ICANN | 54

Dublin

18-22 OCTOBER 2015

Competition, Consumer Trust and Consumer Choice Review: Data Workshop

ICANN54 | 21 October 2015

CCT Review: Data Workshop

- CCT Review Overview: Margie Milam, ICANN
- CCT Metrics: Brian Aitchison, ICANN
- Phase 1 Assessment of the Competitive Effects Associated with the New gTLD Program: Greg Rafert, Analysis Group
- Global Registrant Survey: David Dickinson, Nielsen

Note: Q&A to follow each data presentation

CCT Review Overview

Margie Milam, ICANN

CCT Review Overview

IAG-CCT Prep Work

- 66 metrics recommended
- Some data collected: https://www.icann.org/resources/reviews/cct/metrics
- Two outside studies commissioned:
  - Consumer/registrant surveys: http://newgtlds.icann.org/en/announcements-and-media/announcement-2-29may15-en and https://www.icann.org/news/announcement-2015-09-25-en
  - Economic study: https://www.icann.org/news/announcement-2-2015-09-28-en

AoC Mandate

"…examine the extent to which the introduction or expansion of gTLDs has promoted competition, consumer trust and consumer choice, as well as effectiveness of (a) the application and evaluation process, and (b) safeguards put in place to mitigate issues involved in the introduction or expansion."

Expected Outputs

- Final report anticipated December 2016
- To include recommendations to Board

CCT Review Timeline

30 Oct 2015	2 Nov 2015	30 Nov 2015	Dec 2015	Jan 2016	Dec 2016
Deadline to apply as RT volunteer/ independent expert	Publication of applicants	Deadline for SO/AC endorsements	Review Timeline selected and announced	First Review Timeline meeting	Final report issued

Knowledge and Expertise

- Knowledge of ICANN and its working practices and culture, including the New gTLD Program;
- Familiarity with the multistakeholder model and procedures;
- Expertise in consumer protection matters;
- Understanding of the New gTLD rights application processes and protection mechanisms;
- Expertise in or knowledge of mitigating DNS and potential security threats;
- Experience in evaluating competition and market forces in the gTLD space or in other industries;
- Expertise in quantitative analysis and information systems;
- Expertise in or knowledge of intellectual property rights protection;
- Knowledge of competition, consumer choice and consumer trust in the domain name or other marketplaces; and
- Capacity to draw fact-based conclusions and feasible and useful recommendations.

CCT Metrics

Brian Aitchison, ICANN

ICANN

CCT Metrics: Background

December 2010
Board tasks GNSO and ALAC with findings metrics to assess CCT

September 2013
IAG-CCT formed to review proposed metrics

September 2015
Metrics published on icann.org

January 2016
CCT Review Team begins analysis

December 2016
Final report publishing goal

CCT Metrics: Overview

- Metrics gathered from various sources, most publicly available, e.g.
  - gTLD application page: https://gtldresult.icann.org/
  - Arbitration provider databases for rights protection metrics
  - Trademark Clearinghouse database
  - ICANN and IANA databases (internal)

- Some metrics incorporated from other efforts i.e.
  - Consumer survey of New gTLD marketplace (Nielsen)
  - Registrant survey of New gTLD marketplace (Nielsen)
  - Economic study New gTLD competitive landscape (Analysis Group)

- **Goal: to build a data set to inform work of CCT Review Team**

CCT Metrics: Categories

- Metrics by category
  - Compliance
  - Registries
  - Registrars
  - Domain Name Registrations
  - Domain Name Navigation
  - Rights Protection Mechanisms
- Page now available: https://www.icann.org/resources/reviews/cct/metrics

CCT Metrics: Example

1.8: Registry and Registrar General Complaints*

	2012	2013	2014
Number of Complaints	48,711	26,188	39,869

* Number of general complaints submitted to ICANN regarding both registries and registrars. Includes information about registrars, WHOIS information, IP address issues, spam/viruses, and website content

Sources: ICANN Compliance databases and dashboards
Baseline: 2012-2013
CCT Review Category: Consumer Trust

CCT Metrics: Example

3.2 Quantity of gTLDs

Baseline Quantity of Legacy gTLDs*	Total Quantity of Delegated gTLDs Post October 2013
18	738

* Total number of gTLDs before and after expansion of DNS as a result of the New gTLD Program

* This metric considers the following as 'legacy' gTLDs: '.com' '.net' '.org' '.aero' '.asia' '.museum' '.xxx' '.pro' '.cat' '.mobi' '.jobs' '.coop' '.name' '.biz' '.info' '.tel' '.travel' '.post'

Source: IANA Root Zone Database and gTLD Applications
CCT Review Category: Competition

CCT Metrics: Example

3.6 gTLD Operators by Legacy vs. “New Entrants”*

“Legacy”* Registry Operators	“New Entrants”
12	718

* Number of legacy operators running new gTLD registries vs. unique new gTLD registries

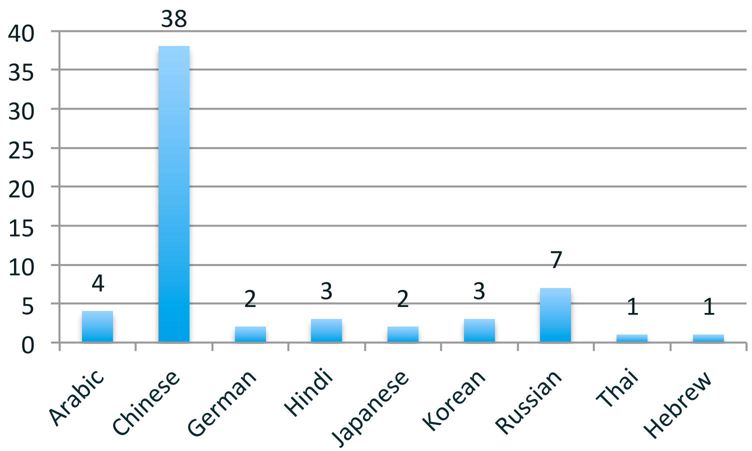
* This metric considers the following as 'legacy' gTLDs: '.com’ '.net' '.org' '.aero' '.asia' '.museum' '.xxx' '.pro' '.cat' '.mobi' '.jobs' '.coop' '.name' '.biz' '.info’ ‘.tel’ ‘.travel’ ‘.post’

Source: gTLD Applications
CCT Review Category: Competition

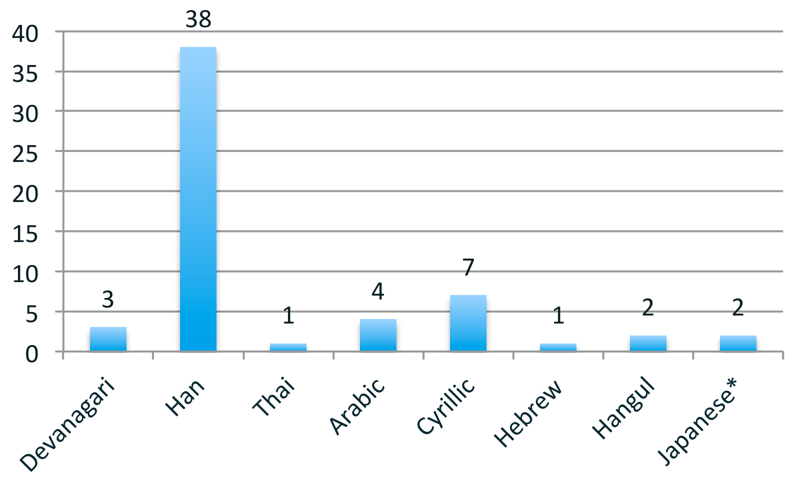
CCT Metrics: Example

2.4 IDN TLDs

Language Type



Script Type (Latin = 677)



