

Puzzles to Solve

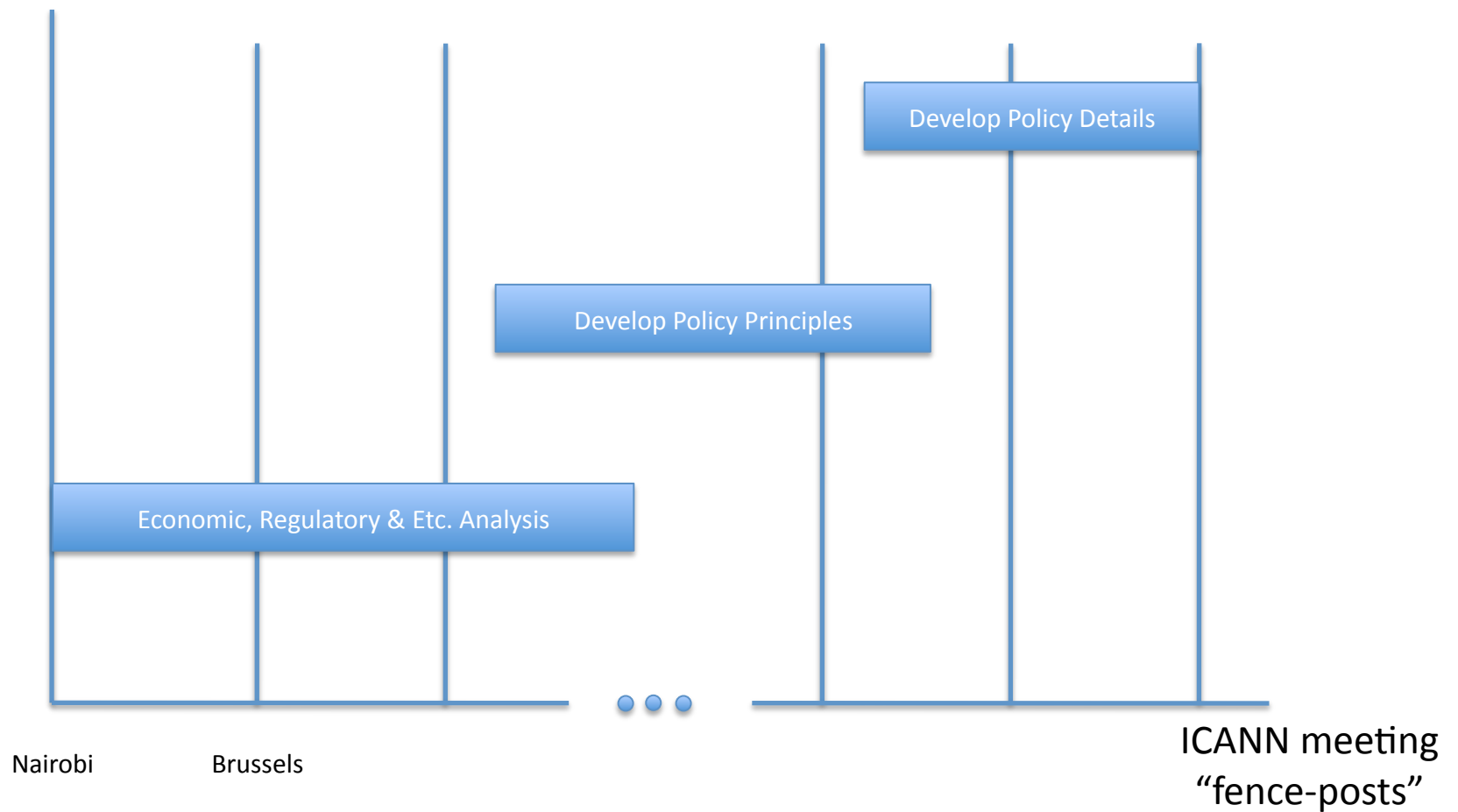
- Scope
 - Charter includes new and existing TLDs
 - Charter includes a review of contracts to ID current/previous practices
 - Charter asks us to ID and articulate changes cross-ownership, separation, and equivalent access to those proposed in the current DAG – but the Board resolution came at the end of the chartering process, which makes current-DAG a moving target
- Approach/process
 - Project has been chartered as a PDP (avg time = ~400 days) but Obj 6 of the charter says “do not delay launch”
 - Work plan in the charter needs revision to comply with bylaws and WG guidelines, which will lengthen it
 - Some of the possible work (economic studies, regulatory analyses, etc.) may not lend itself to PDP approach/work-plan and certainly don’t fit in a compressed schedule
- Target dates?
 - DAG 4 – May 15th
 - Brussels – June 22nd
 - Next DAG deadline – guesstimate is mid-November
 - None of these – work until we are done

