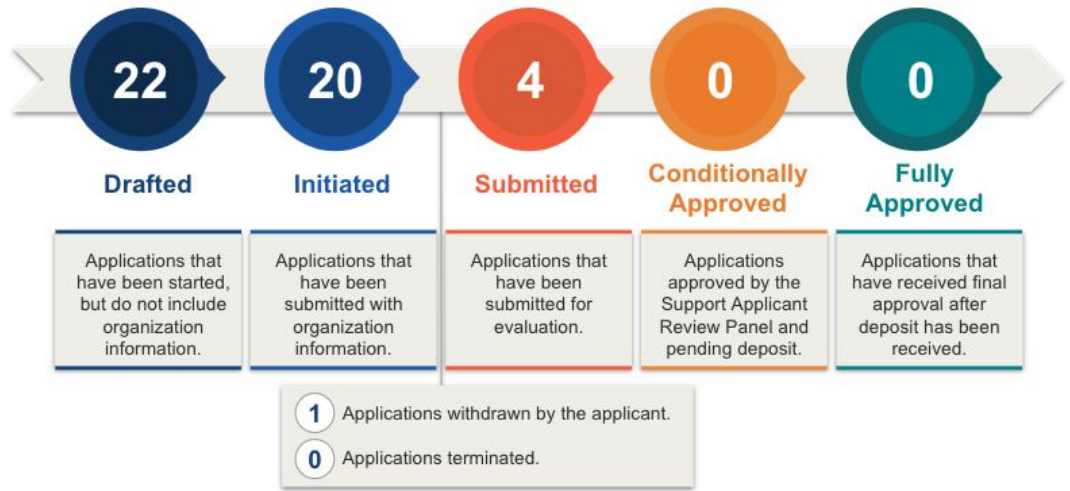
The information contained in this Snapshot is a summary of information presented in the most recent IRT Outreach Meeting. This recap is provided in response to a request from the Governmental Advisory Council (GAC).

For details on previous IRT Outreach meetings, please visit the [Next Round Reports and SubPro IRT Meeting Updates](#) page.

# ASP Updates: June 2025

The Applicant Support Program (ASP) plays a critical role in encouraging global participation in the New gTLD Program by lowering financial costs and offering tailored support to eligible applicants. As of 12 June, there were **44 applications**; 1 withdrawn; and **3 applications proceeded to Phase 2** evaluation, so there is some movement in the pipeline. Stages of the application are based on where the applicant is in the process. Once the applicant submits the required information, ICANN processes the application according to our service level targets—the number of days we have allocated for every step of application processing. **For most applications in the pipeline, ICANN is waiting on the applicants to further develop their applications; the applicants are not waiting on ICANN in order to proceed.**

## ASP Application Status



## ASP Activity and Progress Report (12 June 2025)

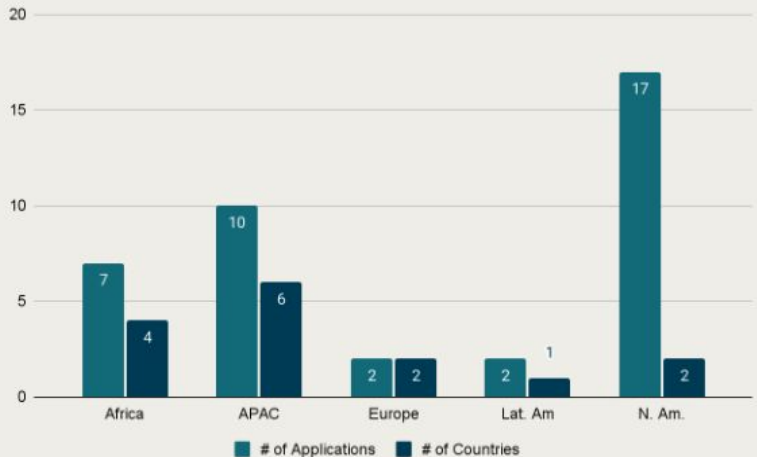
**BY THE NUMBERS**

**42** APPLICATIONS DRAFTED OR INITIATED\*

**4** APPLICATIONS UNDER REVIEW

**0** APPLICATIONS APPROVED

REGION	
Africa	7
Asia/Australia/Pacific	10
Europe	2
Latin America/Caribbean	2
North America	17
Pending	9



Applications with "pending" regional information not included.

