

MEMORANDUM

TO: TRAVEL PARTNERSHIP CORPORATION MEMBER & POTENTIAL MEMBER ORGANIZATIONS

FROM: Ronald N. Andruff (RA) PRESIDENT, TRALLIANCE CORPORATION

SUBJECT: ICANN SHANGHAI MEETING UPDATE

DATE: 11/06/02

New sTLDs (sponsored Top Level Domains)

At the ICANN Shanghai Conference (October 27-31, 2002) – at the request of the Board of Directors (from its August 23, 2002 board meeting) – the ICANN president, Dr. Stuart Lynn presented *A Plan for Action Regarding New gTLDs*, which detailed a three-part plan.

RA received a draft copy of Dr. Lynn's plan in Shanghai and this section of the memorandum is a distillation of that document.

The first part of the plan outlined *A Proposal for the Board to Extend the Proof of Concept in Parallel with Evaluation of the New TLDs*. To quote: *"This proposal provides the Board with the option, should it so wish to do so, of extending the original*

"Proof of Concept" to solicit up to three more sponsored TLDs, subject to certain conditions, following a suitable, but short, bidding process. Applicants for sponsored TLDs from the previous round would be invited to update their proposals and resubmit them, but new proposals would also be invited."

Dr. Lynn's Plan for Action *"provides the option of parallel processing [with the evaluation of new TLDs] to allow some movement forward while longer term directions [to expand the namespace] are under consideration."* His conclusion (of his assessment of new TLDs) is that the Board consider authorizing the President *"to immediately initiate a new round of proposals for up to three sponsored TLDs... with special financial consideration be given in this new round of proposals to those proposals that were submitted but not accepted in the previous round of proposals [of which there are only three that fit this criteria: .travel, .health, and .union], recognizing that such proposals may need to be updated."* Further in the Plan, Dr. Lynn notes, *"... in all due fairness, the original proposals from the 2000 round of applicants (who have already paid \$50,000 to ICANN) have already been subjected to evaluation."*

Dr. Lynn underscores proceeding with the limited extension to the Proof of Concept for sponsored TLDs throughout thirteen of the seventeen-page document. His Part 1 Recommendation concludes, *"I therefore recommend that the Board instruct the staff to solicit proposals for up to three more sponsored TLDs as an extension of the "Proof of Concept"..."*

We note, with some satisfaction, that this is the direction that Tralliance has been encouraging Dr. Lynn and other opinion-shapers within ICANN and the Community, to go, i.e., extend the Proof-of-Concept round to allow for sponsored, restricted TLDs.

Also notable is the fact that the Plan twice references Appendix B, which notes “... documents that have been forwarded by Ron Andruff, President of Tralliance Corporation; and from Patrick Murphy, Senior Director for Business Development, IATA, regarding their new arrangement for the purposes of seeking a **.travel** gTLD” and includes, as attachments, IATA’s letter informing Dr. Lynn of our co-sponsored bid and its accompanying co-signed (Andruff/Murphy) Memorandum to the Travel Partnership and Tralliance Association Supporters. It is significant that he went out of his way to recommend to the Board and Internet Community that the **.travel** TLD could be approved in an expedited fashion, while omitting any specific mention of any other TLD or applicant.

From a timing perspective, Dr. Lynn’s Plan for Action recommends that a Board directive be given to the ICANN staff at the Annual General Meeting, scheduled for Amsterdam, December 14-15, 2002, which allows for an obligatory 30-day public comment period to be fulfilled by that time. He also recommends that, in the meantime, steps recommended in the *parallel processing* document (Part 1 of the Plan) be pursued as a prerequisite to a go-ahead decision in December.

From Tralliance management’s perspective, we are very pleased with Dr. Lynn’s Plan and recommendations. His timeline falls completely inline with the company’s expectations and sets the stage for the possible award of the **.travel** TLD, at, or before, the ICANN Rio de Janeiro meeting, scheduled for March 23-27, 2003.

Shanghai Meeting Update – ICANN Evolution and Reform

The Shanghai meeting was intended, in large measure, to bring the Evolution and Reform (E&R) process to a conclusion. The reform was begun in February of this year, and has taken up the majority of available time for the Board, Staff and ICANN Supporting Organizations, since its initiation. Needless to say, this has been the obstacle to getting a discussion of the **.travel** TLD on the Board’s agenda.

The good news with regard to E&R is that virtually all of the reform resolutions, including new By Laws, were passed in Shanghai. The bad news is that two key elements still stand open, and those are the Regional Internet Registries (RIRs) agreement with ICANN, and the Country Code TLDs (ccTLDs) agreement. While both of these are important pieces for ICANN to fully embody its holistic view of its Department of Commerce mandate, because the rest of the E&R Committee’s proposals have been adopted, the Committee can now focus solely on finalizing these last two agreements by the Amsterdam meeting (mid-December).

Once E&R has been completed, the next order of business for the ICANN Board – which we believe will run parallel to the development of criteria for new TLDs (as detailed in Dr. Lynn’s *Plan for Action Regarding New gTLDs*) – will be to effect the transition to ICANN

v2, as it were. The transition itself will not be without issue and will take some time. However, now that the ICANN president has proposed a three-part plan to address new TLDs (at the behest of the DoC, and denoted in their 2002 MoU), we have reason to believe that the top level domain space will be further expanded toward the end of 2003. The above paragraphs notwithstanding, Tralliance is confident that the timeline noted in the "New sTLDs" section (at the top of this document) is a realistic one for the award of **.travel**.

Other Information

With the call for a resubmission of the **.travel** application at hand, Tralliance will be launching a new Web site in the coming weeks to keep all interested parties up to date on the latest developments regarding our mutual endeavor. We will advise you as soon as our Webmaster gives us the green light, so that you may log on for the latest **.travel** news.

In the meantime, as always, I am available to answer any questions, or to discuss any thoughts you may have regarding the ICANN process or **.travel** in general.

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Ron Andruff
(+1) 212 / 481-2820 x 11
ron.andruff@tralliance.info