



ICANN | 54

Dublin 

18-22 OCTOBER 2015





New gTLD Program: Reviews and Related Activities

19 October 2015

New gTLD Program: Reviews & Related Activities

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GNSO Policy
Development

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AC/SO Reviews
and Input

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CCT Review and
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Program
Implementation
Reviews Report

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RPM and
Trademark
Clearinghouse
Review

6

Root Stability
Study

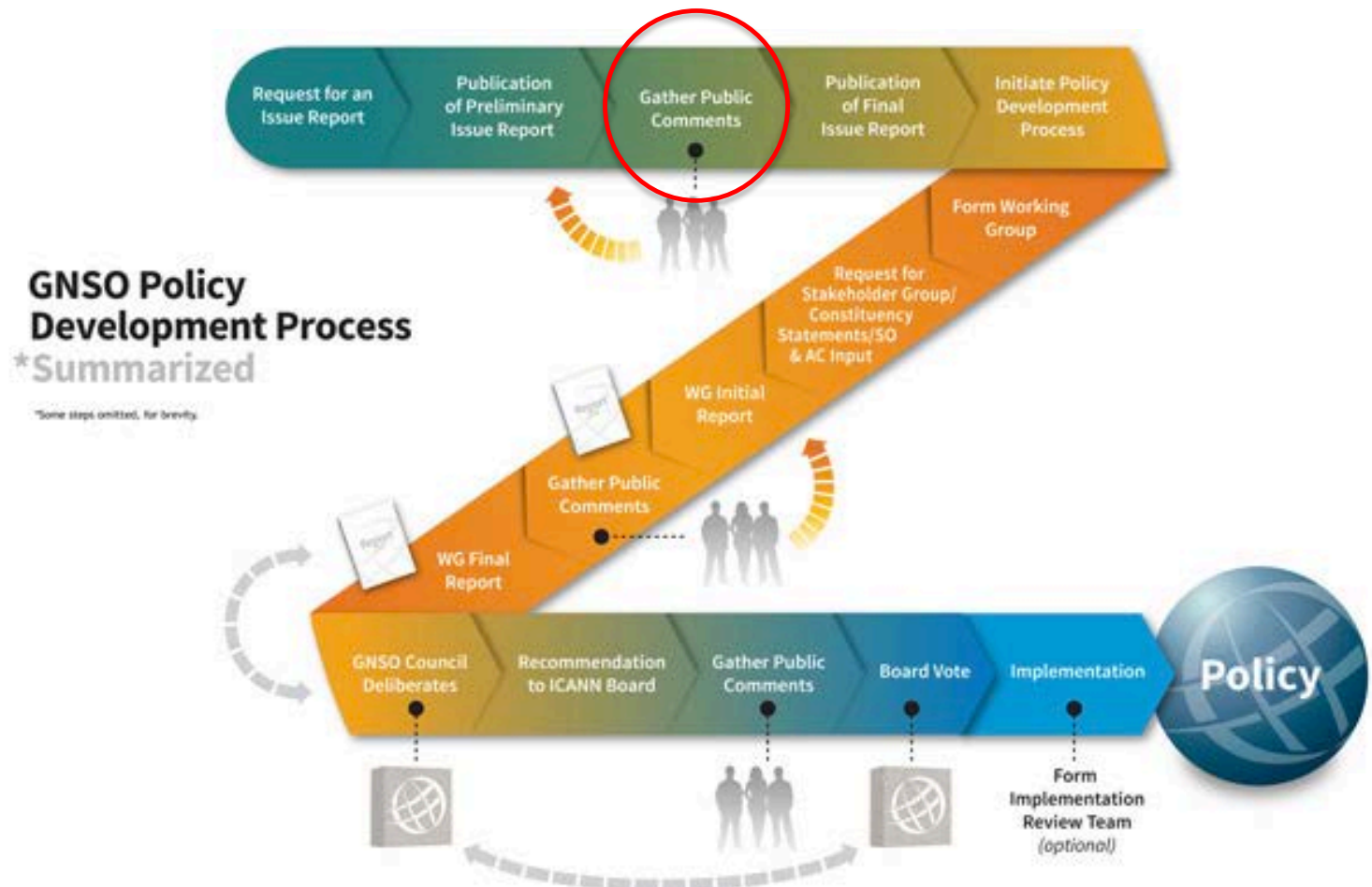


GNSO Policy Development Related to New gTLDs

Mary Wong, ICANN

Preliminary Issue Reports

- ⦿ New gTLD Subsequent Rounds – open for PC until 30 Oct.
- ⦿ Rights Protection Mechanisms (RPMs) for all gTLDs – open for PC until 30 Nov



RPMs

Preliminary Issue Report on Reviewing RPMs in All gTLDs

Face-to-face session on Wednesday from 10:45-11:45 local time in Liffey MR2

Next Round

Preliminary Issue Report on New gTLD Subsequent Procedures

Face-to-face session on Wednesday from 11:45-12:15 local time in Liffey MR2

SO/AC Reviews and Input

- GAC WG on Geographic Names
- GAC WG on Underserved Regions
- CWG on Use of Country & Territory Names
- SSAC New gTLDs Working Party

GAC WG Protection of Geographic Names in new gTLDs

Olga Cavalli – GAC Vice Chair
Argentina Representative

Background

- GAC Durban Communique - July 2013: work with ICANN to refine the rules for next gTLD round.
- WG started in Oct 2013 during the Buenos Aires meeting.
- Document produced by WG, open for public comments from community during 2014, presented in Singapore meeting.