*NB: Japanese = Han + Hiragana + Katakana

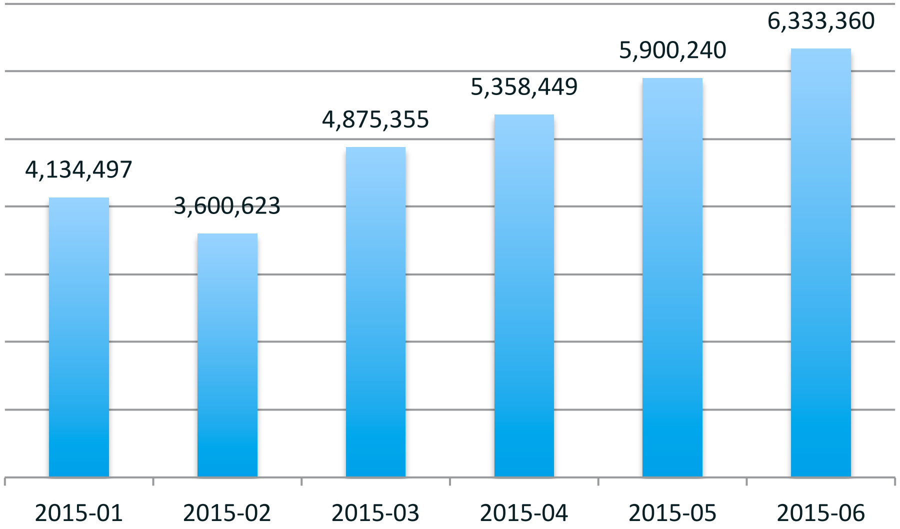
* Number of Internationalized Domain Name (IDN) top-level domains (TLDs) delegated into the Internet's root zone

Source: IANA Root Zone Database and [gTLD Applications]
CCT Review Category: Consumer Choice

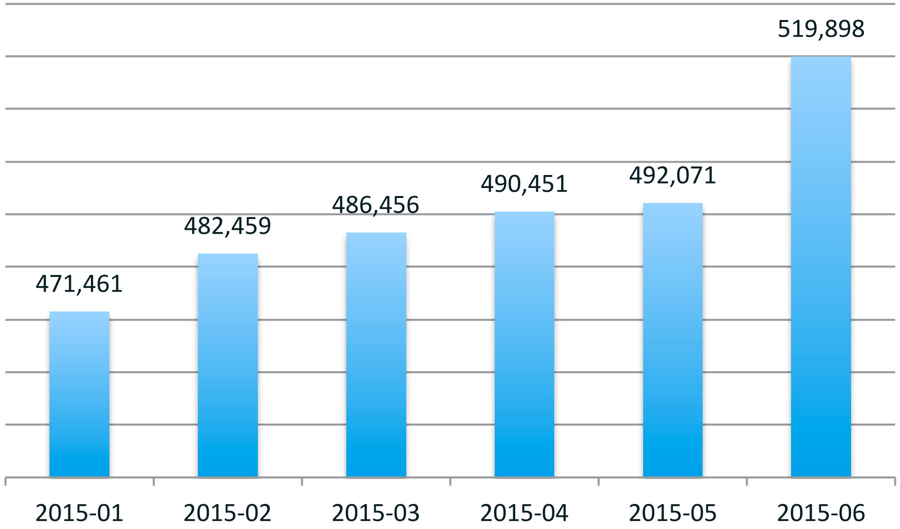
CCT Metrics: Example

2.6: Registrations in IDN TLDs as Compared to Total Number of Registrations in New gTLDs (To June 2015 only for demonstration purposes)

Total Number of New gTLD Registrations



Total Number of Registrations in IDN gTLDs



Source: Registries' latest submitted BRDA file by the end of each month, where available
CCT Review Category: Consumer Choice

Q&A on CCT Metrics

Phase 1: Assessment of the Competitive Effects Associated with the New gTLD Program

Greg Rafert, Analysis Group

ICANN

ANALYSIS GROUP
ECONOMIC, FINANCIAL and STRATEGY CONSULTANTS

Phase I Summary of Results

Assessment of the Competitive Effects Associated with ICANN's New gTLD Program

Prepared for: ICANN
October 21, 2015

Study Goals & Who We Are

- Study goals:
  - Understand competitive effects of ICANN's New gTLD Program on the marketplace for domain names.
  - Analyze competition in the past, present, and future.
  - Primary goal in Phase I is to establish baseline measurements.
- Our team includes:
  - Catherine Tucker, Mark Hyman Jr. Career Development Professor and Associate Professor of Management Science, Sloan School of Management, Massachusetts Institute of Technology.
  - Greg Rafert, Vice President, Analysis Group, a firm specialized in economics, health care analytics, and strategy consulting for Fortune 500 companies, global health care corporations, government agencies and law firms.

Our Approach

- Registrars and registries may compete on price and non-price factors. These non-price factors include strategies to differentiate themselves, e.g., changes in product quality, product offerings, and ancillary products.
- Data requests were made of registries and registrars based on a carefully constructed sample of over 100 new gTLDs and 14 legacy TLDs.
  - New gTLDs chosen based on current total and recent registrations and expected customer overlap with high registration volume gTLDs.
  - Each of ICANN's regions are represented in the set of gTLDs.
- Given the paucity of available transaction-level data, we rely on registry provided wholesale price data, publicly available registrar list prices for 1 year registrations and add-on offerings, and historical registration volume obtained from monthly transaction reports.

Study Limitations

- Fully analyzing the competitive effects of the New gTLD Program requires a rich set of data to answer many important questions.
  For example, one important question we are not able to answer is to what extent do consumers view new gTLDs as substitutes for legacy TLDs, and how willing are consumers to substitute within the set of new gTLDs?
- The ideal dataset to investigate these questions would contain individual transactions from both primary and secondary markets.
  Unfortunately, sufficient transaction-level data were not provided by registrars.
- Lastly, it is important to keep in mind the historical and current differences between legacy TLDs and new gTLDs. Specifically, many legacy TLDs had historical price caps, as well as different start-up costs compared to new gTLDs, both of which may be influencing their current prices relative to new gTLDs.

Summary of Data Collected

		Legacy TLDs	New gTLDs	All TLDs
Total in Sample		**14**	**109**	**123**
Sunrise Prices	Number of TLDs with Available Data	5	82	87
	Percent of Total Registrations	0.0%	11.6%	0.3%
April 2015 Wholesale Prices	Number of TLDs with Available Data	10	78	89
	Percent of Total Registrations	99.6%	68.7%	98.9%
April 2015 Retail Prices	Number of TLDs with Available Data	14	108	122
	Average Number of Offering Registrars Across TLDs	20	22	21
	Collected Registrars' Percent of TLD Registrations	55.7%	62.8%	55.9%
Registration Volume Data	TLDs With Historical Registration Data	14	109	123

Notes:
[1] Percent of Total Registrations for Sunrise Prices reports the sunrise volume data for TLDs with pricing information in our sample as a fraction of all April registration volume for our full sample of TLDs.
[2] Percent of Total Registrations for April 2015 Wholesale Prices reports the wholesale volume data for TLDs with pricing information in our sample as a fraction of all April registration volume for our full sample of TLDs.
[3] Average Number of Offering Registrars Across TLDs reports, on average, legacy TLDs were offered by 20 registrars.
[4] Collected Registrars' Percent of TLD Registrations reports the retail volume data for TLDs with pricing information in our sample as a fraction of all April registration volume for our full sample of TLDs.

