

# Consumer Trust, Consumer Choice & Competition

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# Why are consumer metrics important?

- 2009 *Affirmation of Commitments* requires review of extent to which the gTLD expansion has promoted consumer trust, consumer choice and competition.
- In Dec-2010, ICANN Board requested advice from ALAC, GAC, GNSO and ccNSO on establishing definitions, measures, and 3-year targets for those measures.
- **If adopted by the future *Affirmation* review team, this advice could be critical to measuring the success of the new gTLD program**

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# Recent Developments

- GNSO Council chartered a Competition, Consumer Trust, and Consumer Choice Working Group to draft a letter of advice from GNSO Council to the ICANN Board
- The WG posted the Draft Advice in the Public Forum for Comment on 23-Feb-2012 & Closed 7-May-2012
- **The WG has reviewed 75% of Public Comments for consideration in final version of Advice Letter**

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# Working Group Purpose

To produce advice for consideration by GNSO, ccNSO, GAC and ALAC, each of whom were asked for advice as part of the Board resolution

To provide guidance for ICANN to manage and measure the effectiveness of the New gTLD Program prior to the convening of the review team

Not intended to limit the scope of the future *Affirmation* review team to be organized in 2013-2014

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# Proposed Advice Letter - Definitions

- **Consumer:** Actual and potential Internet users, and registrants.
- **Consumer Trust:** The confidence Consumers have in the DNS. This includes (i) trust in the consistency of name resolution (ii) confidence that a TLD registry operator is fulfilling the Registry's proposed purpose and is complying with ICANN policies and applicable national laws and (iii) confidence in ICANN's compliance function
- **Consumer Choice:** The range of options available to Consumers for domain scripts and languages, and for TLDs that offer meaningful choices as to the proposed purpose and integrity of their domain name registrants.
- **Competition:** Quantity, diversity, and the potential for market rivalry of gTLDs, TLD registry operators, and registrars.



# Public Comments Review - Key Issues

- 40+ Metrics for Consumer Trust, Consumer Choice, & Competition
- User and registrant Surveys for Consumer Trust & Consumer Choice
- Consumer Trust - Relative Incidence of UDRP, URS, & Litigation
- Consumer Choice - Defensive & Duplicate Registrations, Redirects
- Competition - Wholesale and Retail pricing of Domain Registrations
- gTLD expansion program Costs and Benefits



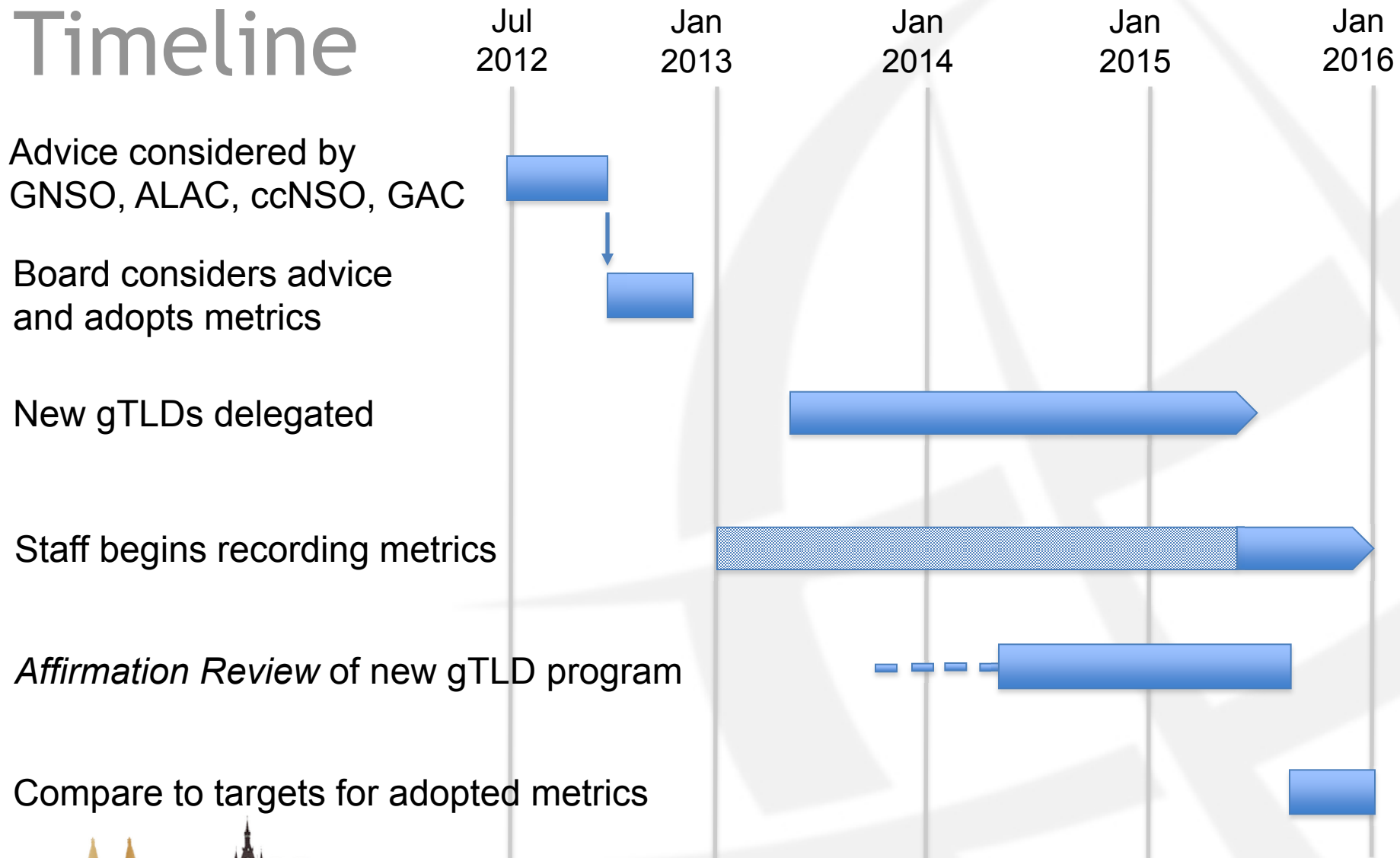


# Next Steps

- The WG will submit final version of the Advice Letter to GNSO Council in July 2012
- GNSO Council will deliberate Advice
- Other SOs/ACs may also consider Advice Letter
- GNSO Council will submit Advice to ICANN Board



# Timeline





Thank You

How will gTLD expansion promote  
competition, consumer trust &  
consumer choice?

