

**Policy Advisory Board Statement re:
dotMobi Premium Name Selection Policy – March 2006**

The premium name list is a compilation of highly desirable .mobi domain names set aside by mTLD. A premium name will represent a commonly used internet category or keyword with the potential for wide usage. The motivation for a .mobi premium domain names product, provision for which is set forth in mTLD's ICANN contract, is to optimize the user experience in the .mobi TLD. The use of a premium name list will provide a more supportive means for the rapid adoption of optimized services for the members of the mobile community, while limiting the potential fraud and abuse that has been seen in other TLD launches. mTLD will partition the premium name space and these names will be sold via an RFP process or through auction procedures likely to take place in 2007.

mTLD has sought to build the premium name list using selective objective criteria. This list of selection criteria was presented to Policy Advisory Board Statement (PAB) members with a view to seeking feedback within a particular timeframe. PAB members convened to discuss the paper on 20 March 2006. After completing the consultative process, the PAB members approved the selection criteria as outlined by mTLD. PAB will be consulted at a later stage on the distribution method for the names to maintain transparency around the process.