

## Registries Stakeholder Group Statement

**Issue: New gTLD Auction Proceeds Discussion Paper**

**Date statement submitted: November 8, 2015**

**Reference URL: <https://www.icann.org/public-comments/new-gtld-auction-proceeds-2015-09-08-en>**

The Registries Stakeholder Group (RySG) provides the following comments on the New gTLD Auction Proceeds Discussion Paper.

- RySG supports a community-led effort to develop the principles, process, and framework for spending the new gTLD auction proceeds. While any Cross Community Working Group formed for this purpose should be open to all interested SOs/ACs, the CCWG's composition should allow for enhanced participation by the GNSO, which developed the policy recommendations for the introduction of new gTLDs and whose members are responsible for the new gTLD auction proceeds.
- When considering the recommendations of a CCWG on new gTLD auction proceeds, the Board should follow the same principles that the Board adopted for consideration of the CCWG-Enhancing ICANN Accountability recommendations (see: <https://www.icann.org/resources/board-material/resolutions-2014-10-16-en#2.d>)
- After the framework and principles for spending the new gTLD auction proceeds have been developed, the CCWG should have a role in developing or overseeing their implementation. The precise implementation role to be played by the CCWG should be determined by the CCWG after the framework and principles have been agreed.
- RySG agrees with and supports the DNA's position that "it is of foremost importance that auction proceeds be used in a manner that directly supports ICANN's mission and mandate to 'coordinate, at the overall level, the global Internet's systems of unique identifiers, and in particular to ensure the stable and secure operation of the Internet's unique identifier systems,'" and that all use is consistent with ICANN's Core Values.
- Potential uses of the new gTLD auction proceeds could include (1) continued work on universal acceptance of new gTLDs; (2) business and consumer education and awareness regarding new gTLDs and the Domain Name System; and (3) outreach and capacity building efforts to develop a broader and deeper pool of new, informed ICANN participants.

The RySG suggest priority may be given to universal acceptance and new gTLD awareness building. Despite various efforts since the new gTLD program was created, awareness of new gTLDs in the general public remains very low. This is a serious hurdle on the road to fulfilling the new gTLD program's ambitions and goals, as set out in the applicant guidebook. Using the auction proceeds to help Internet users understand what new gTLDs are and prevent users from being confused by them can only help users reap maximum benefit from the new gTLDs. One of the driving forces behind the new gTLD program is to promote competition and choice, and these goals are only served to the extent that Internet users are aware of the choices and that new gTLDs actually work with all of the various proprietary systems in use today.