“Perfect-World” Approach

Level of detail

High

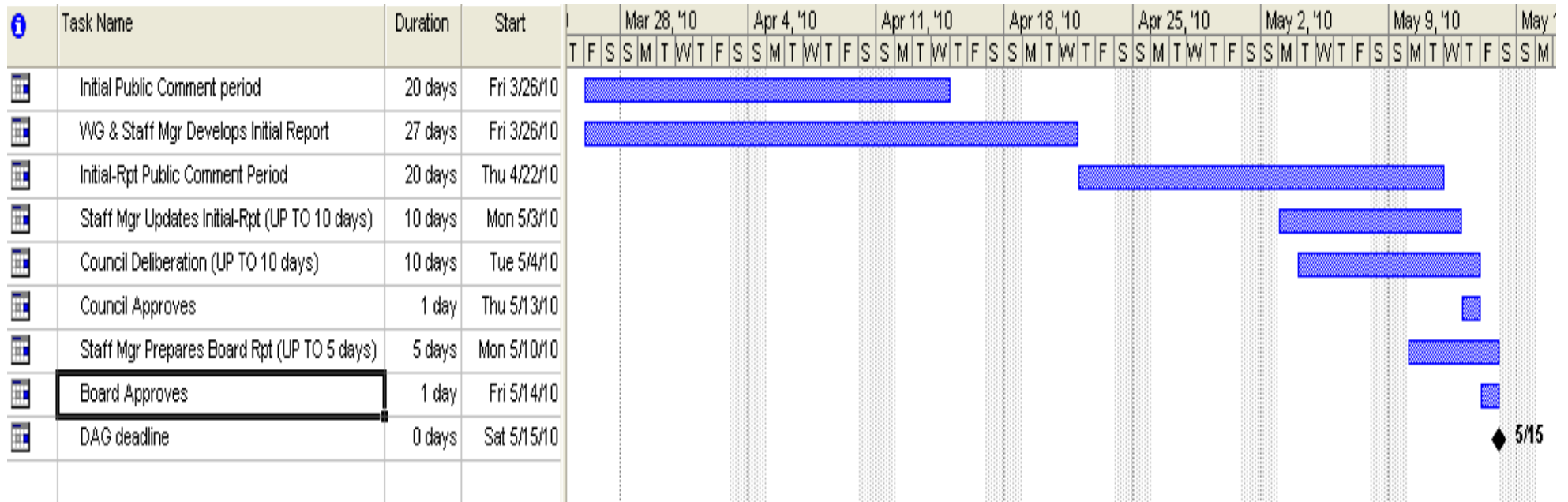
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Pros and Cons

- Disadvantages
 - Delays launch, or implies that the Board-resolution defines the framework for this round
- Advantages
 - Appropriate rigor and expertise
 - Provides time for thought, conversation, learning, compromise
 - Provides advance notice of changes in time for parties to react to and prepare

“Bylaws-compliant PDP” Approach



Pros and Cons

- Disadvantages
 - Huge scope
 - Astoundingly tight schedule
 - Provides almost no time for WG to think, work – effectively 3 weeks, starting from last Friday
 - Doesn't allow WG to react to 2nd round comments
 - Doesn't allow WG to react to changes in DAG as a result of the Board resolution
- Advantages
 - Complies with bylaws and WGG (kindof)
 - Meets DAG-4 deadline
 - Does not delay launch