Regional Distribution of Registries

Majority Located in the EUR, NA, and AP Regions

Region	Number of Registries
Africa (AF)	2
Asia Pacific (AP)	36
Europe (EUR)	65
Latin America (LAC)	4
North America (NA)	46

Source:

[1] ICANN list of registries available at https://www.icann.org/resources/pages/listing-2012-02-25-en

Summary of Phase I Results

- Our principal findings are as follows:
  - Registration shares across registries and registrars are more dispersed within new gTLD registrations compared to legacy TLD registrations.
  - New gTLD wholesale prices are, on average, higher than those for legacy TLDs.
  - New gTLDs have higher levels of both wholesale and retail price dispersion compared to legacy TLDs.
  - When add-on products offered by registrars are considered, such as email and web hosting, the cost of registering a domain name is a relatively small part of the total cost of creating a website.

- In comparing legacy TLDs to new gTLDs, we note that price dispersion or higher prices alone are not indicative of high or low levels of competition. These features could be present for a number of reasons, including TLD differentiation resulting from intrinsic value, service differentiation, and/or the fact that legacy TLDs are subject to wholesale price caps.

Registration Shares Across Registries
Higher Dispersion Within New gTLDs

Registry	Share of All Registrations	Share of Legacy Registrations	Share of New gTLD Registrations
VeriSign	85.0%	86.9%	0.0%
Public Interest Registry	6.6%	6.8%	0.2%
Afilias	4.0%	4.1%	1.1%
NeuStar, Inc	1.6%	1.7%	0.0%
Donuts	0.7%	0.0%	30.0%
XYZ.COM, LLC	0.5%	0.0%	21.3%
DotAsia Organisation	0.2%	0.2%	0.0%
Uniregistry, Corp.	0.1%	0.0%	4.7%
dotBERLIN GmbH & Co. KG	0.1%	0.0%	4.5%
.Club Domains	0.1%	0.0%	4.2%
Telnic	0.1%	0.1%	0.0%
Registry Services Corporation dba RegistryPro	0.1%	0.1%	0.0%
Rightside	0.1%	0.0%	3.6%
TLD Registry Limited	0.1%	0.0%	3.2%
China Internet Network Information Center	0.1%	0.0%	3.0%
All Others	0.7%	0.2%	24.1%

Notes:

[1] Registration volumes are collected from monthly transaction reports provided to ICANN by operating registries.

[2] Each TLD's registration volume was assigned to a registry operator as specified in the registry agreement with ICANN.

[3] Each TLD was then linked to a parent company registry, the total domains for each of its associated TLDs was summed, and registration shares were calculated based on these sums for all registries.

[4] Registries shown are the top 15 as ranked by share of all registrations.

Registration Shares Across Registrars Higher Dispersion Within New gTLDs

Registrar	Share of All Registrations	Share of Legacy Registrations	Share of New gTLD Registrations
Go Daddy, LLC	31.9%	32.3%	14.6%
eNom Inc	7.4%	7.5%	5.9%
Tucows	5.3%	5.4%	2.1%
Network Solutions	5.0%	4.8%	12.0%
1&1 Internet AG	3.8%	3.8%	4.3%
Public Domain Registry	3.0%	3.0%	0.9%
Wild West Domains	2.4%	2.4%	0.4%
GMO Internet, Inc.	2.4%	2.3%	5.1%
Register.com	1.8%	1.8%	0.3%
HiChina Zhicheng Technology Limited	1.6%	1.6%	0.4%
FastDomain	1.5%	1.6%	0.0%
Melbourne IT Ltd	1.5%	1.5%	0.1%
Domain.com, LLC	1.3%	1.4%	0.0%
Xin Net Technology Corporation	1.3%	1.2%	6.0%
OVH	1.2%	1.2%	1.9%
All Others	28.6%	28.2%	46.1%

Notes:

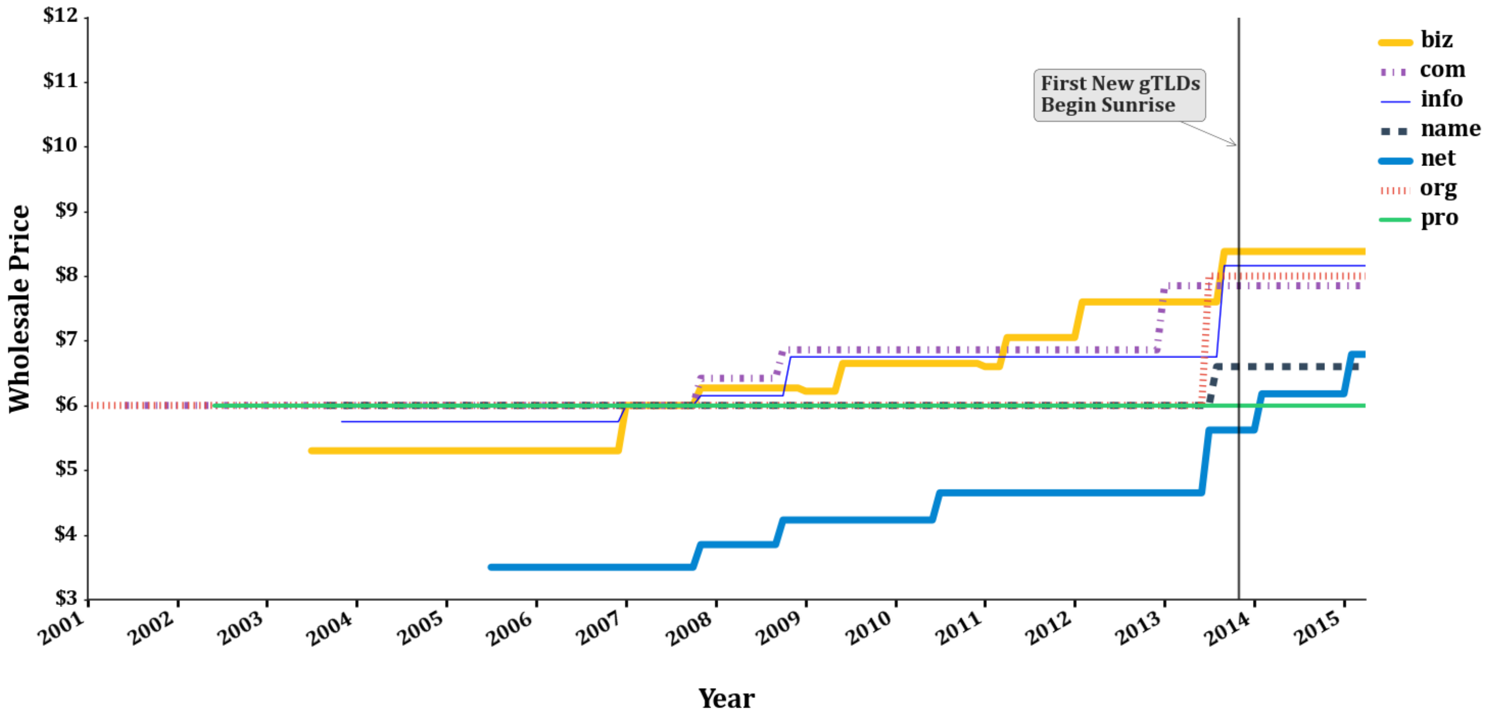
[1] Registration volumes are collected from monthly transaction reports provided to ICANN by operating registries

[2] Within a TLD, registration volumes were assigned to distinct registrars. Reported registrar names vary across TLDs in the monthly transaction reports due to differences in spelling and abbreviations and we manually linked each reported registrar to a standardized registrar name.

[3] Registration volumes within a registrar were then summed, and registration shares were calculated based on these sums for all registrars.

[4] Registrars shown are the top 15 as ranked by share of all registrations.