Objectives of the WG

- Lower uncertainty for the applicant, for countries, regions and communities.
- Prevent / avoid misuse of names which are relevant for communities, regions, countries, etc. (These names are NOT included in ISO, UN or other official lists of names or indicators).
- Lower the conflicts once the results of new round of new gTLDs will be announced.
- Give background information which can be useful to ICANN in the definition of the next round of new gTLDs rules.

Next Steps

- Inject information gathered from WG into the new gTLDs first round revision process and the definition of the new round of gTLDs.
- Find ways of enforcing the existing GAC principles for new gTLDs and the best practices developed by WG.
- Prepare a compilation of experiences from the first round.
- Balance the legal concerns expressed by members of the community and the national concerns.
- Define “Public Interest” in the scope of the use of geographic names in new gTLDs.

Best Practices and Enforceability

Applicant:

- ✓ If the selected string is directly related with a country, city, region, subregion or other geographic related spaces, the relevant authorities related with these denominations should be contacted.
- ✓ Previous research and investigation about different meanings of the applied for string, considering also the notion of protection of a name even if it is being translated to another language.
- ✓ In the case of doubts, encourage the applicant to establish contact previous to the application with the relevant authorities of the country – city – region – subregion.

ICANN:

- ✓ Enhance outreach efforts to all countries and regions of the world before the next new gTLD round.
- ✓ Governments should have an appropriate way to raise concerns about the use of geographic names associated with their territories.
- ✓ Establish a clear process for governments to raise their concerns when their territory names used in the next new gTLD round.
- ✓ Establish clear steps / way forward for both the applicants and government in reaching consensus with the applied gTLD.

Legal Concerns Should Be Balanced with National Interests

Legal concerns expressed in public comments:

- Governments can have no exclusive or priority rights over country or geo names. To have such rights would require the creation of a new international law.
- Trademark rights are legal property rights and existing international forums exist for resolving conflicts related to trademarked terms.
- Geographic names may be used as trademarks. Where this occurs, within national borders, states may claim a national interest, but not to the detriment of the trademark owners' rights.
- Sovereign states have no rights over the use of geographic names outside their own borders.

About “Public Interest”

- There is no single definition for “public interest.”
- In the ICANN environment, all references to public interest refer to maintaining a stable, secure and resilient Internet.
- Use of geographic names: scope of the “public interest” concept should consider the concerns of all the stakeholders in a balanced way?

Many thanks!
Muchas gracias!

Questions?
Preguntas?

Olga Cavalli – GAC Vice Chair
Argentina Representative

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GAC Underserved Regions Working Group

CWG on Use of Country and Territory Names

T&T PDP

CWG: Use of Country and Territory Names in Top-Level Domains

What it's about Provide policy frameworks on 2-character codes, 3-character codes, and full names of countries and territories in all top-level domains.


Status: Debate on 2-character codes provisionally completed; community request for feedback on 3-character codes sent out; full names not yet discussed.

Dublin Activity: Discussing community responses on 3-character codes representing country and territory names.

Milestones/Target Date: Initial Report planned for ICANN55.