# ASP Updates: June 2025 (cont.)

## Pro Bono Service Providers and Mentors (as of 12 June)

- A list of pro bono professional service providers and mentors was posted on the [ASP Resources webpage](#) at the beginning of June to provide assistance to ASP applicants.
- ICANN hosted an [orientation session](#) on 27 May 2025 to brief volunteers on their roles and to answer their questions before they engage with ASP applicants.
- Providers are also encouraged to complete a profile on the [ICANNWiki](#); this can also be linked to the published list on the Resources webpage. *(Please note: ICANN Wiki is a third-party site, not managed by or affiliated with ICANN).*

### BY THE NUMBERS

**285** CLICKS ON SIGN-UP FORM

**7** REGISTRATIONS BEING PROCESSED

**31** REGISTRATIONS CONFIRMED

For more information, visit the [Next Round Applicant Support \(ASP\)](#) page or contact [Kristy Buckley](#).

# RSP Updates: June 2025



- The RSP pre-evaluation submission period ran from 19 November 2024 to 20 May 2025.
- Next, technical evaluation begins, based on responses submitted through the RSP Portal.
- Monthly RSP Evaluation Program stats are posted by the 10th of each month for the prior month: [RSP Evaluation Program Statistics](#)
- ICANN org will hold ad-hoc meetings to share key updates and announcements.

For more information, visit the [Next Round Registry Service Provider Evaluation Program](#) page or contact [Gustavo Lizano Ibarra](#).

