From: DBM-EG   To: Dr. Stephen Crocker, Kurt Pritz& New gTLD Evaluation Team.

gTLDs prioritization process

Etisalat sincerely hopes that ICANN will consider proposals from the Prague 44 meeting for IDN gTLD applications to be given priority during the evaluation and delegation processes.

Etisalat has been at the forefront of the Middle East's technological revolution, and since 1976 the company has developed and grown to become one of the world's leading telecommunications providers. Etisalat focuses on delivering innovative solutions to transform the communities in which it operates and accelerate social development and economic growth. Remaining committed to its mission of extending people's reach helped Etisalat achieve significant success in 16 countries across the Middle East, Africa and Asia.

As an applicant for two new Generic Top Level Domains (one ASCII and one IDN - Arabic script), Etisalat firmly believes in IDN gTLDs' ability to empower the next generation of internet users and those who have heretofore been hampered by linguistically inappropriate gTLDs. We also share and support ICANN's mission of improving user experience and increasing consumer choice, and we believe that no aspect of the program will achieve these goals more effectively than the introduction of IDN gTLDs.

Etisalat furthermore supports ICANN's goal of increasing competition and diversity in the gTLD Registry market. We sincerely hope that any evaluation process or methodology selected by ICANN and the community will, at the very least, not disadvantage applicants from under-represented geographic regions such as Africa, the Middle East, and Asia.

Since its inception Etisalat and its subsidiaries has worked tirelessly to provide increased service offerings, empowerment, choice, utility, and public service to consumers from these regions, and we believe the addition of gTLD Registries located in and serving underrepresented users and communities is crucial to achieving ICANN's goals of globalization and consumer choice.

We therefore urge ICANN to develop a solution that prioritizes and supports these regions so as to fully globalize the internet and ensure its utility for the next generation of users.

Best regards,

Rehab Ateeq
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