Minor wholesale price differentiation among most legacy TLDs over the last 15 years



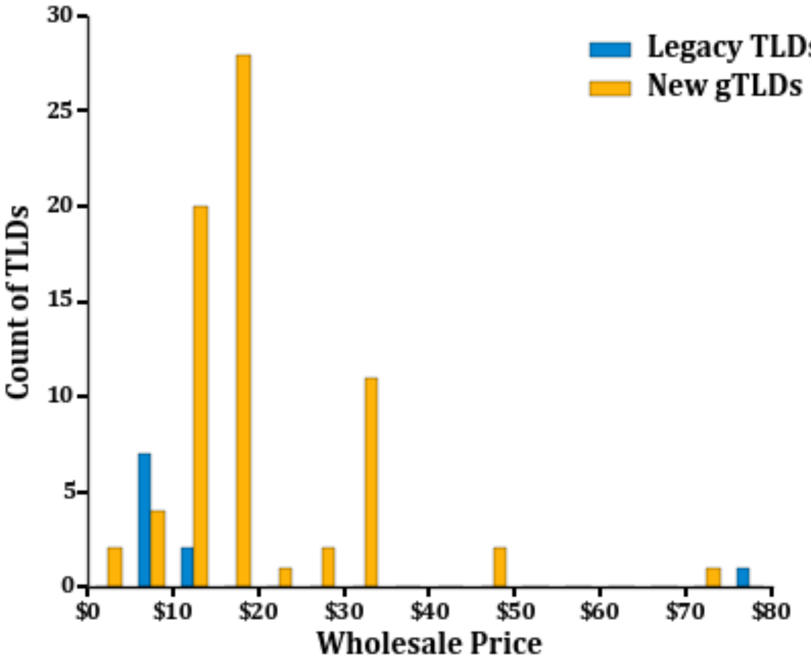
Notes:

[1] .travel is omitted as an outlier.

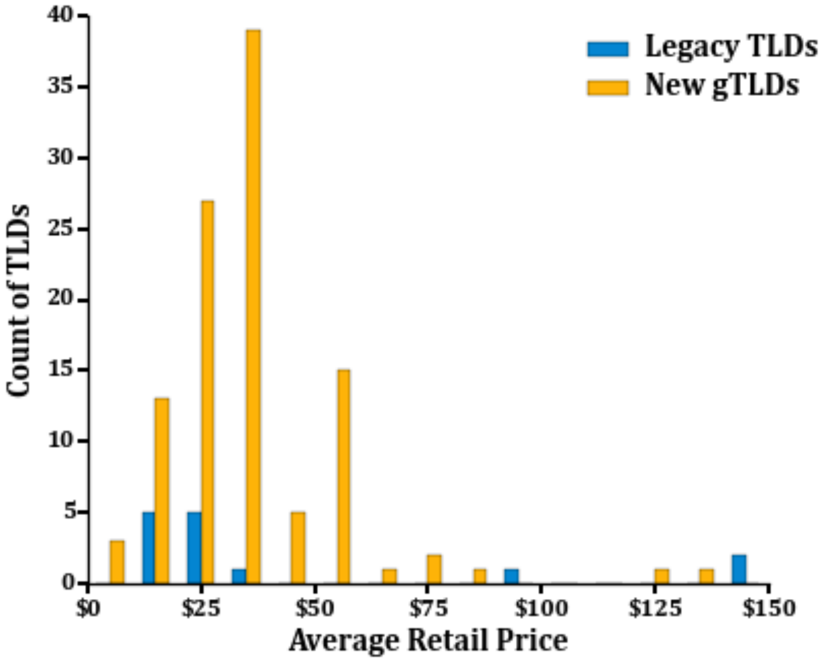
[2] Available data from price change correspondences indicates that the wholesale price for .travel is $80, and has never changed.

[3] Sufficient price information for other legacy TLDs is unavailable.

Wholesale and Retail Prices (April 2015) – More Price Dispersion Within New gTLDs



Note:
Wholesale prices are as of April 2015.



Note:
Wholesale prices are as of April 2015.

Distribution of Add-on Features

Add-On Category	Observations	Mean	Median	Minimum	Maximum
Server	18	$1,311.47	$674.11	$14.95	$8,154.60
Email	26	$264.29	$112.32	$0.00	$1,943.23
Hosting	31	$265.13	$188.04	$12.00	$1,650.94
eCommerce	6	$265.15	$194.30	$103.56	$494.88
SSL	16	$223.32	$206.21	$16.99	$553.67
Website Builder	13	$171.15	$123.88	$0.00	$637.80
DNS	7	$44.95	$5.00	$0.00	$246.76
Privacy	16	$51.81	$23.24	$0.00	$299.98
Forwarding	4	$1.63	$0.00	$0.00	$6.51

Notes:

[1] Price data are as of April 2015 and reflect the cost of one-year of service.

[2] Add-on prices were manually searched on registrar websites and grouped into categories based on frequent website headings for add-on services. For example, the category server includes services such as: Virtual Server, Server Rent, Linux Servers, and Cloud Server.

Next Steps

- Phase II
  - The Phase II Assessment will allow for a deeper analysis of the potential competitive effects associated with ICANN's New gTLD Program.
  - It will include an examination of changes in prices and registration volumes for TLDs in our existing sample, as well as additional gTLDs introduced over the next year.
  - In the coming year, we will continue to reach out to registrars and other secondary market facilitators for historical, transaction-level data. Such data would allow for more thorough examination of competition, including substitution by consumers across new gTLDs and legacy TLDs and the extent to which differentiation occurs on the part of registrars and registries.

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Q&A on Economic Study

Global Registrant Survey

David Dickinson, Nielsen

nielsen

ICANN
GLOBAL REGISTRANT SURVEY

DUBLIN PRESENTATION

ICANN

background

- ICANN's New gTLD Program was developed as part of a community-driven policy development process that spanned several years and aims to **enhance competition** and **consumer choice** for both registrants and Internet users.
- To assess the current TLD landscape, as well as measure factors such as awareness, experience, choice, and trust with new gTLDs and the domain name system in general, audience tracking research was implemented among two groups:
  - Global online **consumer end-users** (including prospective registrants)
  - Global domain name **registrants**

This report focuses on wave 1 results among the Registrant Segment. Wave 1 results among the Consumer Segment were published in May 2015. A second comparison wave will be conducted in approximately a year's time and will provide a set of comparison data.

METHODOLOGY

Qualifying criteria

- Adults 18+
- Registered a domain name
- Primary decision maker

Total of **3357 Registrants**, representing **Asia, Europe, Africa, North America, and South America**. Drawn from **24 countries**, administered in 17 languages

- Countries: United States, Canada, Mexico, Argentina, Brazil, Colombia, France, Germany, Italy, Poland, Spain, Turkey, United Kingdom, Egypt, Nigeria, South Africa, China, India, Indonesia, Japan, Philippines, Russia, South Korea, Vietnam
- Languages: English, Spanish, Portuguese (Brazil), Simplified Chinese, French, German, Italian, Japanese, Korean, Russian, Arabic, Vietnamese, Tagalog, Turkish, Polish, British English, Bahasa

Significance testing is performed at a 95% confidence level throughout this report:

- Letters denote where a region is significantly higher than the region whose column is marked with that letter
- Green and red circles denote where a region is significantly higher or lower than the Total

ONLINE SURVEY
February 19-May 15, 2015 (ICANN Sample)
August 5-13, 2015 (Nielsen Sample)