SSAC New gTLDs Working Party

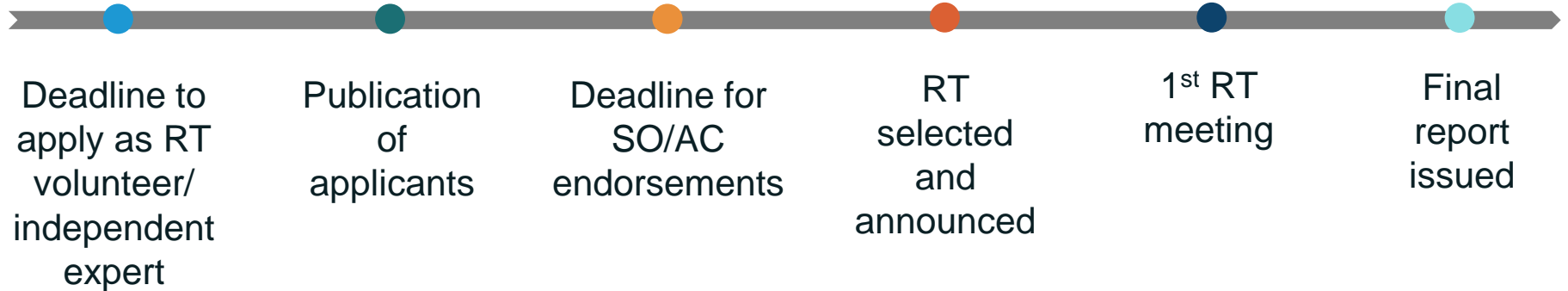
Program Reviews



Competition, Consumer Trust and Consumer Choice Review

Margie Milam, ICANN

Timeline



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

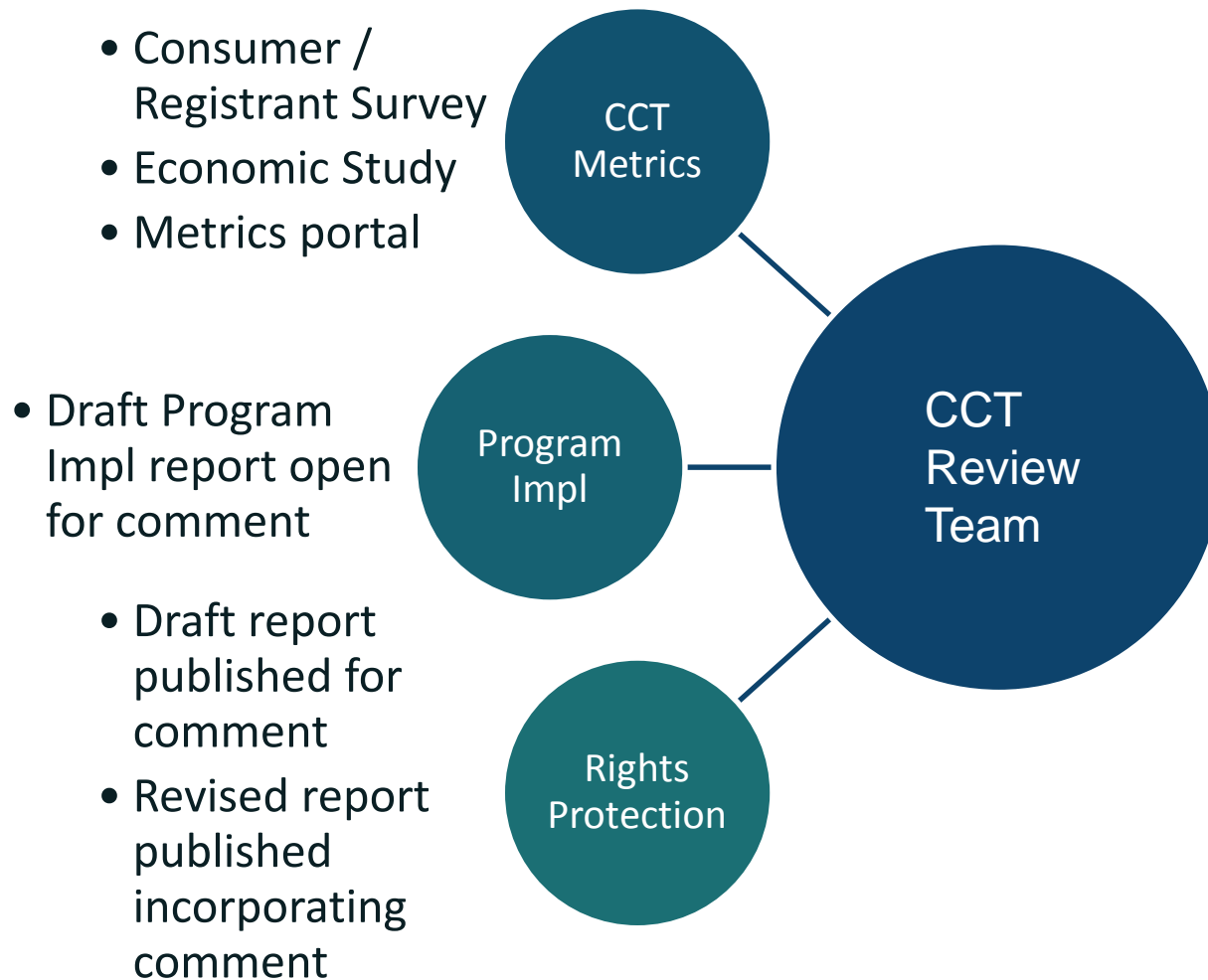
CCT Preparations

Affirmation of Commitments 9.3

Scope: Review examines the extent to which new gTLDs have 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

Preparation Work for CCT Review





CCT Review Data


Brian Aitchison, ICANN

Competition, Consumer Trust, and Consumer Choice (CCT) Metrics

- ⦿ Affirmation of Commitments mandates that ICANN review New gTLD Program in terms of CCT
- ⦿ ICANN community recommended, Board approved list of metrics
- ⦿ Metrics largely gathered from various publicly available sources, e.g., IANA and ICANN databases
- ⦿ 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)

CCT Metrics Published

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



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

Greg Rafert, Analysis Group

Phase I Summary of Results

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

Prepared for: ICANN

October 19, 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.

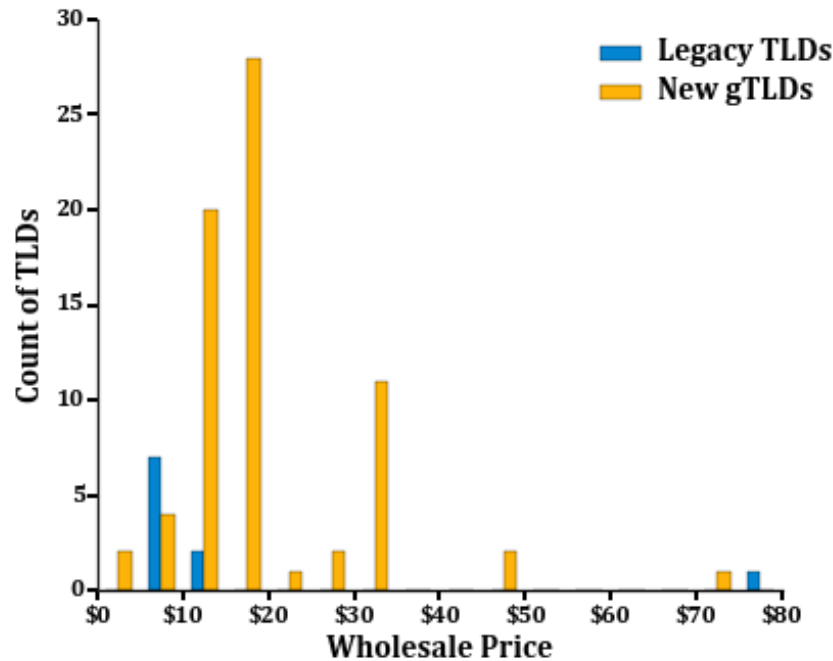
Our Approach

- 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 one year registrations and add-on offerings, and historical registration volume obtained from monthly transaction reports.