“Fast PDP” Approach

Level of detail

High

Policy Details

Policy Principles

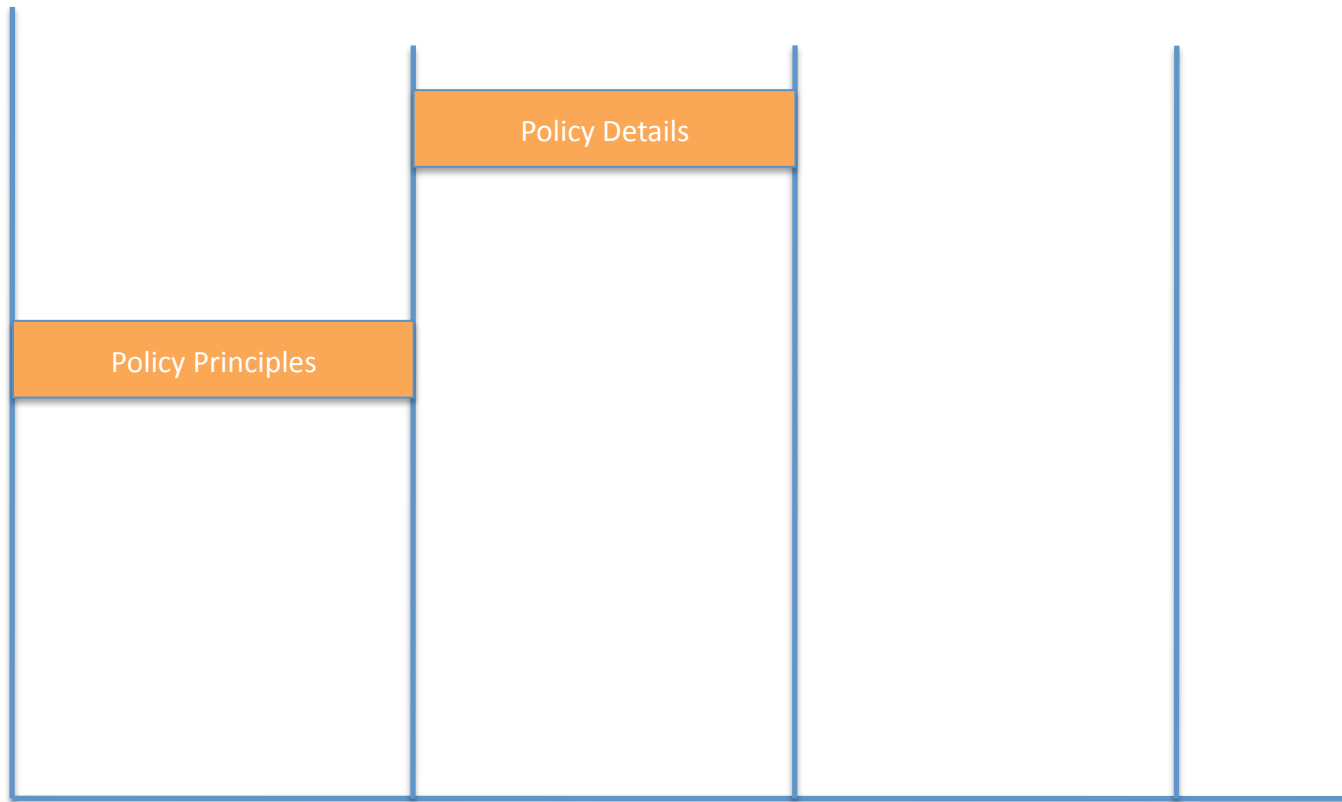
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Nairobi

Brussels

South
America

ICANN meeting
“fence-posts”