SURVEY COMMISSIONED BY ICANN AND CONDUCTED BY NIELSEN

SUMMARY OF HIGH LEVEL FINDINGS

Awareness of new gTLDs

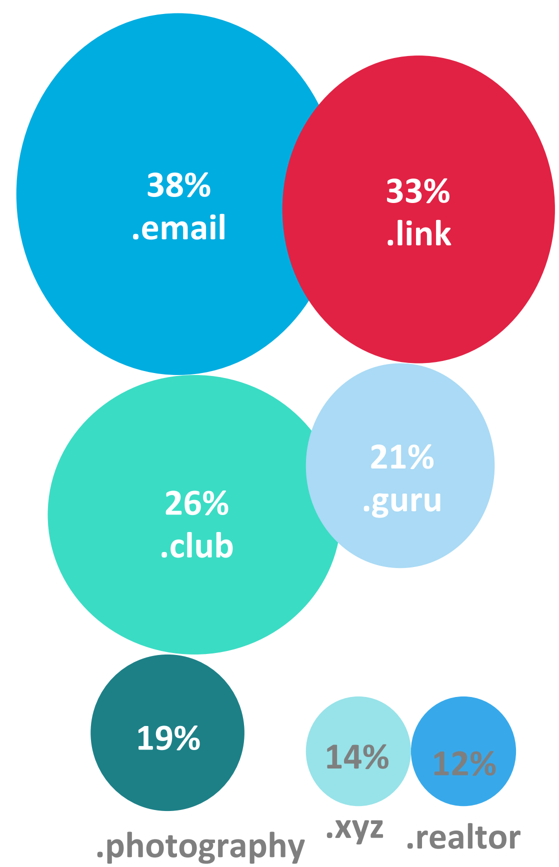
Two-thirds of registrants are aware of at least one new gTLD.
Asia and South America report heightened awareness relative to registrants in North America, Europe, and Africa.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Aware of any below	**59%**	**66% ACD**	**58%**	**58%**	**70% ACD**
.email	33%	42% AD	35%	33%	41% ACD
.link	22%	43% ACDE	24%	35% AC	37% AC
.club	24% D	25% D	22%	17%	30% ACD
.guru	29% BCE	22% C	15%	24% C	20% C
.photography	23% CD	19%	17%	14%	20% D
.xyz	12%	10%	13%	9%	17% ABCD
.realtor	28% BCDE	5%	7%	6%	12% BCD

Letters indicate significantly higher than region. Region vs. Total Higher Lower

TOTAL AWARENESS BY NEW DOMAIN EXTENSION – TOTAL

65% Aware of Any



Respondents were shown a list including a fixed set of gTLDs and some targeted to the individual region.

AVERAGE AWARENESS AND VISITATION

The new gTLDs have room to grow with registrants

In general, registrants appear to be more engaged and have higher levels of awareness for the less common gTLDs, as compared with consumers in general, but visitation is still relatively low.

LEGACY gTLDs

	TOTAL	
AVERAGE AWARENESS (%)		
High	81%	(75%-92% across regions)
Moderate	52%	(45%-69% across regions)
Low	19%	(14%-22% across regions)
Geographically Targeted TLDs	85%	(74%-98% across country)
AVERAGE VISITATION (%)		
High	75%	(68%-88% across regions)
Moderate	35%	(29%-42% across regions)
Low	8%	(6%-10% across regions)
Geographically Targeted TLDs	80%	(59%-98% across country)

High .com, .net, .org
Moderate: .info, .biz
Low: .mobi, .pro, .tel, .asia, .coop
Geographically Targeted: based on only those shown in that region

NEW gTLDs

	TOTAL	
AVERAGE AWARENESS (%)		
Generic Extensions	23%	(12%-33% across regions)
Geographically Targeted TLDs	22%	(7%-33% across country)
AVERAGE VISITATION (%)		
Generic Extensions	16%	(7%-25% across regions)
Geographically Targeted TLDs	14%	(8%-19% across country)

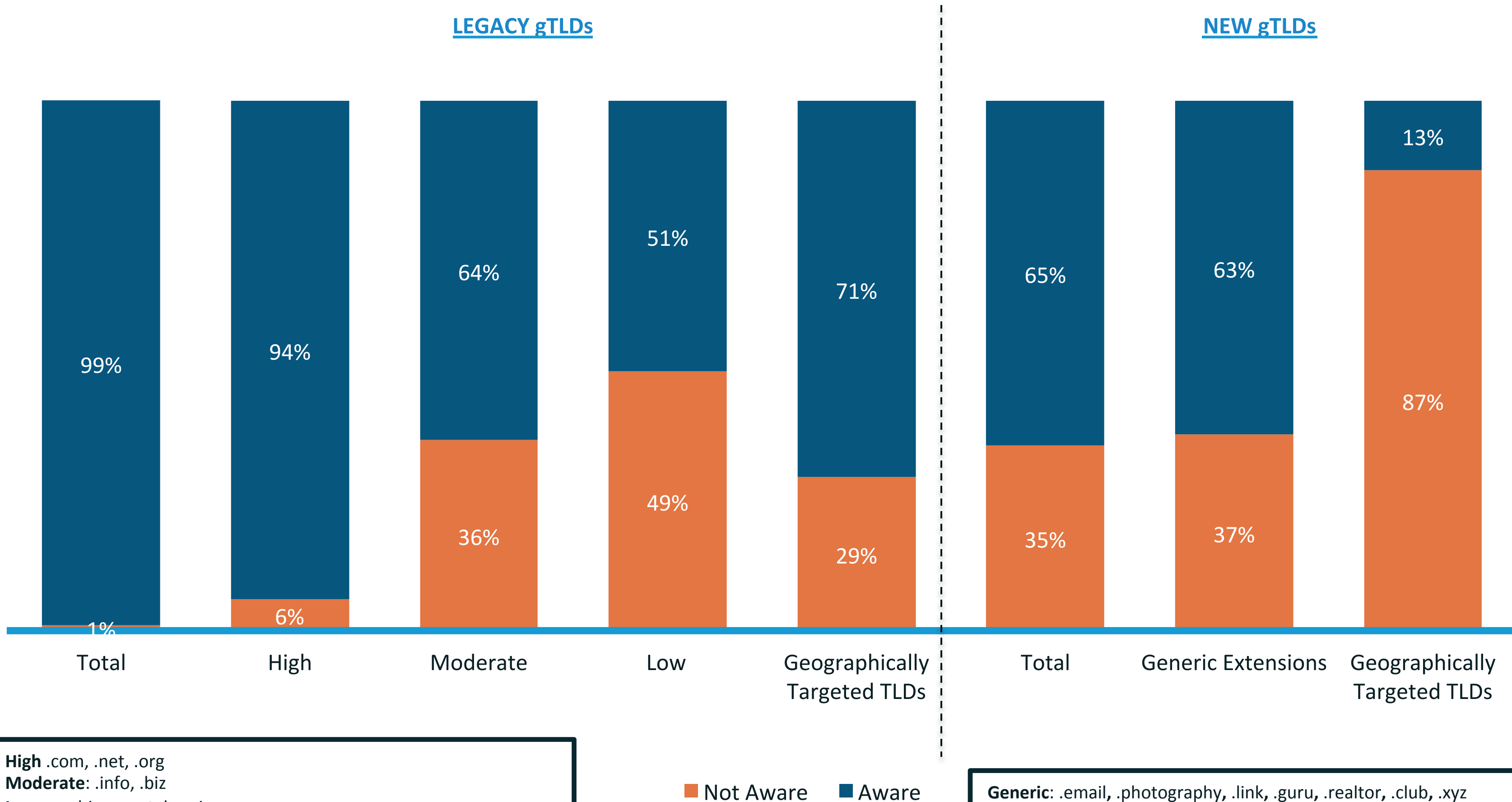
Generic: .email, .photography, .link, .guru, .realtor, .club, .xyz

Geographically Targeted: based on only those shown in that region

Awareness of gTLDs

Traditional extensions clearly lead awareness

Registrant awareness levels of these top gTLDs is very close to the consumer levels.



