WHOIS Registrant Identification Study

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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
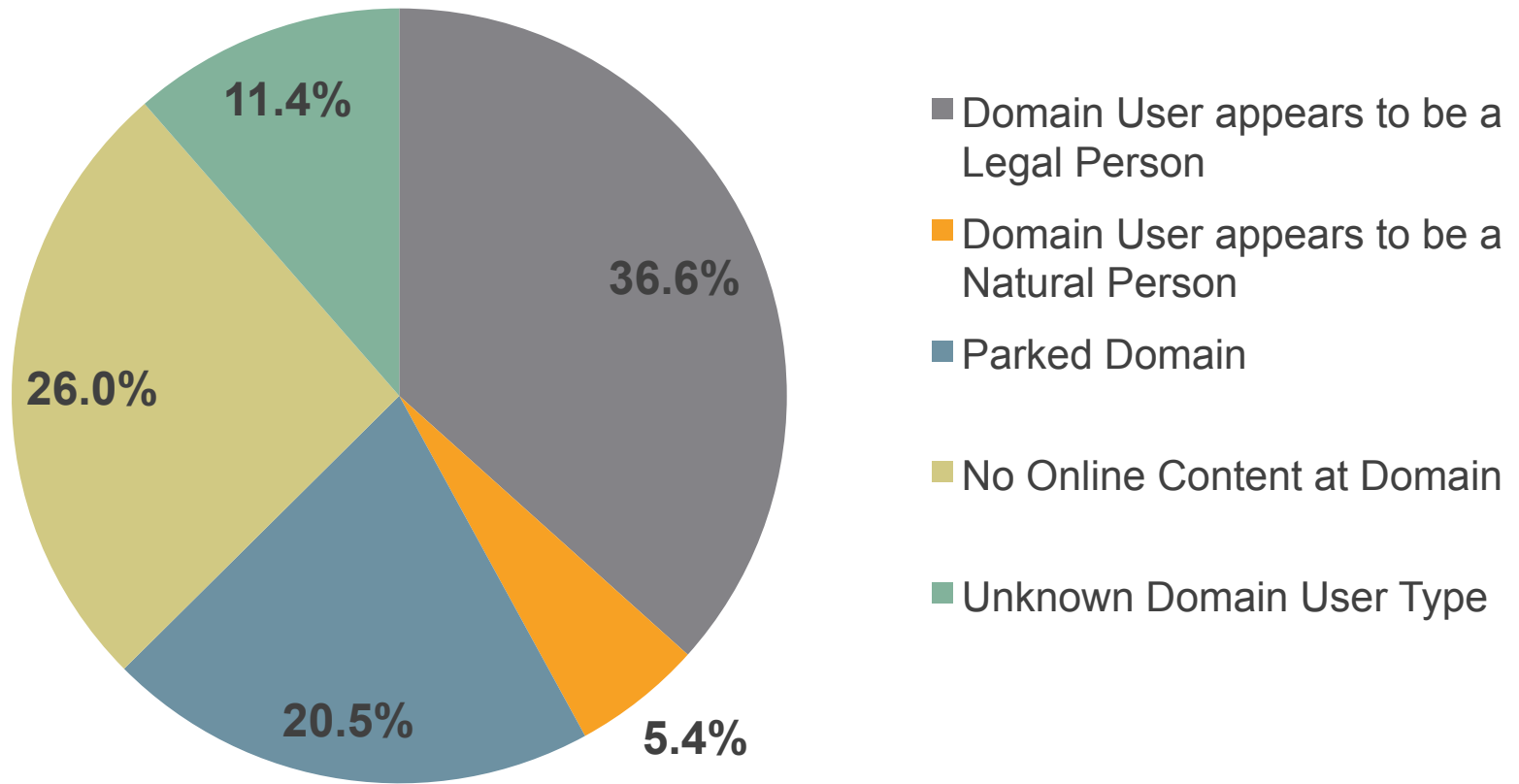
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Coding