Pros and Cons

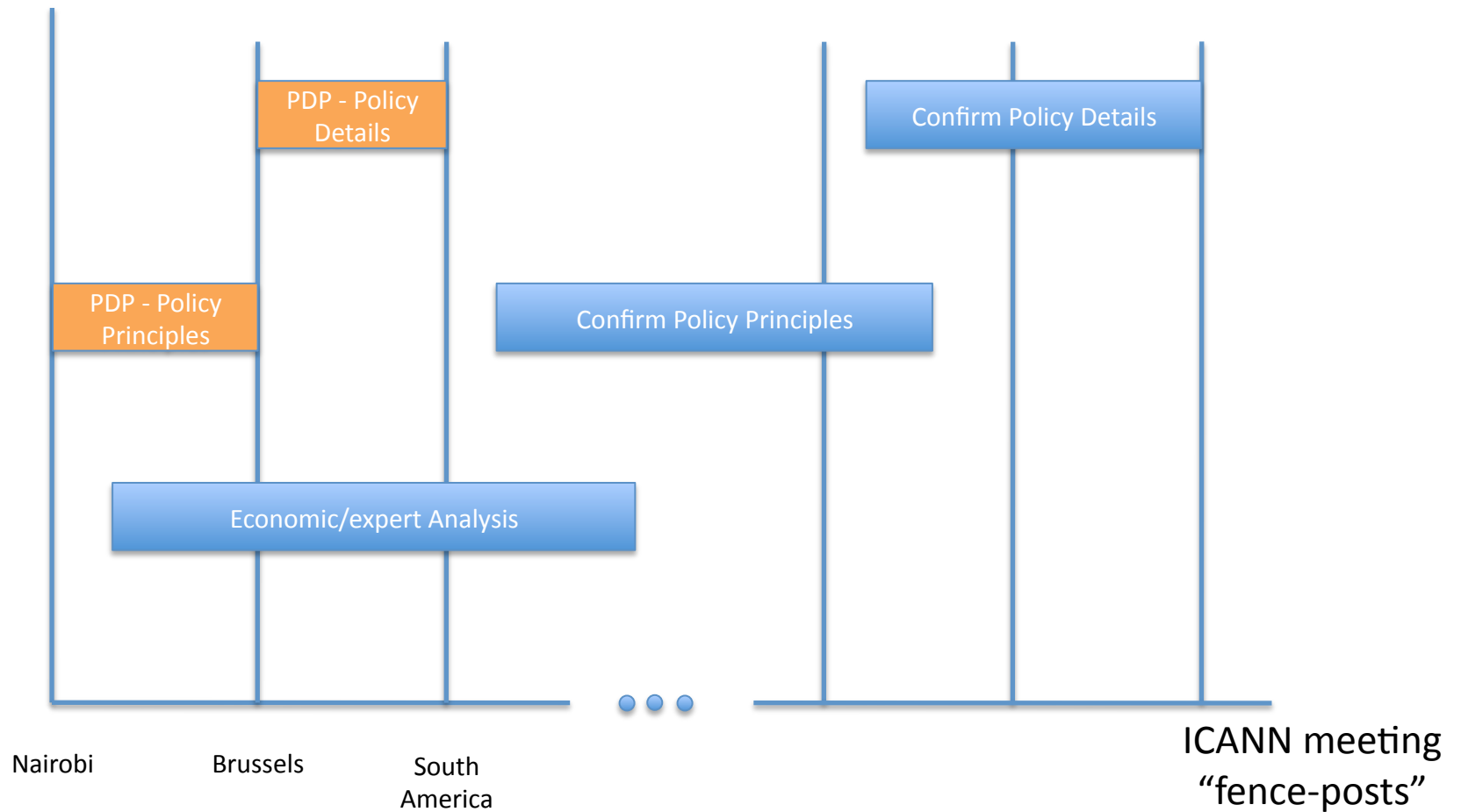
- Disadvantages
 - Still a very aggressive schedule
 - Puts a lot of pressure on scope, tough choices as to what gets left out (Only incremental changes for this-round TLDs?)
 - Smacks of “ready, fire, aim” since it skips the analysis phase
 - Misses DAG 4 deadline and may delay launch
- Advantages
 - Adheres to bylaws and WG guidelines
 - Provides for a “mid-course correction” of general principles by the Council, Board and community before diving into the details
 - Probably doesn’t require a charter-revision from the Council
 - Allows considerable public comment and opportunity for WG to react
 - May not delay launch if we get some lucky breaks