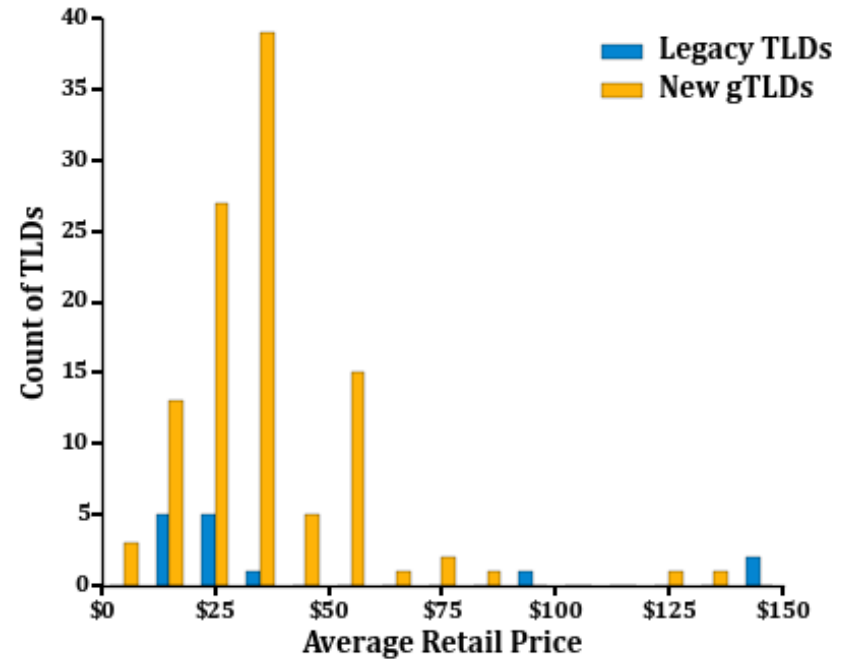
Summary of Phase I Results

- 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.

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.

Next Steps

- Phase II
 - The Phase II Assessment will allow for an 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.

Contacts

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Greg Rafert, Vice President
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greg.rafert@analyisgroup.com



Global Registrant Survey

David Dickinson, Nielsen



nielsen
.....

ICANN GLOBAL REGISTRANT SURVEY

DUBLIN 2015



ABOUT THE REGISTRANT STUDY

Companion project to previously released Consumer survey.

Goal—examine attitudes and perceptions around existing and new gTLDs as well as registration processes.