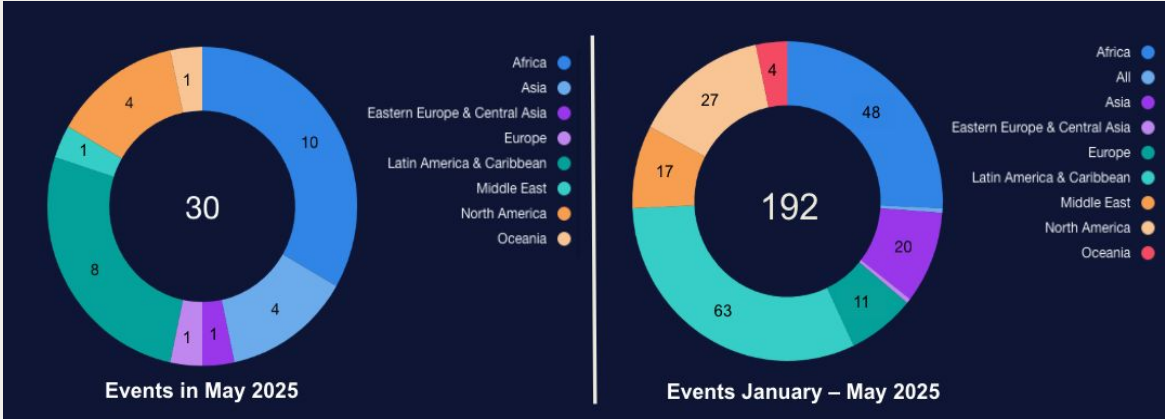
# Engagement: May 2025 Activity

## Engagement Events (as of June 4, 2025)

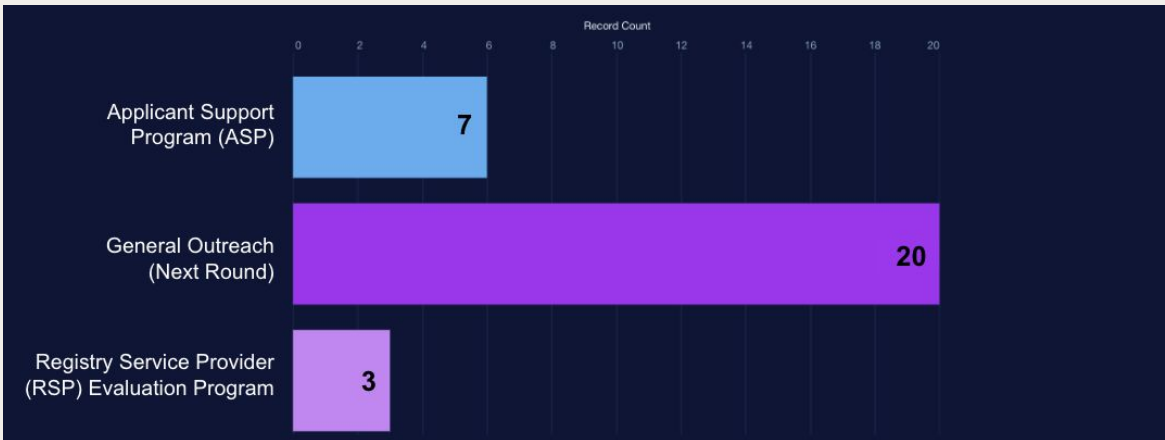
So far this year, we have hosted/participated in **192 events** across **44 countries/territories!**



## Next Round Engagement (by Region)



## Next Round Engagement (by Topic)



# Engagement: May 2025 Activity (cont.)

## Feedback from our Regional Vice Presidents

- Small, interactive events work best to generate interest.
  - Partnering with community members, especially existing registry operations allows for answering a greater variety of questions
  - For some markets, a high-level/high-profile convener (e.g. Govts) helps with attendance.
  - In some regions, champions are convening events and inviting ICANN. Others are waiting for ICANN to initiate.
  - Should have some ongoing exchanges with regional groupings and at least one indigenous group.
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## Ongoing Activities and Areas of Focus

- **For ASP:** Engagement with economic development agencies, foundations, development banks
  - **For General Next Round:** Engagement with key communities, such as Investors, Entrepreneurs, Intellectual Property Groups, Cyber Security Professionals, Brand owners
  - **For Readiness Efforts:** Collaboration with Domain Name Sector Domain Name Association (non profit organization) resource directory to help with business and operational questions (Website: <https://thedna.org/new-gtlds/>)
  - **Engagement Content:** Increasing focus on Applicant Guidebook and the Applicant Journey.
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For more Next Round Event information, visit the [ICANN Engagement Calendar](#) or reach out to [Bob Ochieng](#) or [Chris Mondini](#).

# Communications: May – June 2025

## Brands: Raising Global Awareness

- Published on 20 May:
  - Report: “[Understanding the gTLD Opportunity for Brands](#)”
  - Press release: [New Research Reveals Marketing Leaders See Strong Potential in gTLDs Despite Knowledge Gap](#)
- Press release metrics (distributed via wire distribution service)
  - Total pickup: 1,271
  - Release views and hits: 717,525
  - Potential audience: 2,522,871,940

## Brands: Media Outreach

- Media outreach in support of the brand report and press release is being conducted in the U.S. and U.K., with additional localized efforts in Brazil, India, and Nigeria.
- Outreach is being supported by ICANN’s regional communications leads and Regional Vice Presidents.
- ICANN also is conducting a paid social media campaign in: Brazil, China, Egypt, India, Indonesia, Mexico, Nigeria, South Africa, Türkiye, United Arab Emirates, United Kingdom, and United States. Results will be shared during July IRT update.

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### Earned Media Results Across Five Markets

Brazil, India, Nigeria, U.K., U.S.

