

Again, I open my comments with thanks to ICANN Staff for the publication of the Proposed Final Applicant Guidebook.

Some people will never be happy with New TLDs! They will complain until the last one is delegated and thereafter. They conveniently forget that this battle was fought 5 years ago. The anti-TLD forces lost and the vast majority of the community reached consensus that New TLDs should be introduced. The ICANN Board -- with the GAC at its side -- announced its approval from the top of the Eiffel Tower in June 2008, two and a half years ago. This was the correct decision. One of ICANN's core principles is to bring competition to the registry space. New TLDs will bring innovation, consumer choice, and lower prices.

Instead of accepting that and moving on, the anti-TLD forces have attempted to throw roadblock after roadblock to try to prevent the communities will. It is no surprise that they are firing their last shots on the eve of final approval. Their efforts should be rebuffed. ICANN has done a yeoman's job in preparing the various draft applicant guidebooks and now the Proposed Applicant Guidebook.

ICANN's implementation plan has taken into account the multitude of inputs from scores of individuals and entities. Did everyone get what they wanted? Of course not. Were voices and opinions ignored? Absolutely not. In tens of thousands of pages and hundreds of hours of consultations over the course of the process, ICANN has made countless changes to the guidebook and has explained its decisions along the way. Just because an input is disagreed with does not mean that it was ignored.

How many explanatory memoranda will it take for folks to believe that ICANN has explained its decisions? How many economic studies do we need to show that there is demand for New TLDs? Perhaps the real life experience of a half-million .co names in three months is sufficient evidence. These simply are straw-men arguments being used as an excuse by the anti-TLD forces to prohibit consumer choice and innovation.

It's time to move on with the process. The Guidebook is ready to go and we have all waited long enough - actually far too long.

Respectfully, Daniel Schindler