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



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

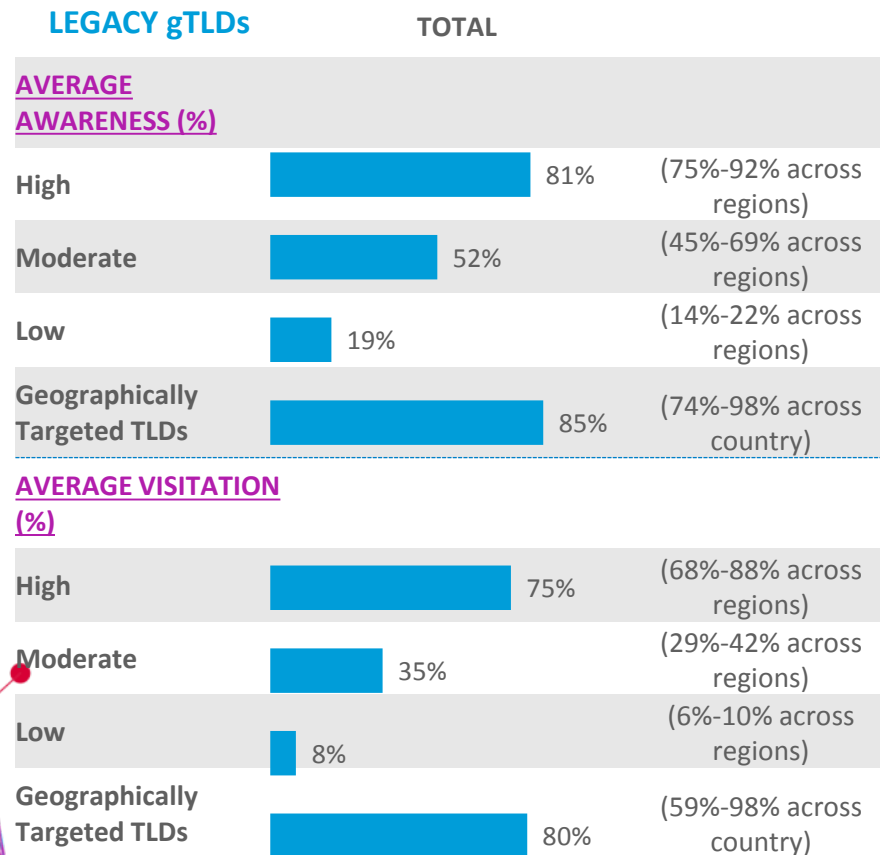


SURVEY COMMISSIONED BY ICANN AND CONDUCTED BY NIELSEN

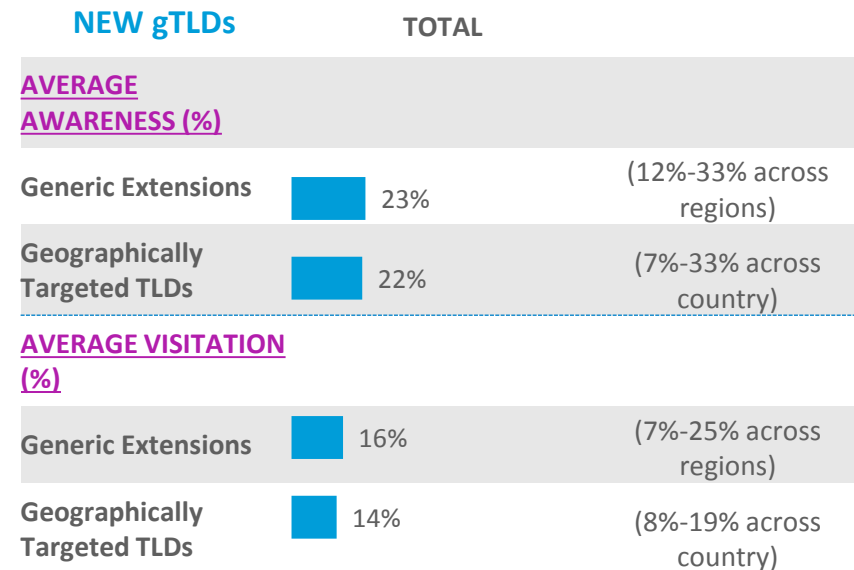
An abstract graphic on the left side of the page. It features a vertical black bar on the far left. From this bar, a series of thin, curved lines in various colors (blue, green, yellow, orange, red, purple) fan out towards the right. Some of these lines terminate in small colored dots. Additionally, several straight lines of different colors extend from the dots back towards the left, some ending in dots and others ending in thin lines that disappear into the background.

AVERAGE AWARENESS AND VISITATION

The new gTLDs have room to grow with registrants



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

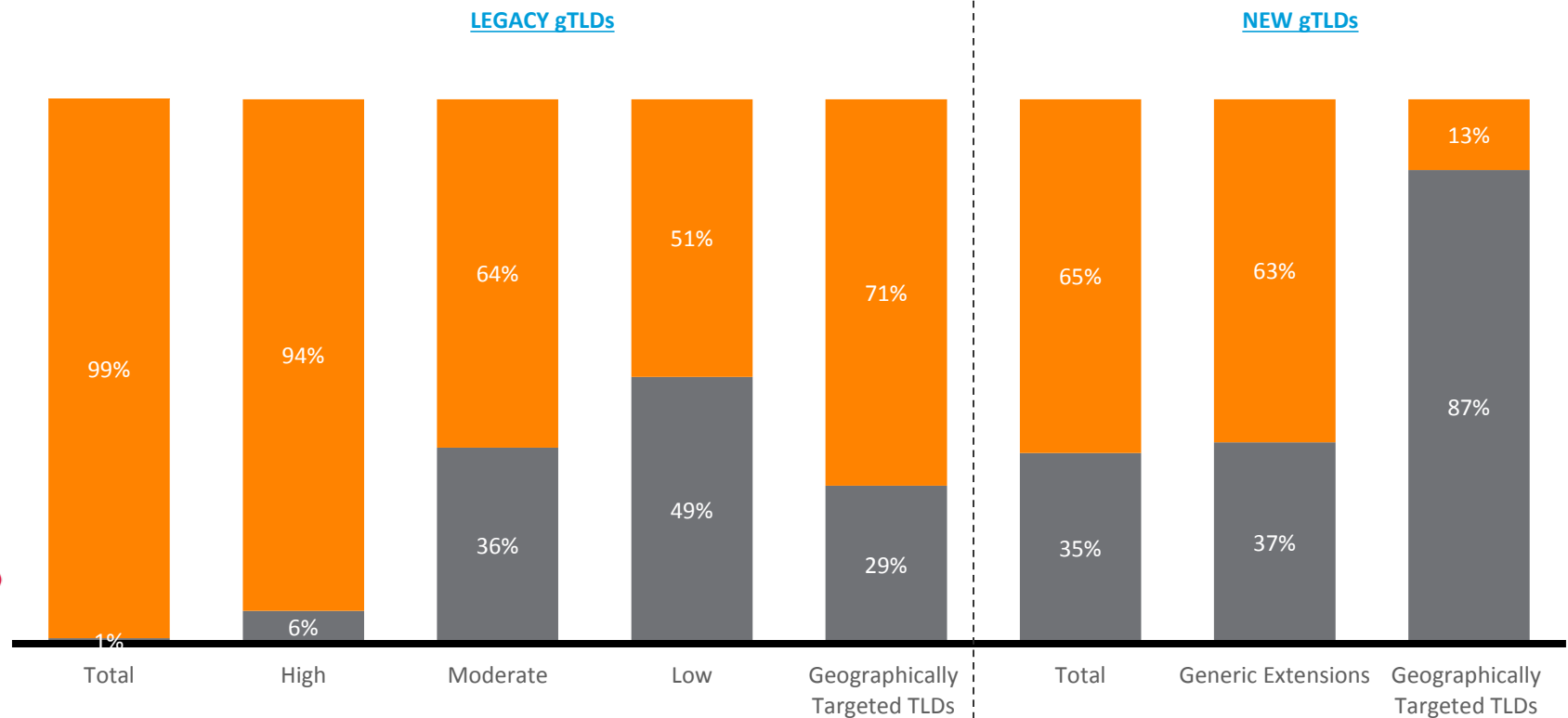
AWARENESS OF gTLDs

Traditional extensions clearly lead awareness

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

Registrant familiarity with newer gTLDs however 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.