High .com, .net, .org
Moderate: .info, .biz
Low: .mobi, .pro, .tel, .asia, .coop
Geographically Targeted: based on only those shown in that region

Generic: .email, .photography, .link, .guru, .realtor, .club, .xyz

Geographically Targeted: based on only those shown in that region

Awareness of new gTLDs – Consumers vs. registrants

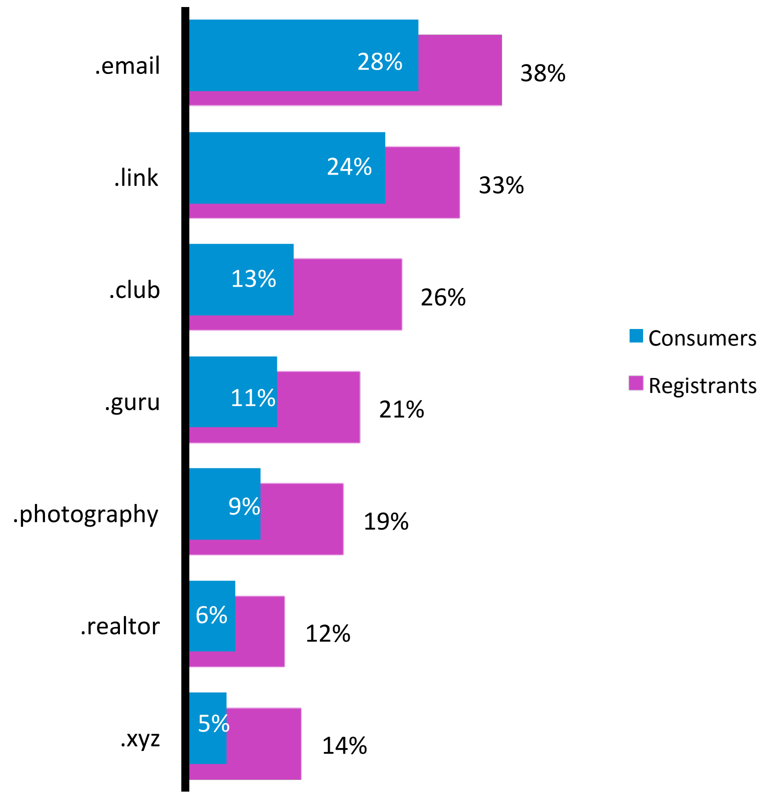
Registrants are significantly more attuned to new gTLDs overall than consumers.

TOTAL AWARENESS BY NEW DOMAIN EXTENSION

Consumers - 46% Aware of Any
Registrants - 65% Aware of Any

Registrant familiarity with newer gTLDs is substantially higher than among consumers

Awareness is a **full 20 points above consumer levels**, indicating the news has spread more quickly to the registrant base – possibly due to the marketing efforts targeting registrants.

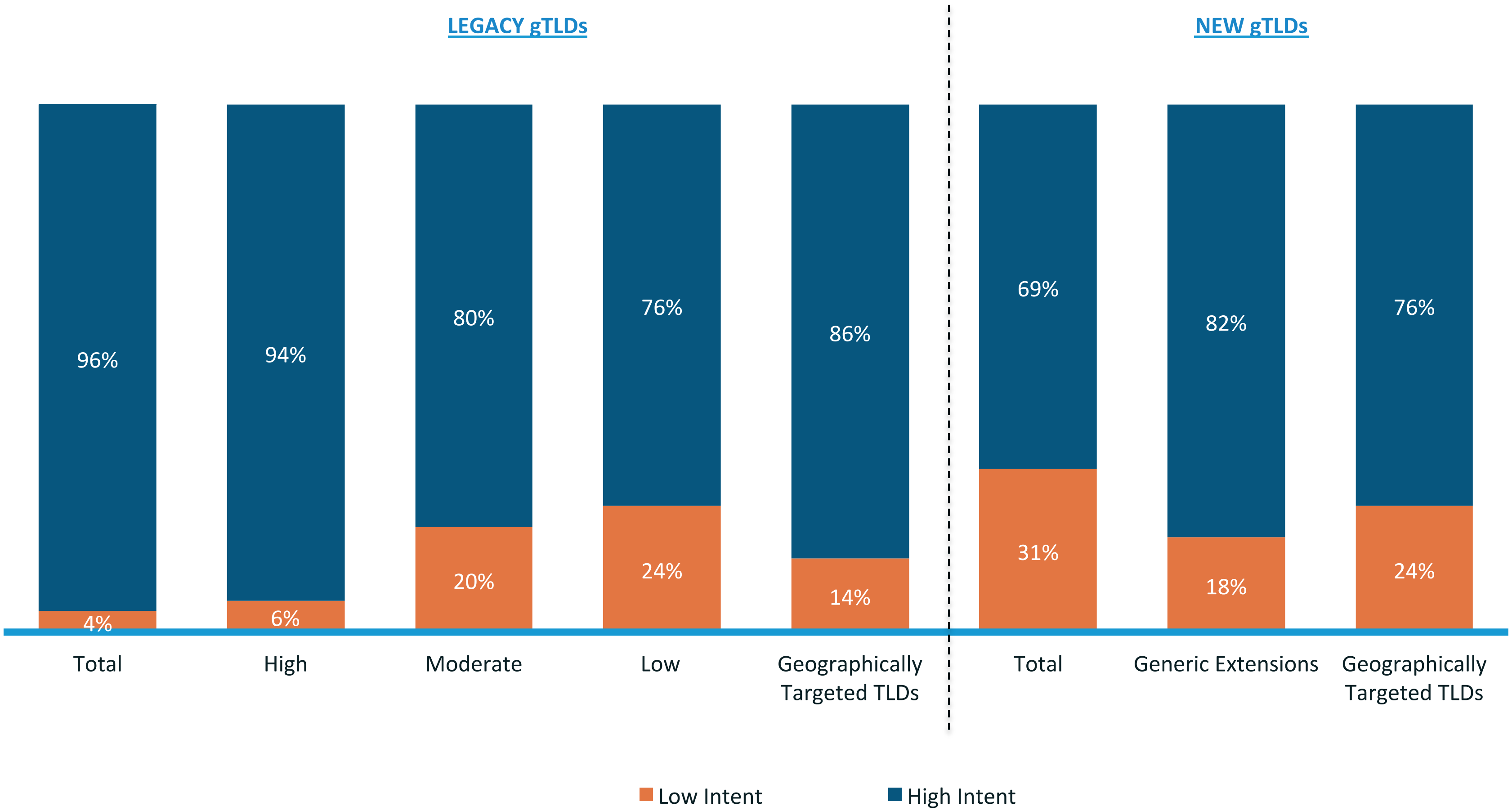


Respondents were shown a list including a fixed set of gTLDs and some targeted to the individual region.

Intent to visit among those aware

Awareness generally translates to visitation

When we look at the relationship between awareness and visitation, we see relatively few registrants who are aware of a gTLD but who have low intent to visit it—very similar to consumers—the difference between the two groups appears to be more in awareness—once aware, visitation levels are similar.



Trust in gTLDs

Lack of familiarity appears to limit trust in both audiences

Relative to the top-tier legacy gTLDs, or to the industry in general, the reference set of new gTLDs has relatively lower trust levels and this is consistent between consumers and registrants--the unfamiliar is perceived at least as unproven, translating to less trustworthy.

Trust can be improved by having some level of purchase restrictions

Just as we saw with consumers, despite registrants being slightly less likely to favor purchase restrictions, they acknowledge that those restrictions do improve the level of trustworthiness.

But registrants are even more likely than consumers to modify their online behavior

Greater familiarity and awareness not withstanding, more registrants say they alter their online behavior than general online consumers—being more savvy goes hand in hand with a level of caution.

