



20 Jul 2009

Draft Applicant Guidebook: Analysis and Excerpts

Please accept the following comments in response to the publication of ICANN's Draft Applicant Guidebook: Analysis and Excerpts.¹ Go Daddy reserves the right to future comments on this issue, and our positions include, but are not necessarily limited to those noted herein.

Introduction

On balance, GoDaddy.com either supports or has no strong opinion on many of the modifications, analyses, and excerpts published by ICANN. There are, however, a few areas in specific modules which present concerns, and these are outlined below

Module 4: Comparative Evaluation

In general, we support the methods of evaluation described in this module. However, we have some concerns about lowering the threshold score. In its implementation of this procedure, ICANN must ensure that only true community-based applications are granted priority, and that the system is not abused or gamed. Finally, at the recent meeting in Sydney, Staff indicated that they had run several scenarios to test this scoring method. We recommend ICANN publish the results of these test cases for public review and to foster better understanding of the process throughout the community.

Conclusions

We look forward to a further dialogue on the issues raised in this document, and welcome the opportunity to help ICANN finalize the Draft Applicant Guidebook.

Sincerely,
GoDaddy.com, Inc.

Tim Ruiz
Vice President
Corporate Development and Policy
GoDaddy.com, Inc.

1. <http://www.icann.org/en/announcements/announcement-2-31may09-en.htm>