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

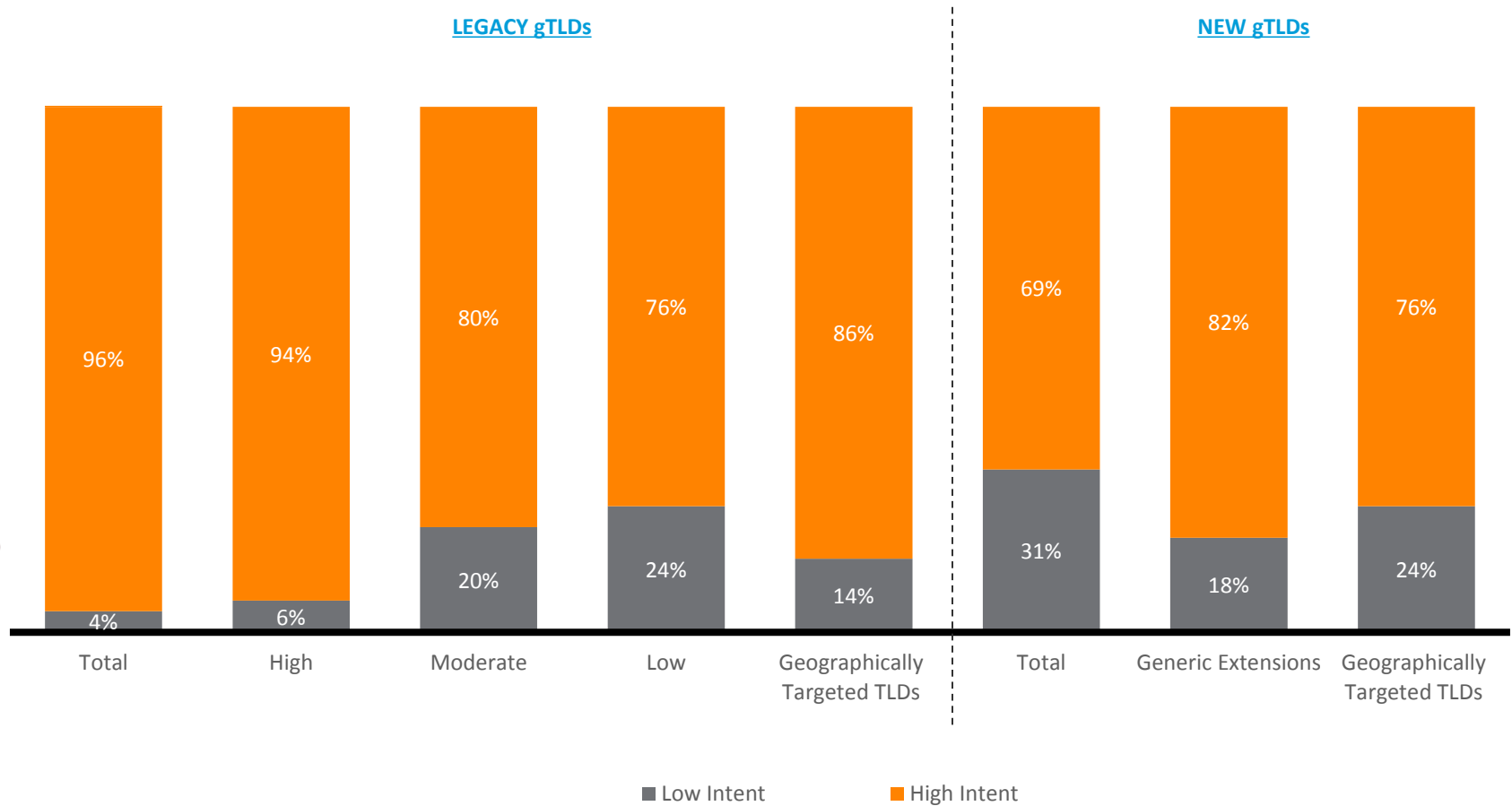
■ Not Aware ■ Aware

Generic: .email, .photography, .link, .guru, .realtor, .club, .xyz
Geographically Targeted: based on only those shown in that region

INTENT TO VISIT AMONG THOSE AWARE

Awareness generally translates to visitation

Relatively few registrants are aware of a gTLD but have low intent to visit
Very similar intent to visit as consumers



TRUST IN gTLDs

Lack of familiarity appears to limit trust in new gTLDs with both audiences—consumers and registrants

In general, trust levels can be improved by having some level of purchase restrictions

Registrants are even more likely to modify their online behavior to protect themselves

LEGACY gTLDs

TOTAL



AVERAGE TRUST (T2B%)*

| | | | |
|------------------------------|---|-----|---------------------------|
| Legacy Extensions |  | 91% | (87%-96% across regions) |
| Geographically Targeted TLDs |  | 93% | (84%-100% across country) |

NEW gTLDs

TOTAL

AVERAGE TRUST (T2B%)*

| | | | |
|------------------------------|---|-----|--------------------------|
| 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

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
However, they have less fear

