.radio QUALIFIED LAUNCH PROGRAM

The European Broadcasting Union (EBU or "Registry Operator"), in connection with the execution of the Registry Agreement for the .radio TLD (the "Registry Agreement"), intends to conduct the below described launch program pursuant to Section 4.5.1 of the Trademark Clearinghouse Rights Protection Mechanism Requirements (the "TMCH Requirements") in accordance with the provisions set forh in the Qualified Launch Program Addendum published by ICANN on April 10th, 2014.

The Pioneer Program intends to offer potential .radio domain name holders the possibility to register and start using .radio domain names prior to the General Registration period. Such early registered domain names are called "Pioneer Names". The active and positive use of .radio Pioneer Names will drive public interest and will increase awareness of the .radio TLD.

Among all the applications received that meet the eligibility criteria set forth below, the Registry Operator will select and allow registration of a maximum of 80 .radio Pioneer Names, based on a criteria of visibility, notoriety, commitment to the promotion of the .radio TLD, and contribution to the purposes of the .radio TLD.

To this effect, EBU will publish a Call for Proposals. Applications will be received and considered by EBU until the date established as deadline. In that call for proposals, EBU explicitly informs potential applicants that the Program is being conducted according to the provisions established by ICANN in the TMCH Requirements and QLP Addendum.

In view of the above, upon approval by ICANN of the StartUp Information hereby submitted, including this QLP, EBU will proceed to:

- Publish the Call for Proposals.
- Select the Projects from among those presented that meet the criteria established by EBU.
- Check the names proposed by the applicants against the TMCH's Sunrise List;
- Check their full conformity with all the requirements set forth in the Addendum to the RPM Requirements;
- Proceed to allocate (or reject) the proposed names;
- Allow registration and activation of allocated names.

All this will be done between the date of approval of the StartUp Information by ICANN and the start of the Sunrise period, on 30.08.2017

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Description of the Qualified Launch Program

This QLP refers to the Pioneer Program that the Registry Operator intends to conduct for the purposes of promoting the .radio TLD.

1. Eligibility and Name Selection

1.1 General eligibility requirements

a) Registrations are restricted to bona-fide members of the worldwide radio industry community. The Radio community is defined as all those entities and individuals related to audio content distributed mainly by broadcasting to wide communities of listeners throughout the world and its categories, as defined by the EBU .radio application, are the following:

b) The TLD string ".radio" matches in English and all other internationally used languages, the name of the community.

c) In addition, the registrant's use of the registered domain name must be:

    i. generally accepted as legitimate; and

    ii. beneficial to the cause and the values of the radio industry; and

    iii. commensurate with the role and importance of the registered domain name; and

d) in good faith at the time of registration and thereafter.

e) Moreover, at the time of announcing the selection, the Pioneer Name applied for must not be registered at the Trademark Clearinghouse in favor of a third party (i.e. a party other than the Pioneer Name applicant) unless it is also registered at the Trademark Clearinghouse in favor of the applicant.

1.2 Name eligibility requirements.

In addition to the above general eligibility criteria, the named applied for as Pioneer Name must be identical to the name of the applying entity or individual, or a clear variation or abbreviation of said name. The Registry Operator may consider exceptions to this rule if the name applied for is connected to the activities of the Pioneer applicant and the connection is sufficiently proved in the Pioneer application.

1.3 Additional Requirement.

In addition, applicant must be ready to demonstrate technical ability to announce the working website no later than one (1) month after the signature of the Pioneer Agreement.

1.4 Validation process

The fulfillment of the general eligibility requirements set forth in this Section 1 will be verified according to:

a) the intended use statement supplied by the domain registrant at the time of registration and/or the explicit agreement to the terms and conditions including the .radio TLD use policies, and

b) an ongoing enforcement program.

The fulfilment of the specific name eligibility requirements set forth in this Section 1 will be carefully and individually checked by the Registry Operator. Self-declaration will not be sufficient.

2. Respect of Intellectual Property Rights of third parties

The Pioneer Program will not contribute to consumer confusion, and will not contribute to the infringement of intellectual property rights due to:

a) the requirement reflected in 1.1. e) above that the name applied for as Pioneer Name is not registered in the Trademark Clearinghouse in favor of a third party unless as set forth by the section 2 of the QLP Addendum; and

b) the prior right requirement established as eligibility criteria; and

c) the very limited number of domain names involved; and

d) the scope of the program aimed at the promotion of an orderly .radio namespace.

3. Presumption of approval

In addition, the requirements of the Pioneer Program were set forth in reasonable detail in Registry Operator's Application. Namely:

Answer to Q18 b):

> *A) Pre-launch phase: Name-space mandates and Frequent Names Global Contention Resolution*
>
> *During pre-launch, projects and content provision commitments are actively sought and negotiated for key public-interest portions of the name space. All potential mandate holders are subject to screening, thorough pre-validation, and very strict rules on using the .radio names to promote the TLD adoption and innovative and public-interest oriented services to the .radio community. There will be a clear and low limit on the number of pre-launch names.*
>
> *The Frequent Names Global Contention Resolution is a special global community contention resolution program, mainly for frequently used radio station names aiming to achieve a coherent, consistent and friendly policy for the .radio TLD used by the worldwide radio broadcasters, and specially, to minimize conflicts.*

In this Application Registry Operator provides the following refinements and additional details to the above description:

i. It provides operational eligibility and selection criteria;

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ii.   To fully respect intellectual property rights of third parties, the Registry Operator establishes the requirement that the name applied for as Pioneer;

iii.   Name is not registered in the Trademark Clearinghouse in favor of a third party unless as set forth in the QLP Addendum Section 2.

Thus, Registry Operator's Pioneer Program should carry the presumption of being approved. Moreover, this presumption should be reinforced as this Program faithfully reflects what is intended in Section 4.5.1 of the Trademark Clearinghouse RPMs Requirements and the QLP Addendum.

4. Final assurances

Registry Operator represents that the Launch Application described above is a true and correct description of Registry Operator's launch program. Registry Operator agrees that if Registry Operator makes any changes to the Launch Application (whether before or after the Launch Application has been approved), it will promptly provide ICANN with a revised description of the Launch Application.

Registry Operator acknowledges and agrees that in the event that any of the information contained in the Launch Application becomes untrue (including after ICANN has approved the Launch Application), any approval granted by ICANN to Registry Operator for the Launch Application shall immediately expire, and Registry Operator shall immediately cease accepting registrations or allocations under the Qualified Launch Program.