Outline of Presentation

• Goals of Project
• Coding
  A. WHOIS variables
  B. Domain User variables
  C. Domain Content variables
• Preliminary Draft Results of Analysis
  1. Domain User Type Differences
  2. Registrant Type Differences
  3. Potential Commercial Activity: Compare Yes and No
Goals of Project

• Exploratory examination of WHOIS data for a representative sample of top five ICANN gTLDs
• Intent: Understanding Domain Users and Registrants
  • Types of Entities Using these Services
  • Kinds of Activities for these Domains
• Three Focus Questions:
  1. Domain Users: Natural Persons and Legal Persons
  2. Registrants: Privacy/Proxy, Natural and Legal Persons
  3. Potential Commercial Activity: compare Yes and No
For each sampled domain (1,600)
  • We analyzed available internet content
  • Classified the types of entities using the domain
  • Classified various activities associated with the domain

Three broad classes of variables

A. WHOIS variables
   – Apparent Registrant Type

B. Domain User variables
   – Apparent Domain User Type
   – Apparent Business Structure
Apparent Registrant Type

- Registrant appears to be a Legal Person: 38.6%
- Registrant appears to be a Natural Person: 32.8%
- Registrant appears to be a Privacy/Proxy Service: 8.6%
- Unclassified: 20.0%

Footer Information Here
Apparent Domain User Type

- Domain User appears to be a Legal Person: 11.4%
- Domain User appears to be a Natural Person: 36.6%
- Parked Domain: 26.0%
- No Online Content at Domain: 20.5%
- Unknown Domain User Type: 5.4%
Apparent Business Structure

- 65.7% of businesses appear to be a Non-Profit Business
- 25.6% of businesses appear to be a For-Profit Business
- 6.4% of businesses are apparently not a business
- 2.3% of businesses have an unclear business structure
C. Domain Content variables

• Potentially Commercial Activity
  – YES if any of the following was detected:
    – E-commerce
    – Membership (Online Content)
    – Membership (Offline Content)
    – Promotional Content (Offline)
    – Promotional Content (Online)
    – Third Party Banner Ads
    – Host Banner Ads
    – Pay-Per-Click Ads
    – Host Pay-Per-Click Ads
Potentially Commercial Activity

- Potentially Commercial Activity Detected: 56.1%
- Not Detected: 43.9%
Preliminary Draft Results of Analysis
1. How are Domain Users Different (Legal/Natural)?

**Apparent Business Structure for Domain Users Who Are Apparently Legal Persons**
- 69.7% For Profit
- 21.1% Non-Profit
- 2.5% Not a Business
- 6.7% Unclear Structure

**Apparent Business Structure for Domain Users Who Are Apparently Natural Persons**
- 100.0% For Profit
- 0% Non-Profit
- 0% Not a Business
- 0% Unclear Structure
1. How are Domain Users Different (Legal/Natural)?

Potentially Commercial Activity for Domain Users Who Are Apparently Natural Persons:
- 79.4% Potential Commercial Activity
- 20.6% No Potential Commercial Activity

Potentially Commercial Activity for Domain Users Who Are Apparently Legal Persons:
- 63.2% Potential Commercial Activity
- 36.8% No Potential Commercial Activity
1. How are Domain Users Different (Legal/Natural)?

Apparent Registrant Type for Domain Users Who AreApparently Legal Persons

- 55.1% Natural Person
- 15.1% Privacy/Proxy
- 25.1% Legal Person
- 4.6% Unknown

Apparent Registrant Type for Domain Users Who Are Apparently Natural Persons

- 60.4% Natural Person
- 22.8% Privacy/Proxy
- 12.1% Legal Person
- 4.7% Unknown

Difference in P/P not statistically significant (p=.07)
1. How are Domain Users Different (Legal/Natural)?

Other Statistically Significant differences in Facets of Potentially Commercial Activity

- **E-Commerce**
  - Legal: 15.0%
  - Natural: 3.5%

- **Offline Membership Content**
  - Legal: 7.7%
  - Natural: 1.2%

- **Offline Promotional Content**
  - Legal: 42.4%
  - Natural: 14.5%

- **Pay-Per-Click Ads**
  - Legal: 22.8%
  - Natural: 12.8%

Legend:
- **Legal**
- **Natural**
2. Registrant Differences (Legal/Natural/Privacy-Proxy)'

- **Potentially Commercial Activity**
  - **Privacy/Proxy Registrants**
    - Potentially Commercial Activity: 36.0%
    - No Potentially Commercial Activity: 64.0%
  - **Legal Person Registrants**
    - Potentially Commercial Activity: 40.5%
    - No Potentially Commercial Activity: 59.5%
  - **Natural Person Registrants**
    - Potentially Commercial Activity: 45.4%
    - No Potentially Commercial Activity: 54.6%

**P/P significantly different from Natural, p=.01**
**Neither significantly different from Legal**
2. Registrant Differences (Legal/Natural/Privacy-Proxy)?

Other Statistically Significant differences in Facets of Potentially Commercial Activity

No significant differences between Legal and Natural
3. Potentially Commercial Activity: Compare Yes and No

Apparent Registrant Type for Domains With Potentially Commercial Activity

- 4.9% Privacy / Proxy
- 22.9% Legal Person
- 31.2% Natural Person
- 41.0% Unknown

Apparent Registrant Type for Domains With No Potentially Commercial Activity

- 13.8% Privacy / Proxy
- 33.5% Legal Person
- 36.1% Natural Person
- 16.6% Unknown

Difference in P/P *IS* significant (p=.002)
• NORC will complete and publish a draft report for public comment
• Community is invited to post comments on ICANN’s public comment forum
• Webinars may be offered to present results and enable Q&A
• Final Report will be published after comment period closes