

## Summary of New gTLD Auctions Vendor Selection

We have received several inquiries relating to the selection process of Power Auctions LLC as the Auction provider for the New gTLD Program. This document describes the sequence of events and background for the New gTLD Auction vendor selection process.

In early 2008, ICANN began a multi-step selection process to retain an auction design consultant to assist ICANN with various auction needs: 1) to develop models for the resolution of contention among applicants for new gTLD strings, 2) for the disposition of data from failed registrars or registries, and 3) for the allocation of single-character names at the second level.

After initial consultations with experts at Loyola Law School and the Organization for Economic Cooperation and Development (OECD), the process was initiated in January 2008 . On 18 January 2008, ICANN posted a request for expressions of interest (EOI) for Auction design services {<http://www.icann.org/en/news/announcements/announcement-18jan08-en.htm>}. Expressions of Interest from auction experts were accepted between 18 January 2008 and 19 February 2008.

ICANN defined the following requirements for preferred qualifications for the auction consultant(s):

1. Prior experience in auction design, management and implementation.
2. Principal team members with extensive experience in auction design.
3. A well tested and successful software platform.
4. Experience with non-profit companies, governments, or other entities with public-interest missions (as opposed to revenue-generating missions) was preferred.
5. Broad international experience and presence.
6. Worldwide business locations with team members who have a global outlook and focus.
7. Software development experience may also be relevant.
8. Design team with working knowledge and ability to communicate in

English.

9. Prior experience with telecommunications, Internet or domain name, energy/utility or other asset auctions was also noted as particularly relevant.

The EOI garnered 14 responses. ICANN interviewed each of the respondents to further assess potential fit. A Request for Proposal (RFP) was issued in March 2008 to the 10 most promising respondents to the EOI based on the criteria described above. After evaluation of each proposal, ICANN selected Power Auctions LLC (see [www.powerauction.com](http://www.powerauction.com)) as the expert that best fit ICANN's criteria for an auction design consultant. Power Auctions has an international team composed of noted experts in auction design and implementation with relevant experience in international high stakes auctions for public goods including telecommunications spectrum, natural resources, and public utility rights. On 13 June 2008, ICANN published an announcement describing the selection of Power Auctions and the scope of work awarded to them (<http://www.icann.org/en/resources/registries/rsep/proposed-scsld-allocation-framework-13jun08.htm>).

In January 2009, an RFP for the Auction implementation work was issued to the top six candidates from the Auction design work selection process. After evaluation of the proposals, a Statement of Work (SOW) for the Auction implementation was issued to Power Auctions, and an agreement was executed in August 2009.

In the summer of 2013, the agreement between ICANN and Power Auctions was updated and restructured to align the scope of work to the current needs of the New gTLD Program. The updated agreement was reached in early September 2013, and a summary of the agreement is available on the New gTLD Program's microsite (<http://newgtlds.icann.org/en/applicants/auctions/summary-development-management-agreement-15jan14-en.pdf>).