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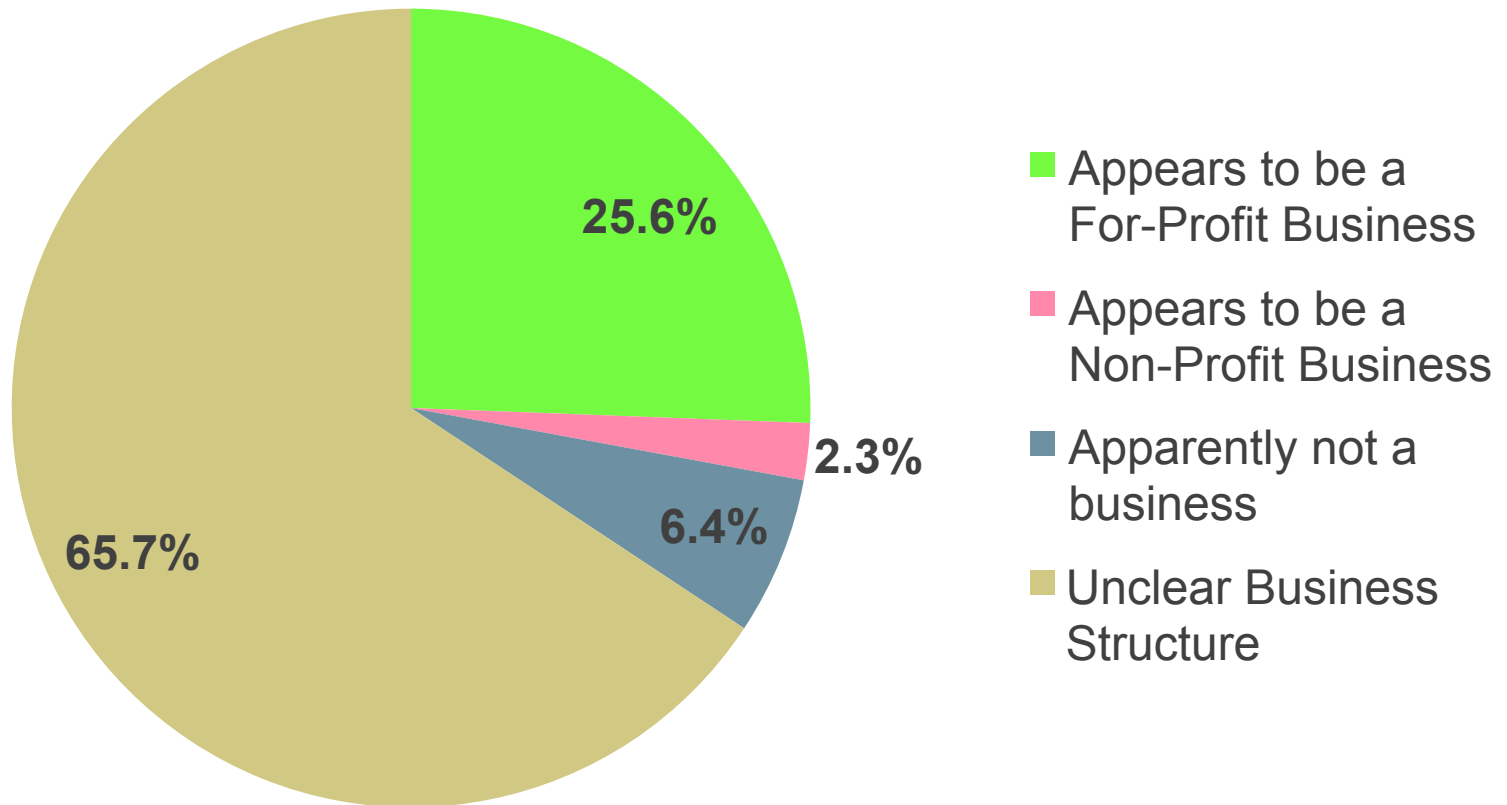
Apparent Registrant Type
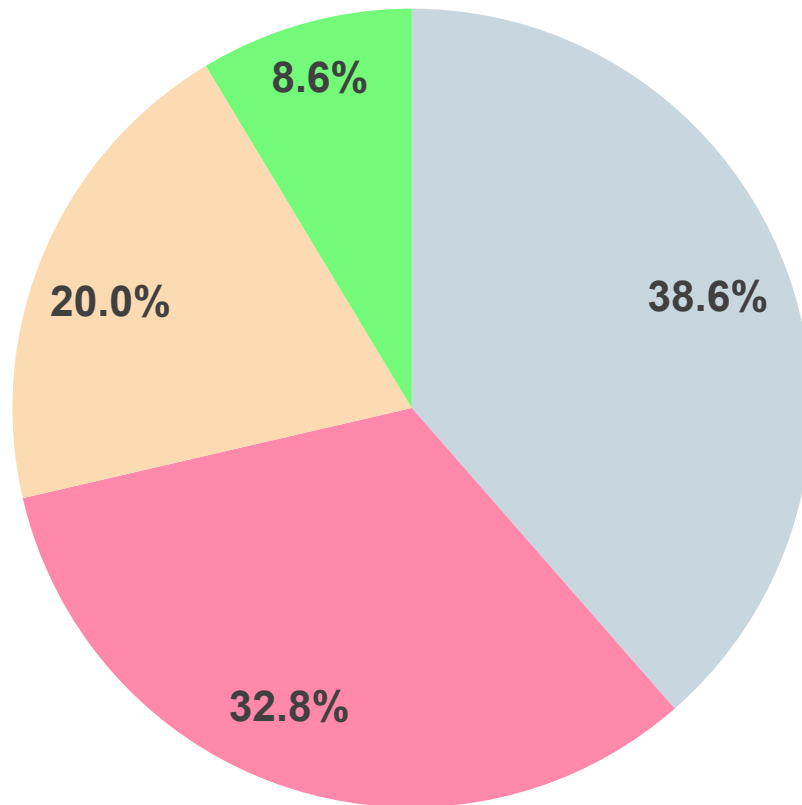
Pie chart:
- Registrant appears to be a Legal Person: 38.6%
- Registrant appears to be a Natural Person: 32.8%
- Registrant appears to be a Privacy/Proxy Service: 20.0%
- Unclassified: 8.6%