LEGACY gTLDs

AVERAGE TRUST (T2B %)*	TOTAL	
Legacy Extensions	91%	(87%-96% across regions)
Geographically Targeted TLDs	93%	(84%-100% across country)

NEW gTLDs

AVERAGE TRUST (T2B %)*	TOTAL	
New Extensions	52%	(42%-57% across regions)
Geographically Targeted TLDs	58%	(26%-69% across country)

Legacy: .com, .net, .org

New: .email, .photography, .link, .guru, .realtor, .club, .xyz

Geographically Targeted: based on only those shown in that region

*T2B% = % who say very/somewhat trustworthy

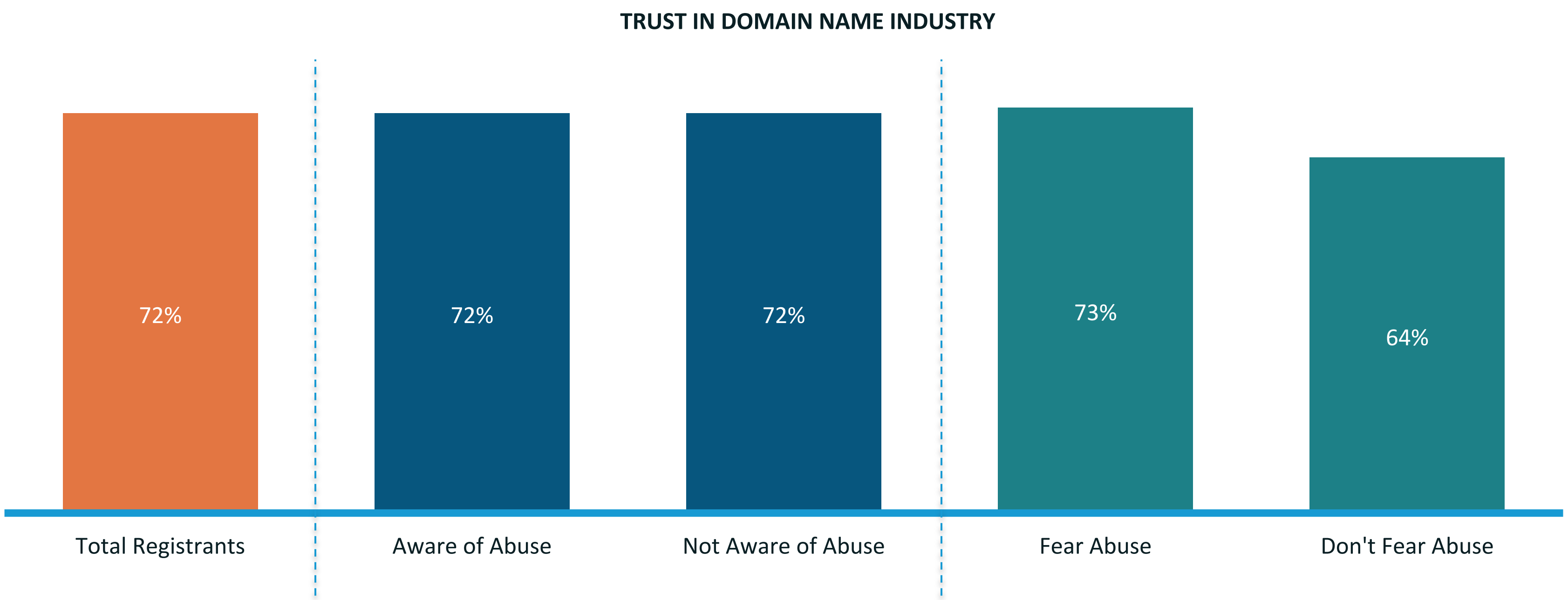
Trust in the domain name industry

Despite having experienced more bad behavior, registrant perspectives mirror consumers

Registrants report more personal experience with online bad-behaviors like phishing, spamming and cybersquatting, however they have less fear about these effects. This is coupled with the acknowledgement that they have altered their online behavior in response to these bad actions.

Nonetheless, fear is still strong

While they have less fear than the general population, the level of fear is still strong, and the best approach to take to avoid problems is not always apparent even to the more savvy registrant group. However, trust in the domain industry remains as high or higher relative to consumers. The responsibility for resolving bad behaviors is generally seen to lie with various types of law enforcement or consumer protection groups.



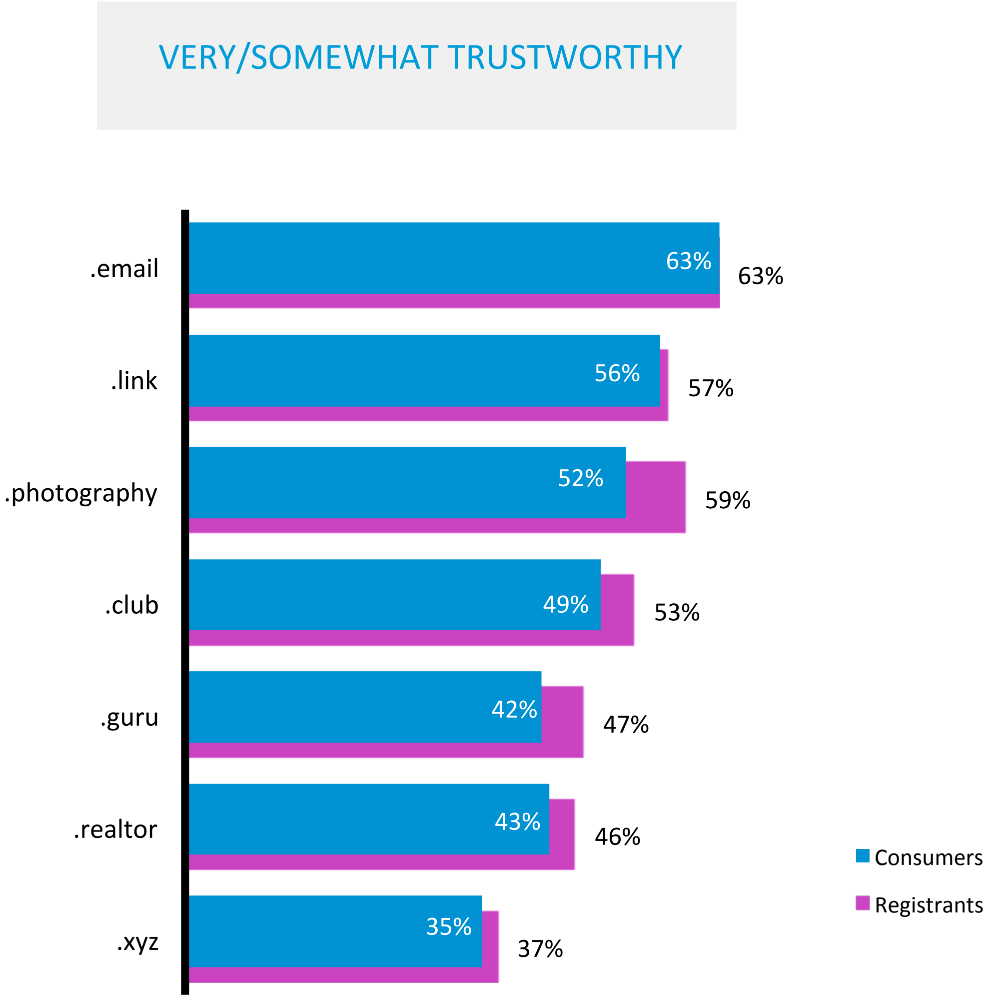
Total: Scores are an average of the % who said they trust entities (very/ somewhat trustworthy) that offer domain names to:
Take precautions regarding who gets a domain name
Give consumers what they think they're getting
Screen individuals/companies who register for certain special domain names

Aware/Not Aware: Trust among those Aware or Not Aware of any internet abuse

Fear Abuse/Don't Fear Abuse: Trust among those are Very/ Somewhat scared vs Not of any internet abuse

New gtld TRUSTWORTHINESS – Consumers vs. registrants

Registrants express slightly higher trust levels with some new gTLDs than consumers.



