

# Competition, Consumer Trust & Consumer Choice Review – CCT-RT

# Mandate

**Affirmation of  
Commitments  
(AoC) review**

**Evaluate how New  
gTLD Program has  
promoted  
competition,  
consumer trust  
and consumer  
choice**

**Effectiveness of  
application and  
evaluation  
processes**

**Safeguards and  
Trust**

# CCT Review Team Members



# CCT Review Team Members

SO/AC Representatives		Independent Experts	Chair of GAC & ICANN CEO Representatives
GNSO	Calvin Browne	Drew Bagley	Laureen Kapin
	Jordyn Buchanan	Stanley Besen	Jamie Hedlund
	Carlos Raúl Gutiérrez	N. Ravi Shankar	
	Waudu Siganga	Fabro Steibel	
	David Taylor		
	Jonathan Zuck		
ALAC	Kaili Kan		
	Carlton Samuels		
GAC	Megan Richards		
ccNSO	Dejan Djukic		
	Gaongalelwe G.P. Mosweu		

# Work Plan - Subteams

**Competition &  
Consumer Choice**

**Safeguards &  
Trust**

**Application &  
Evaluation  
Process**

# Work Plan

- **March 2016:** Determine issue areas
- **Q2-Q3 2016:** Request additional data sets
- **May 2016:** Phase 2 consumer survey results published
- **June 2016:** Phase 2 economic study results published
- **Q2 2016:** Interim recommendations issued
- **Q3 2016:** Issue findings
- **Dec. 2016:** Draft republic published for public comment
- **Dec. 2016-Jan. 2017:** Public comment period
- **April 2017:** Deliver final report and recommendations to ICANN Board



# Competition and Consumer Choice Subteam

# Key Questions: Competition

- Has the expansion of gTLDs been effective at promoting price competition between TLD operators?
- Has the expansion of gTLDs been effective at promoting non-price competition between TLD operators?
- What are reasonable definitions of relevant markets that we might use to analyze competition?
- How has the introduction of the new TLD's affected competition between registrars and/or resellers?
- Are consumers sufficiently aware to allow for competition?



# Key Questions: Consumer Choice

- Is further segmentation and regulation of the namespace valuable to consumers navigating the name space?
- Has the benefits of the increase in choice outweighed the potential for the cost of confusion?
- Do consumers have expanded choices in different...
  - Regions
  - Languages / Scripts

...and do they have options to purchase domains? (are there available registrars/resellers in their language/region/etc.)

# Other Topics (lower priority)

- Have different types of TLDs (community vs. brand vs. geo vs. “standard”) been able to provide effective alternatives to other TLDs?
- Are domain names being allocated more efficiently to registrants who will use them well?
- What is the effect of external influences of new technologies (e.g., mobile apps or QR codes) on the introduction of new gTLDs?
- Is it too soon to accurately consider these issues?
- What is the minimum viable scale for a TLD registry?
- Is a new TLD a valid choice for a registrant if there isn't universal acceptance of it?

A world map where the continents are defined by a complex network of white dots and thin white lines, resembling a digital or network map. The background is a solid dark gray.

# Safeguards & Trust Subteam

# Safeguards & Consumer Trust

**Can the public  
safely navigate to  
use new and  
gTLDs?**

**Impact of PICs and  
safeguards/**

**Risk of confusion  
and DNS abuse**

**Developing  
Countries**

**Trademark Issues**

# Safeguards and Consumer Trust

## Safe Navigation and Use

Reach intended destination?