Combined Approach

Level of detail

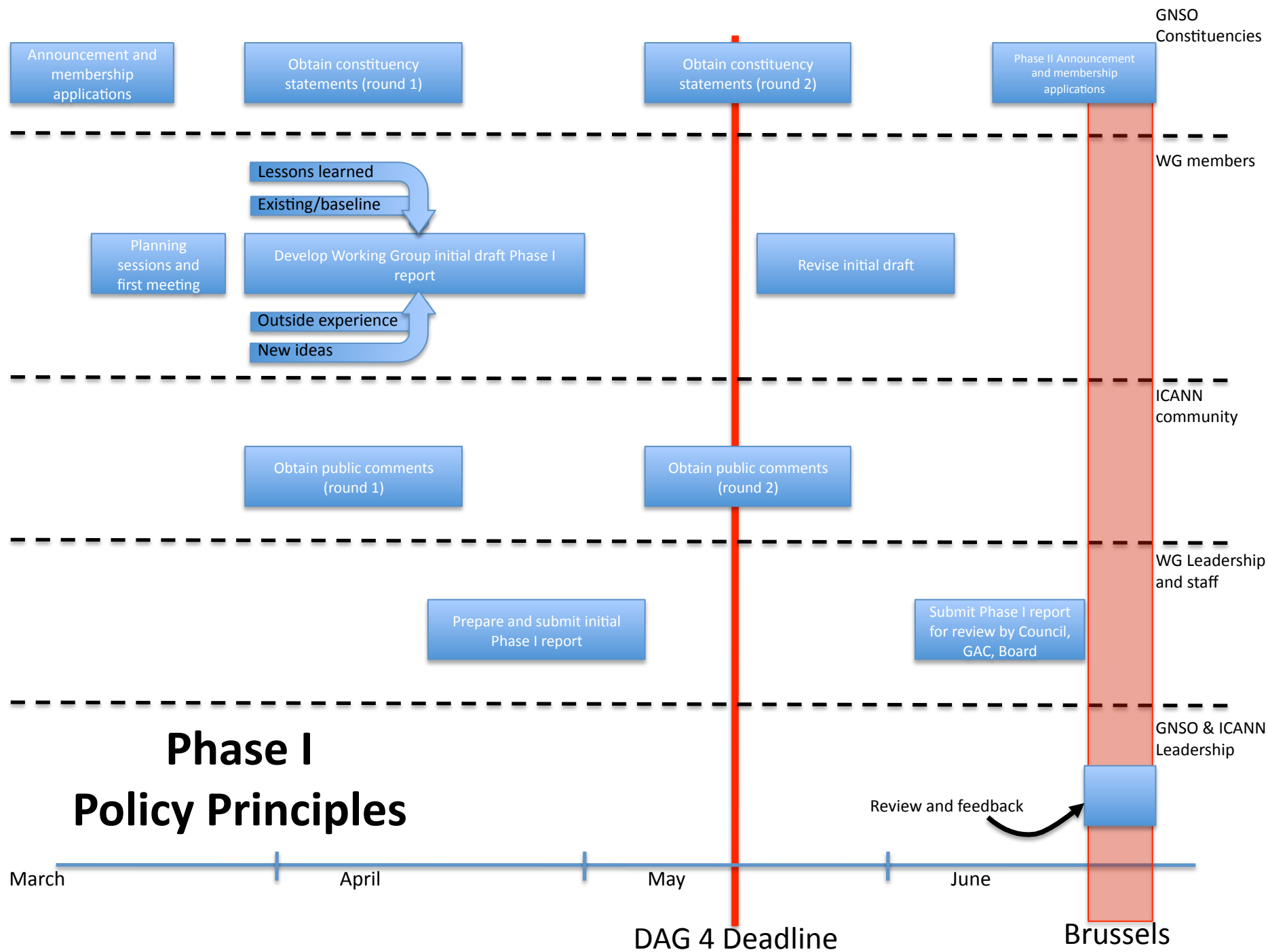
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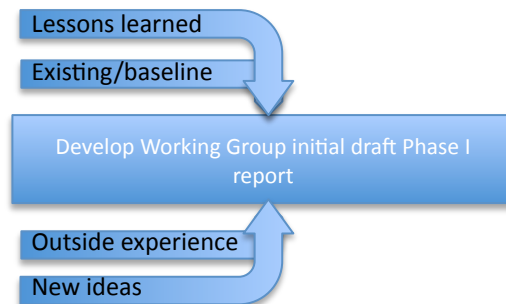


Pros and Cons

- Disadvantages
 - Leaves the door open for big changes in next-round new-gTLD rules, as well as for existing registries and registrars
 - Probably requires a charter-revision from the Council, unless we choose to leave the Perfect World analysis out of scope
- Advantages
 - Best of both worlds – speed and rigor
 - Takes pressure off scope – we'd be deferring issues rather than discarding them
 - Maintains pace and momentum of new gTLD effort, but preserves opportunity for subsequent broader/deeper analysis
 - Aligns with PDP/WG process requirements
 - Narrows the nature of the work and expectations for near-term deliverables