187

Media outlets engaged

11

Unique articles published

167

Total articles published

492  
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Potential reach across all  
articles

1

Interviews with ICANN RVPs

1

Podcasts recorded

## Communications: May – June 2025 (cont.)



### Brazil

- Press Release – 20 May
- Exclusive in Valor Econômico, Brazil's leading business and finance newspaper.
- *Potential reach:*  
*More than 10,000,000*



### Nigeria

- Press release sent on 21 May
- 23 articles published
- *Potential reach:*  
*More than 14,335,452*

**CXO**today.com  
IT Perspective for Decision Makers

**MEDIA BRIEF**  
www.mediabrief.com

52% of marketers see value in custom website domains, but cost and awareness remain barriers: ICANN

By News Desk Team | May 21, 2025



### India

- Press release sent on 21 May
- 115 articles published
- Finalizing interview with ET India
- Potential reach: More than 445,910,000

## Communications: May – June 2025 (cont.)



### United Kingdom

- Press release sent on 20 May
- 22 articles published
- *Potential reach: More than 36,600,000*



### What's next for dot-brands – DNW Podcast #536

Andrew Allemann | Leave a Comment | May 26, 2025

ICANN's Theresa Swinehart discusses brand applications in the upcoming round of top level domains.



### United States

- Press release sent on 20 May
- 11 articles published
- 1 Podcast conducted
- *Potential reach: More than 160,000*

## General Next Round Awareness

In addition to the media outreach being done around the brand report, ICANN continues to engage with media to raise global awareness of the Next Round in general.

### Key highlights:

- Conducted four media interviews as part of general awareness.
- Published Q&A with Theresa Swinehart in [TechRadar Pro](#).
- Published interview with Marika Konings in [World Trademark Review](#).

For more information on Next Round Communications, contact [Jane Sexton](#).

# Next Round Website Statistics

## Visitors

### May 2025

- Number of Visitors: 20,545
- Location of Visitors:
  - Brazil: 14,207
  - US: 2,854
  - UK: 1,376
  - Unknown: 591
  - China: 259

### Program to Date (Nov 2024 - May 2025)

- Number of Visitors: 134,764
- Location of Visitors:
  - US: 53,119
  - UK: 25,447
  - Brazil: 21,362
  - Turkey: 11,453
  - India: 4024

## Downloads

### May 2025

#### Top Downloads

- [RSP Handbook](#): 77
- [ASP Handbook \(EN\)](#): 44
- [Next Round Timeline \(EN\)](#): 19

#### Top Downloads (translations)

- [Next Round ASP Handbook \(FR\)](#): 3
- [ASP Deck \(FR\)](#): 2
- [Draft Next Round ASP Handbook \(FR\)](#): 2

### Program to Date (Nov 2024 - May 2025)

#### Top Downloads

- [RSP Handbook](#): 689
- [ASP Handbook \(EN\)](#): 397
- [Next Round Info Sheet \(EN\)](#): 235
- [Next Round Timeline \(EN\)](#): 1183
- [Microsoft Use Case \(EN\)](#): 124
- [RSP Eligibility \(EN\)](#): 103
- [BANK Use Case \(EN\)](#): 92

#### Top Downloads (translations)

- [ASP Deck \(ES\)](#): 35
- [Next Round Info Sheet \(ES\)](#): 36
- [ASP Info Sheet \(ES\)](#): 39

**NEW gTLD PROGRAM: NEXT ROUND**

# The Next IRT Outreach, Engagement, and Communications Open Meeting is

**15 July 2025  
12:00 - 14:00 UTC**

To sign up for the mailing list / discussion list, please email  
[nextroundinfo@icann.org](mailto:nextroundinfo@icann.org).

For more information on the program,  
visit the [New gTLD Program: Next Round Website](#).

For all other questions and comments about the  
**New gTLD Program: Next Round**,  
email [globalsupport@icann.org](mailto:globalsupport@icann.org).