Destination is safe

Consumer literacy

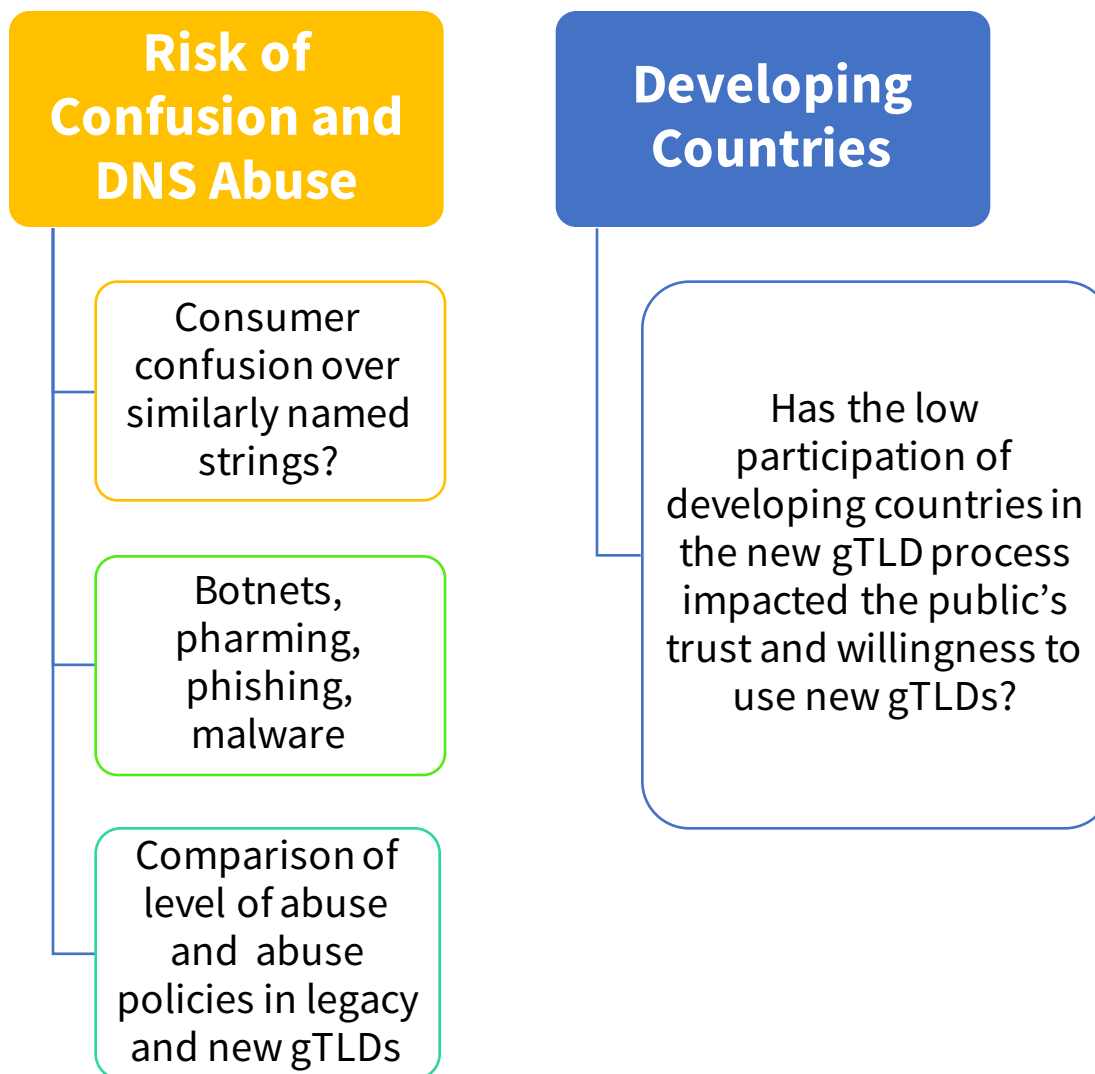
## Impact of PICS and Safeguards

Role of safeguards in new gTLDs

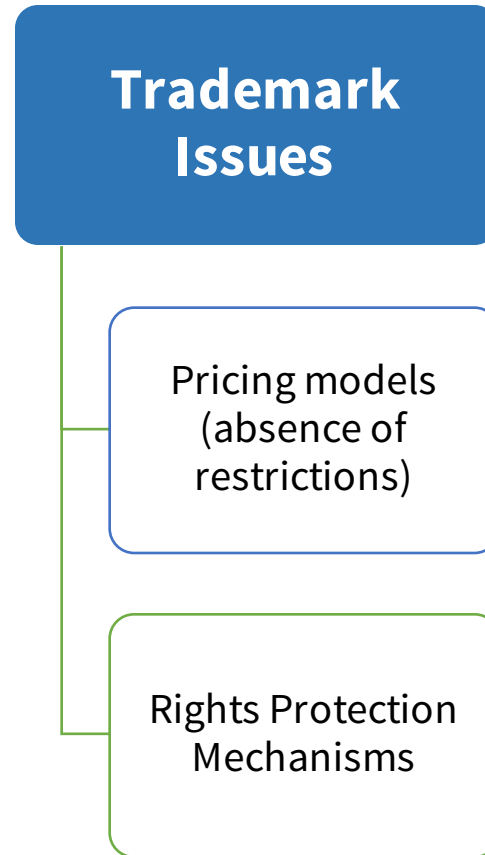
Are Public Interest Commitments enforced?

PICs for gTLDs in highly regulated sectors

# Safeguards and Consumer Trust



# Safeguards and Consumer Trust





# Application & Evaluation Process Subteam



# Was the application and evaluation process effective at...

- Addressing the needs of underserved areas and markets?
  - Serving the community
  - Encouraging participation as providers from within the area
  - Providing effective dispute resolutions for developing regions
  - Examine barriers to entry for prospective participants for emerging economies
  - IDNs
  - App support

# Was the application and evaluation process effective at...

- Preventing the delegation of TLDs that would be confusing or harmful
  - Standing in objection process
  - String confusion
  - Singular plurals
  - Inconsistent decisions/appeals (not sure this is in scope)

# Was the application and evaluation process effective at...

- Allowing specific communities to be served by a relevant TLD?
  - How we define community applicants and design an evaluation process fit to purpose?
  - IDNs

# Was the application and evaluation process effective at...

- Providing equal opportunity for participation in the Program
  - Risk of unfair advantage for those with more money (or disadvantage those with fewer resources)
  - Linguistic barriers
  - Sufficient outreach and awareness
  - Infrastructure access

# Was the application and evaluation process effective at...

- Collecting and implementing GAC public policy advice
  - Public Interest Commitments: voluntary vs. mandated
  - Early enough participation by GAC
  - Was GAC advice effectively formulated?