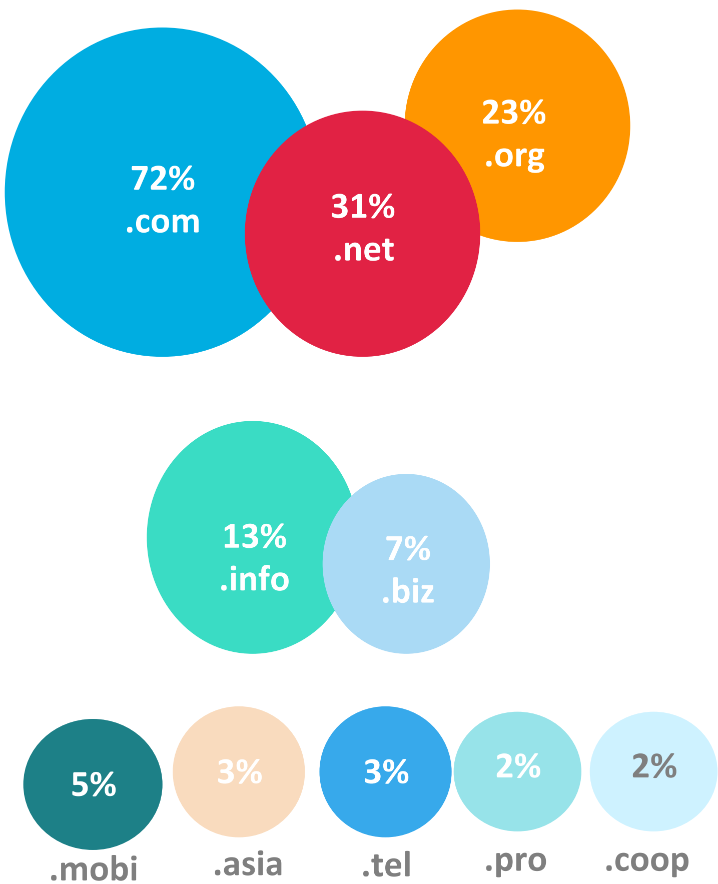
Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

In which gTLDs are domain names currently registered

.com is favored by three quarters of registrants; followed by .net and .org.
.info and .biz are used more prevalently in North America than seen elsewhere.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
.com	84% BCDE	75% C	53%	79% CE	72% C
.net	42% BCDE	32% D	27%	25%	32% CD
.org	40% BCDE	23% E	24% E	24% E	18%
.info	19% BCDE	9%	14% BD	9%	13% B
.biz	14% BCDE	3%	9% BDE	5%	6% B
.mobi	6% B	3%	5%	6%	5%
.asia	3% D	1%	3% D	<1%	4% BD
.tel	1%	3%	2%	1%	4% AD
.pro	2% D	1% D	3% D	0%	3% BD
.coop	1%	2%	2% D	<1%	3% D

TLDS USED – TOTAL

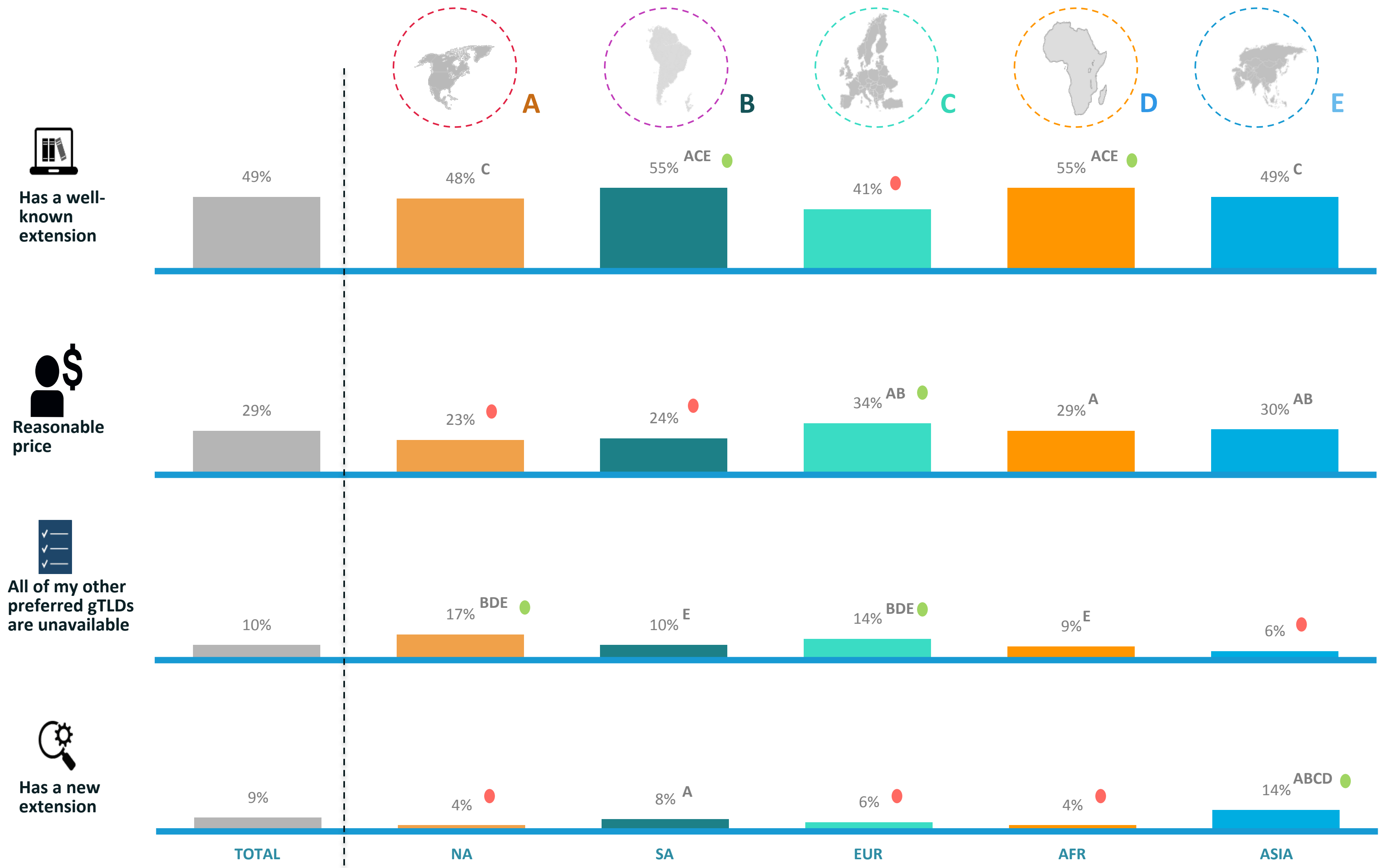


Letters indicate significantly higher than region. Region vs. Total Higher ● Lower ●

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region. They could select multiple choices from the list.

Factors in gTLD purchase

Having a well-known extension is the main factor across the board in determining which gTLD to purchase.



Letters indicate significantly higher than region. Region vs. Total Higher Lower

Measures taken to avoid abusive internet behavior – consumers vs. registrants

While consumers are generally reliant on antivirus software for protection, registrants are more likely to change their Internet habits and purchase an identity protection plan to avoid abusive Internet behaviors.

	Phishing		Spamming		Cyber Squatting		Stolen Credentials		Malware	
	Consumers	Registrants	Consumers	Registrants	Consumers	Registrants	Consumers	Registrants	Consumers	Registrants
Purchased antivirus software for my computer	50%	47%	46%	45%	41%	38%	46%	47%	61%	63%
Changed my Internet habits	29%	36%	25%	34%	18%	26%	24%	34%	23%	31%
Purchased an identity protection plan	11%	16%	9%	13%	10%	15%	15%	18%	10%	15%
Stopped making purchases online	9%	10%	10%	9%	7%	9%	10%	12%	7%	9%

Registrants significantly Higher Lower than Consumers nielsen

AN UNCOMMON SENSE
OF THE CONSUMER™

Q&A on Registrant Survey

Engage with ICANN

Thank You and Questions

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