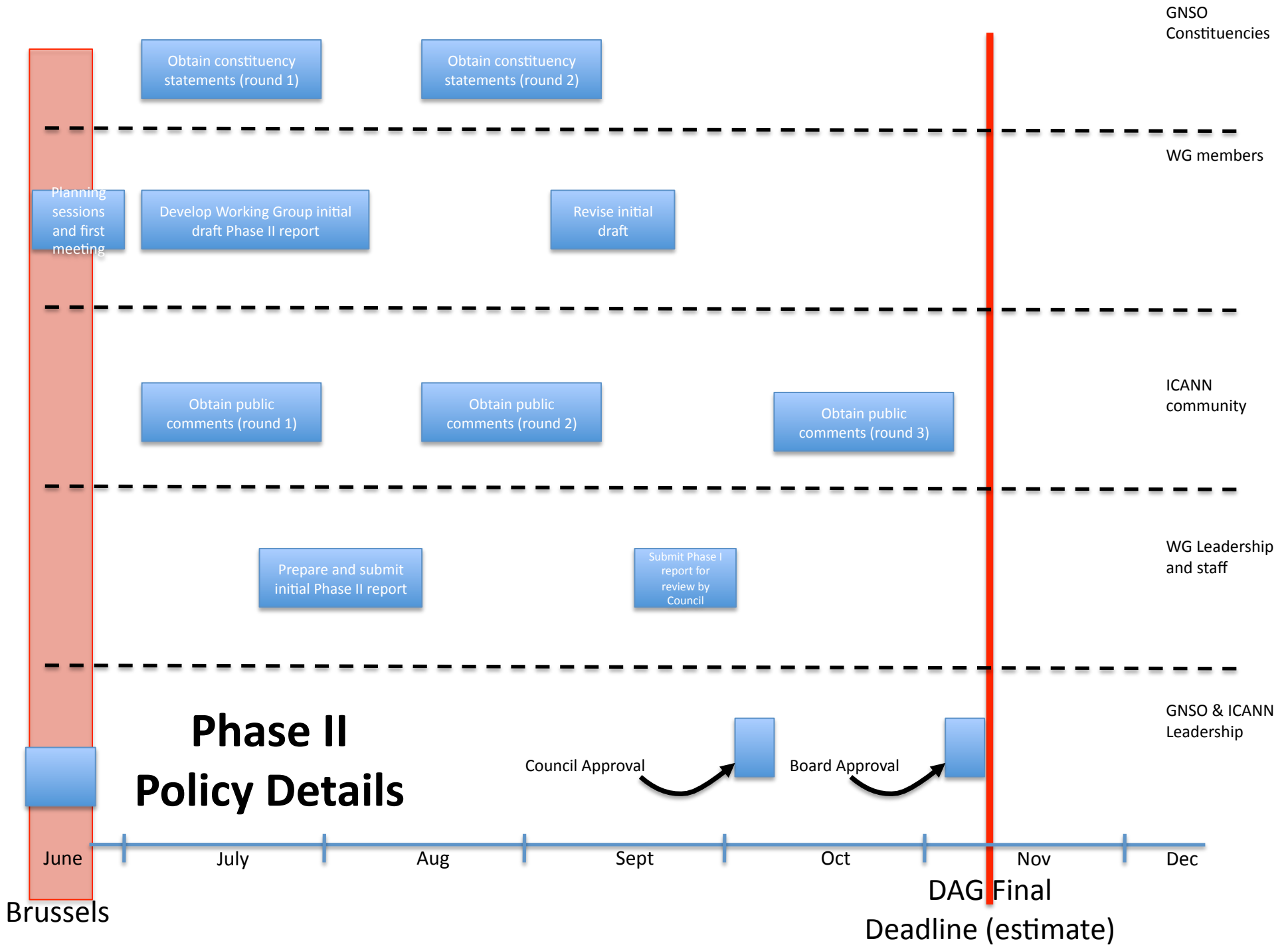
Details of Phase I



- Brainstorming and research in “birds of a feather” sub-groups?
- Share results through wiki?
- Thread conversations on list with subject-tags?
- Weekly updates, cross-pollination on phone calls?

Phase I Scope and Deliverable

- 3-5 page document describing the Vertical Integration policy (framed more as a memo of understanding than as a detailed contract)
- Consensus around principles, details to be determined after reviews by Council, Board, etc.
- Presumes that Brussels is a mid-course correction providing guidance for crafting policy details in the next phase
- The Economic Study and subsequent reviews are out of scope for this phase, merely noted



Details of Phase II

Develop Working Group initial draft Phase II report

- Much narrower focus
- Translating principles into sample contract language
- Smaller group

Phase II Scope and Deliverable

- Sample contract language to be included in DAG
- Implementing the principles laid out in Phase I
- Incorporates Brussels mid-course corrections by Council, Board, GAC, etc.
- The Economic Study and subsequent reviews are also out of scope for this phase, merely noted

Detailed Workplan

- To be developed
- Just need agreement on broad outline before diving one level deeper