



Consumer Trust, Consumer Choice & Competition

Why are consumer metrics important?



- In December 2010 the ICANN Board requested advice from the ALAC, GAC, GNSO and ccNSO on establishing the definition, measures, and three year targets for those measures, for competition, consumer trust and consumer choice in the context of the domain name system.
- If adopted by the future Affirmation of Commitments review team the advice will be critical to measuring the success of the new gTLD program

Recent Developments

- The Consumer Metrics Working Group submitted its final version of the Advice Letter to the GNSO Council on 17 August 2012
- An initial briefing on the advice was presented at the 13 September 2012 GNSO Council meeting



Advice Letter - Proposed Definitions

- **Consumer:** actual and potential Internet users and registrants.
- **Consumer Trust:** the confidence Consumers have in the domain name system. This includes (i) trust in the consistency of name resolution (ii) confidence that a TLD registry operator is fulfilling the Registry's stated purpose and is complying with ICANN policies and applicable national laws and (iii) confidence in ICANN's compliance function.
- **Consumer Choice:** is 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:** the quantity, diversity, and the potential for and actual market rivalry of TLDs, TLD registry operators, and registrars.

Advice Letter - Proposed Metrics

- **Consumer Trust** Metrics encompass the confidence in registrations and resolution of the TLD/DNS and that TLD Operators are fulfilling their stated promise and complying with applicable national laws.
 - Uptime for registry & registrar services
 - Survey consumer trust relative to pre-expansion
 - Contract / policy breach notices & complaints
 - UDRP/URS cases & decisions against registrants
 - Law enforcement & legal actions
 - Relative incidence of spam & fraud
 - Actual policies vs proposed Mission (Q18)

Advice Letter - Proposed Metrics

- **Consumer Choice** Metrics are meant to measure the range of options available to consumers by clear and transparent ways so that users can make meaningful distinctions when choosing TLDs. Potential indicators for defensive registrations are also defined.
 - Transparency & clarity of TLD policies
 - Survey of perceived choice among TLDs
 - Diversity of languages & scripts
 - Diversity of legal regimes & privacy policies
 - Share of registrations for "defensive" purposes
 - Geographic diversity of registrants
 - User traffic in new vs legacy TLDs

Advice Letter - Proposed Metrics

- **Competition** Metrics scope is limited to only measure the actual market rivalry of TLDs, TLD Operators, Service Providers, and Registrars.
 - Quantity of new TLDs and new entrants
 - Share of registrations with new entrants
 - Gather data on "unique" & total registrations
 - Gather data on wholesale & retail prices
 - Study of innovation in new gTLDs

Next Steps



- Members of the Consumer Metrics WG will brief the GNSO Council on Consumer Metrics at the weekend session in Toronto
- The GNSO Council will deliberate the acceptance of the Advice Letter and delivery to the ICANN Board at its Toronto public session on Wednesday

Further Information



- Consumer Metrics Project Page:
<http://gnso.icann.org/en/group-activities/consumer-trust-wg.htm>
- Consumer Metrics Wiki:
<https://community.icann.org/display/CMG/Home>