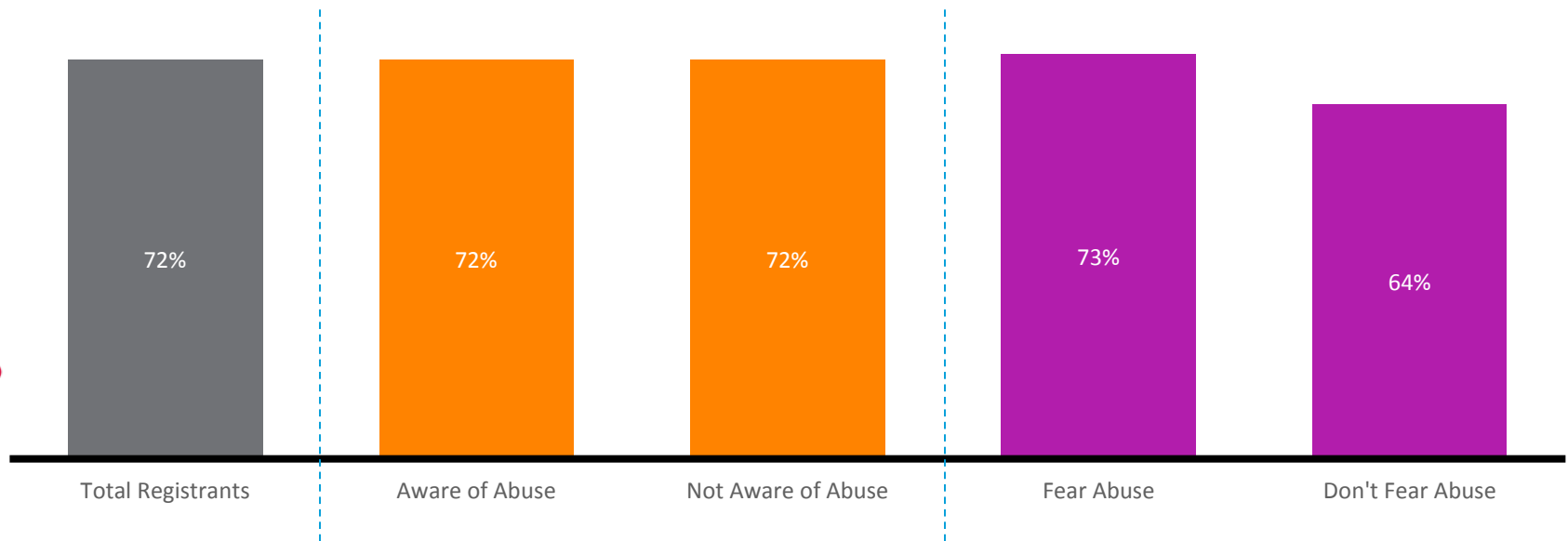
Nonetheless, fear is still strong

The best approach to take to avoid problems is not always apparent even to the more savvy registrant group.

The good news is trust in the domain industry remains as high or higher relative to consumers.

Responsibility lies with various types of law enforcement or consumer protection groups.

TRUST IN DOMAIN NAME INDUSTRY



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

SUMMARY AND NEXT STEPS

Phase 2 to begin one year after interviewing was completed for each study:

- **Consumer:** February 2016
- **Registrants:** August 2016

The findings will be shared with ICANN's Competition, Consumer Trust and Consumer Choice Review Team for consideration as part of their review of the new gTLD Program.



**Program Implementation
Review Report**
Cristina Flores, ICANN

Section 9.3 of the Affirmation of Commitments states:

“If and when new gTLDs...have been in operation for one year, ICANN will organize a review that will 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.”

Review Approach

- ⊙ **Who performed the review?**
 - An ICANN staff review team involved with executing the New gTLD Program
- ⊙ **Why self-assessment?**
 - Review focuses on the implementation of the AGB, which was executed by ICANN
 - To capture lessons learned from implementation as a potential input to the design of future rounds
- ⊙ **What main aspects were considered?**
 - Metrics and statistics (*of 31 July 2015*)
 - Feedback from participants
 - Staff and service provider observations

Review Areas

**Application
Processing**

**Application
Evaluation**

**Objection
Procedures**

**Contention
Resolution**

**Contracting
&
Transition
to
Delegation**

**Applicant
Support
Program**

**Continued
Operations
Instrument**

**Program
Management**

Approach to Lessons Learned

- ⦿ Considerations for future rounds of the New gTLD Program (many of which we recognize may be subject to policy development)
- ⦿ 48 lessons learned identified in the report
- ⦿ May require varying levels of enhancement or redesign:
 - Existing framework could be operationally adjusted for future rounds
 - Improvements could be made, but further exploration is required
 - Direction from the community suggested concerning implementation in future rounds

For More Information

Please attend the session on this topic this afternoon:
New gTLD Program Implementation Review: Report Discussion
Monday, 19 October at 17:00
Liffey A

Public comment forum open from 23 September 2015 – 7 December 2015:

<https://www.icann.org/public-comments/new-gtld-draft-review-2015-09-23-en>

Rights Protection Mechanisms (RPMs) Review

Antonietta Mangiacotti, ICANN

RPM Review Report

- ◉ Areas of review:

Trademark
Clearinghouse

Uniform Rapid
Suspension

Post-Delegation
Dispute Resolution
Procedure

- ◉ 11 September 2015 *Revised RPM Report* published:

<https://www.icann.org/news/announcement-2015-09-11-en>

- ◉ Report updated based on:

- Community feedback
- Most recent data

- ◉ Revised report to support:

- CCT Review
- Trademark Clearinghouse Independent Review
- GNSO Issue Report (all RPMs)

- ⦿ Please join us for the:

GNSO Preliminary Issue Report on Reviewing RPMs in All gTLDs Session

- ⦿ When: *Wednesday, 21 October 2015 from 16:15 to 17:45 (UTC)*
- ⦿ Where: Liffey MR2

Trademark Clearinghouse (TMCH) Independent Review

Antonietta Mangiacotti, ICANN

TMCH Independent Review

- ◉ GAC-recommended review intended to:
 - Assess Clearinghouse processes + GAC specified areas
 - Outline issues for evaluation
 - Identify issues with most impact
 - Further clarify issues for policy development work
- ◉ Review with selected provider incorporating:
 - TMCH database
 - Domain name registration data
 - UDRP and court proceedings
 - Interviews of service providers and key user groups
- ◉ Request for Proposals published on **7 August 2015**
 - ◉ <https://www.icann.org/news/announcement-2015-08-07-en>
 - ◉ Completing the procurement process