# Interested in us?

CCT ☰ Create Edit Watch Share Tools

- + Expand all - Collapse all
- [-] Competition, Consumer Trust and Consumer Choice
    - [-] **Competition, Consumer Trust, and Consumer C...**
      - [-] Genesis & Mandate
      - [-] Review Timeline
      - [-] Economic Study
      - [-] Global Consumer and Registrant Surveys
    - [-] Subteams
    - [-] Liaisons
    - [-] Plenary Drafts/Documents
    - [-] Plenary Conference Calls & Meetings
    - [-] Outreach & Engagement
    - [-] Background Materials
    - [-] Correspondence
    - [-] Email Archives
    - [-] Announcements
    - [-] Metrics

## Competition, Consumer Trust, and Consumer Choice Review (CCT-REVIEW)



Created by Charla K. Shambley, last modified by Alice Jansen on Feb 25, 2016 Translate

*ICANN has launched a process to review the extent to which the introduction of gTLDs has promoted **Competition, Consumer Trust and Consumer Choice (CCT Review)**. The Review Team (CCT-RT) will examine the extent to which the introduction or expansion of gTLDs has promoted competition, consumer trust and consumer choice. It will also assess the effectiveness of the application and*



You may contact the CCTRT via their public email list: [input-to-cctr@icann.org](mailto:input-to-cctr@icann.org). All emails sent to [input-to-cctr@icann.org](mailto:input-to-cctr@icann.org) are archived and may be viewed [here](#).

- Public wiki
  - Mailing-list archives
  - Open calls/meetings
- etc..

See more at <https://community.icann.org/pages/viewpage.action?pageId=56135383>

# We want to hear from you!

**Share your unique perspective with us - Your input is KEY to this process**



Send us an email at [input-to-cctr@icann.org](mailto:input-to-cctr@icann.org)



Happy to join your session at ICANN 55



Or to schedule a conference call



The floor is yours!

# Thank you!