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Apparent Domain User Type

Legend:
- Domain User appears to be a Legal Person
- Domain User appears to be a Natural Person
- Parked Domain
- No Online Content at Domain
- Unknown Domain User Type

Pie chart values:
- 36.6%
- 5.4%
- 20.5%
- 26.0%
- 11.4%

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Apparent Business Structure

Pie chart:
- 25.6% — Appears to be a For-Profit Business (green)
- 2.3% — Appears to be a Non-Profit Business (pink)
- 6.4% — Apparently not a business (blue)
- 65.7% — Unclear Business Structure (tan)

Coding (continued)

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
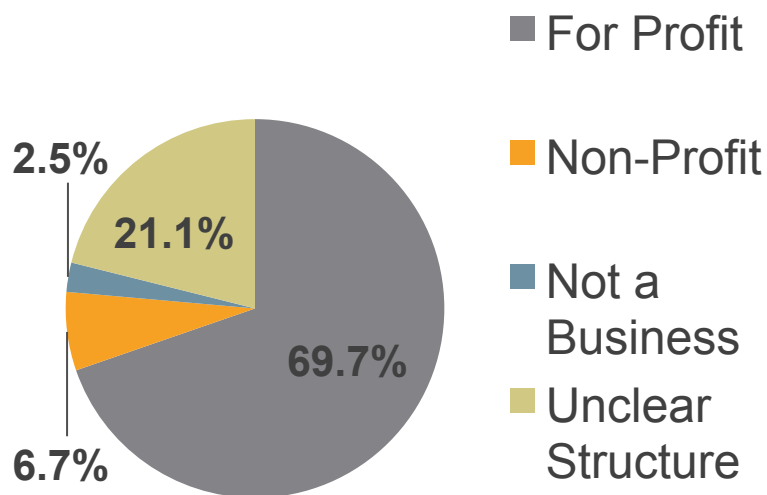
Potentially Commercial Activity

