Based on our discussions to date/Background:

1. IDNs are an important part of our appeal to potential funders
   1. To international donors/foundations, a focus on IDNs fits many of their target countries and regions. A focus on IDNs addresses issues of digital divide and fairness, as well as concerns about northern domination of the web and hopes for economic development.
   2. To communities, IDNs reflect the way they really express themselves, especially for communities – many of them across South Asia, North America, and Europe – that express themselves using multiple scripts.
   3. To corporate foundations, regional companies and perhaps selected government groups, IDNs are key to bring a larger segment of the population into focus and reach their complete audience.
2. The number of groups that have a multi-script identity is significant
   1. Partly because of the existing English/Latin-focused build out of the web – many people we spoke with mentioned that even in IDN dominated regions there is a small but robust “local-but-European-language-proficient” group.
   2. Partly because of increasing mobility and rise of the sense of the “connected diaspora” around the world – people who want to maintain community identities in multiple languages or scripts.
   3. Because of the growth of communities/NGOs/companies in the south wanting to reach multiple IDN communities.
3. We identified three broad use cases:
   1. Groups wanting to work in IDNs alone – smaller more isolated scripts, groups focused on cultural and community preservation, and other groups.
   2. Groups with identities in multiple scripts, where the IDN script is a crucial part of the current or intended group identity.
   3. Groups wanting to work with larger numbers of communities/audiences, where the IDN is essential to community work, including NGOs, professional associations, regional companies.
4. All agreed that pricing will be an issue, but that it shouldn’t be the single determining factor. Rather the ‘inclusion and empowerment’ objective should be at least as important as price in our recommendations. Moreover, we wanted to avoid the current situation in which a group or community with a two/multi-script identity is effectively disadvantaged based on the current ICANN policy of treating each application as 100% separate.
   1. Might the committee consider a package or bundle of Latin and IDN scripts as worthy of support for an applicant whose objective is to reach a disadvantaged community where multiple-script identities are required for the ‘inclusion and empowerment’ objective to be realized?
   2. Other than price reductions, what other indicators must be considered for enabling/facilitating multiple script applications?
   3. Are there other methods for promoting IDN script adoption and buildout as part of the new gTLD process?

Proposed text for IDN/ Multi-script applications

1. The WG has as part of its Charter – and as one of ICANN’s key goals – reaching out to make the web more accessible to internet users in underserved languages. With this in mind, the WG has focused on different ways to make IDNs more available as part of the new gTLD process.
2. Through its work the Working Group has identified three broad cases of potential users interested in expanding new IDN gTLDs:
   1. Groups wanting to work in IDNs alone
   2. Groups with identities in multiple scripts, where the IDN script is a crucial part of the current or intended group identity
   3. Groups wanting to work with larger numbers of communities/audiences, where work in multiple IDNs is essential to reaching a variety of members/consumers (e.g. for NGOs, professional associations, regional companies).
3. In two cases, namely:
   1. For applications, especially community applications, where two scripts are routinely used by significant numbers of community members in their everyday lives to communicate internally or with the community diaspora (e.g. French and Arabic for a community in North Africa); or
   2. For applications where community leaders have as a specific elaborated community goal the promotion of their indigenous script in addition to Latin or other scripts

The WG recommends that the guidebook treat these applications as “combination” or “packaged” applications. These applications would be priced at the final cost of a supported new gTLD PLUS the technical cost of adding the additional string – not the cost of two full applications.

1. For other groups wishing to reach multiple IDN audiences not subject to the terms of condition 3 above, if an applicant is willing to build out in an underserved script, the additional script would be considered part of a packaged application. These additional script applications would receive a discount of between 25% and 85%, depending on the size of the script being supported, with smaller scripts (defined as a smaller international user base) receiving larger discounts. Common scripts, defined as scripts with over 100M worldwide users would be priced as normal and receive no discount.
2. In the cases where competition exists for otherwise discounted scripts, no discounts would apply so as to prevent packaged applications from having any advantage over single IDN applications.
3. All other terms of the normal ICANN gTLD process would apply to packaged script applications.