Upcoming Milestones

Project kick-off: Q4 2015



Root Stability Study

David Conrad, ICANN

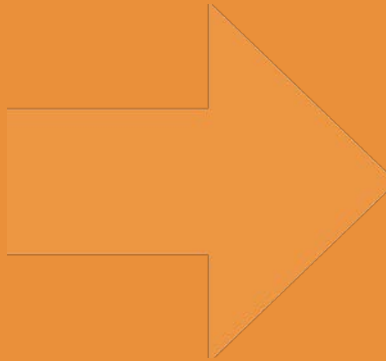
Root Stability Study

Methodology

- Define relevant security and stability parameters
- Develop a monitoring and data collection plan and solicit feedback from DNS community
- Study future scenarios with a simulation of the root system
- Deliver a final report

Feedback requested

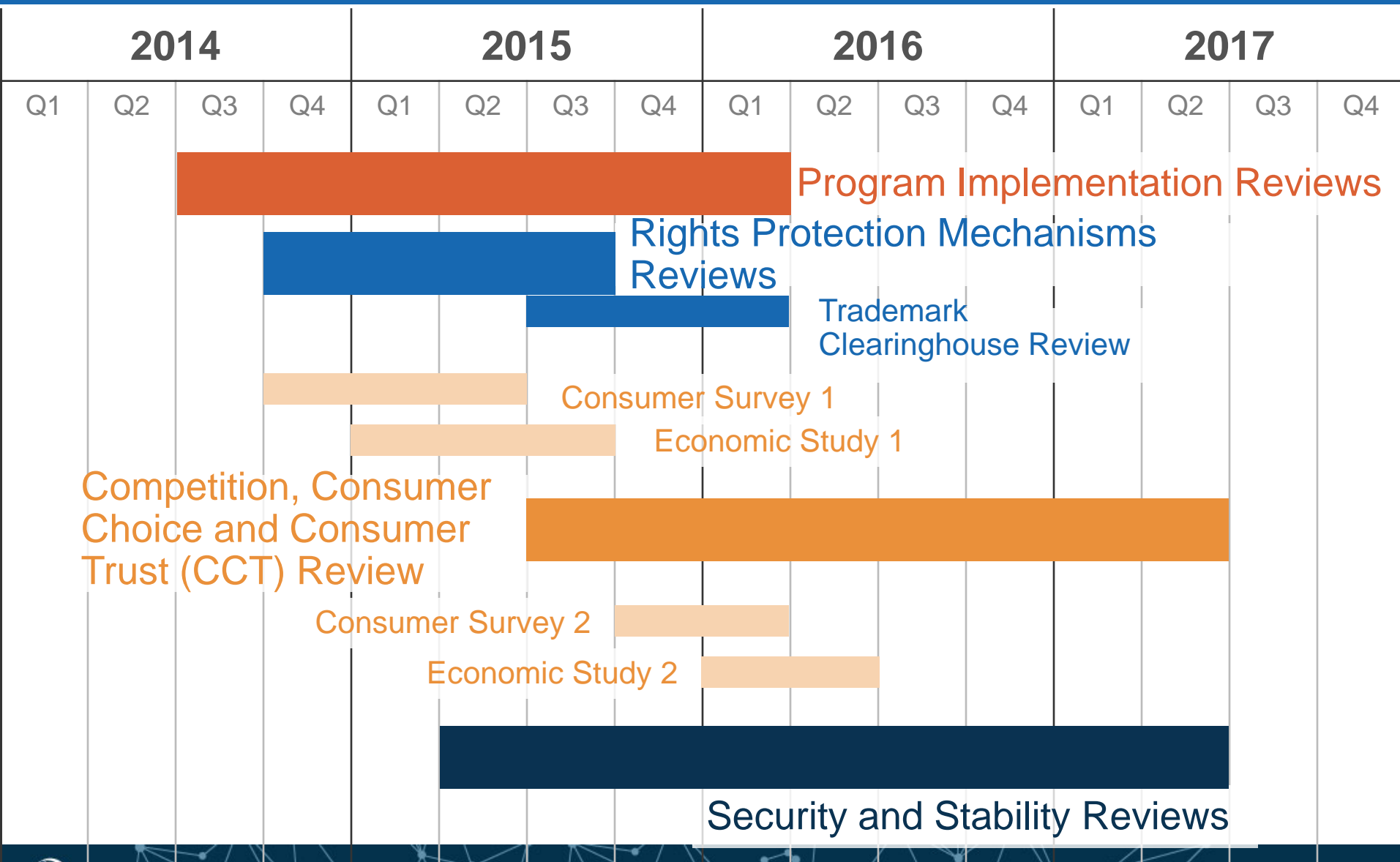
TNO is seeking community input on its methodology and invites feedback at the Root Stability Study Workshop on **Tuesday, 13:00-14:15, in Ecocem.**



Estimated Next Steps

May 2016: Draft report
June-July 2016: Public comment period
April 2017: Final report published

Estimated Timeline



Related Sessions at ICANN 54

1

GAC Underserved Regions Working Group

Today, 16:30-17:30, Liffey H1

2

Program Implementation Review: Report Discussion

Today, 17:00 – 18:15, Liffey A

3

Root Stability Study Workshop

Tuesday, 13:00-14:15, Ecocem

4

CCT Review: Data Workshop

Wednesday, 08:00-09:15, Wicklow MR3

5

AoC and Organizational Reviews

Wednesday, 10:45-12:00, Auditorium

6

GNSO Preliminary Issue Report on RPMs in all gTLDs

Wednesday, 10:45-11:45, Liffey MR2

7

GNSO Preliminary Issue Report on New gTLD Subsequent Procedures

Wednesday, 11:45-12:15, Liffey MR2

Engage with ICANN



Thank You and Questions

Reach us at:

Email: engagement@icann.org

Website: icann.org



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