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# Registry Service Provider (RSP) Evaluation Checklist

*A practical, applicant-ready guide for the next ICANN application round*

Use this checklist to systematically evaluate **Registry Service Provider** candidates after **ICANN** releases the RSP applicant list. It is designed to align backend selection with *your TLD type, business plan, launch strategy, and long-term growth goals.*

*Need help? Give us a call @ **+1.877.368.6853 (1-877-dot-nTLD)** or **registry@brsmedia.com***

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### 1. TLD & Business-Model Fit

- ☐ Has the RSP successfully operated **TLDs similar to mine** (brand, community, geo, niche, commercial)?

- ☐ Can the platform support **my pricing model** (standard, premium, variable, reserved)?

- ☐ Does the RSP understand **my target registrars and market segments**?

- ☐ Are there structural constraints that limit future repositioning?

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### 2. Technical & Operational Capability

- ☐ Proven **EPP, DNS/DNSSEC, RDAP, WHOIS, escrow, abuse reporting**

- ☐ Demonstrated **99.9%+ uptime** across multiple production TLDs

- ☐ Real-world experience handling **traffic spikes, abuse events, and incidents**

- ☐ Clear **SLA definitions**, escalation paths, and incident response timelines

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### 3. Registrar Ecosystem & Adoption

- ☐ Existing relationships with **Tier-1 and long-tail registrars**

- ☐ Streamlined registrar onboarding and documentation

- ☐ Ability to support **launch phases** (Sunrise, Claims, GA, custom phases)

- ☐ Registrar-friendly tooling (reporting, APIs, testing environments)

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### 4. Policy, Compliance & ICANN Readiness

- ☐ Strong track record with **ICANN audits and compliance**

- ☐ Automated reporting and data escrow with minimal manual overhead

- ☐ Experience adapting to **policy changes post-delegation**

- ☐ Clear understanding of **Specification 11, abuse mitigation, and RDAP evolution**

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### 5. Commercial Flexibility & Innovation

- ☐ Support for **aftermarket, premium renewals, and promotions**

- ☐ Data access for **analytics, growth, and marketing insights**

- ☐ Ability to integrate **new services** over time without re-platforming

- ☐ Willingness to customize when differentiation matters

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### 6. Long-Term Scalability & Exit Strategy

- ☐ Can the platform scale with **registration growth and new use cases**?

- ☐ Is there a **clear migration path** if strategy or ownership changes?

- ☐ Are fees and contracts sustainable over **5–10+ years**?

- ☐ Does the RSP evolve, or remain static after launch?

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### 7. Experience That Goes Beyond the Pitch Deck

- ☐ Can the RSP share **real operational case studies**, not just features?

- ☐ Evidence of surviving **launch delays, registrar disputes, or policy shocks**

- ☐ Transparent discussion of past failures—and lessons learned

- ☐ References from **active registry operators**, not only new applicants