Legend:
- Potentially Commercial Activity Detected (56.1%)
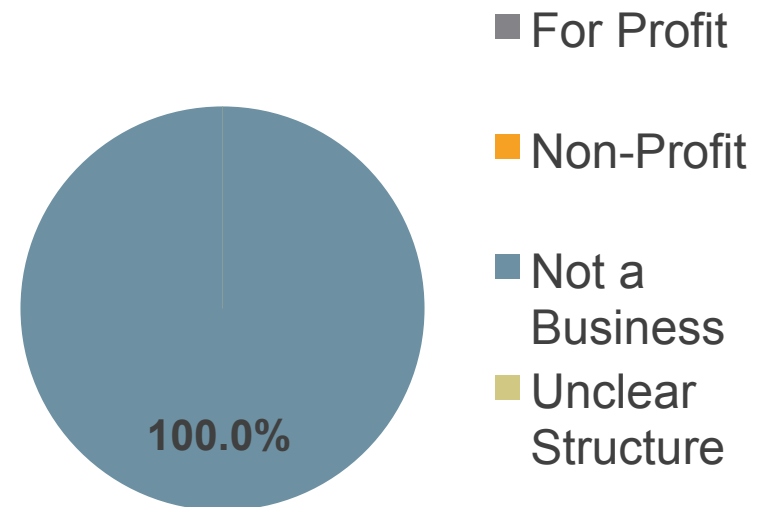- Not Detected (43.9%)
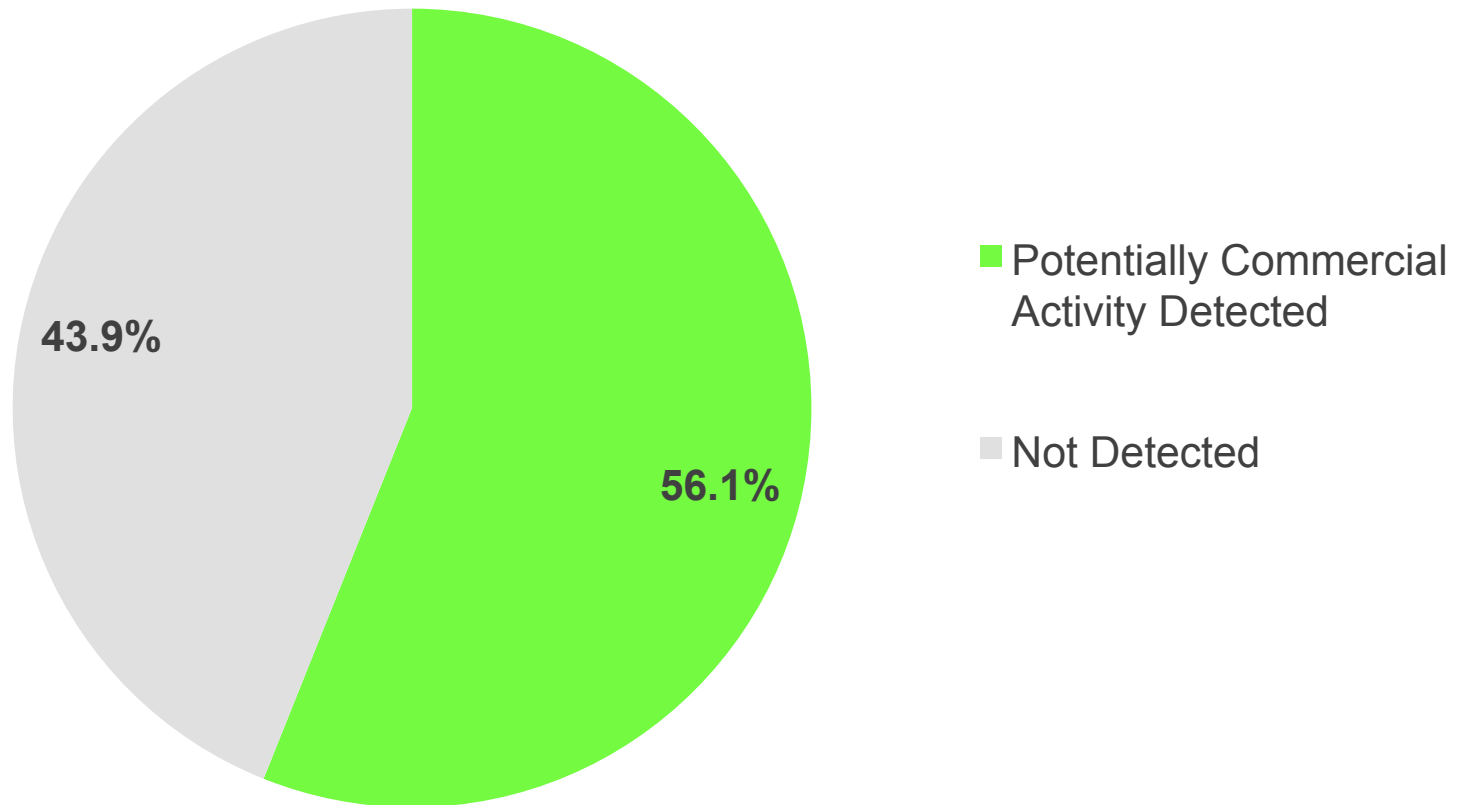
Preliminary Draft Results of Analysis

1. How are Domain Users Different (Legal/Natural)?

**Apparent Business Structure for Domain Users Who Are Apparently Legal Persons**

- For Profit
- Non-Profit
- Not a Business
- Unclear Structure

2.5%
21.1%
69.7%
6.7%

Apparent Business Structure for Domain Users Who Are Apparently Natural Persons

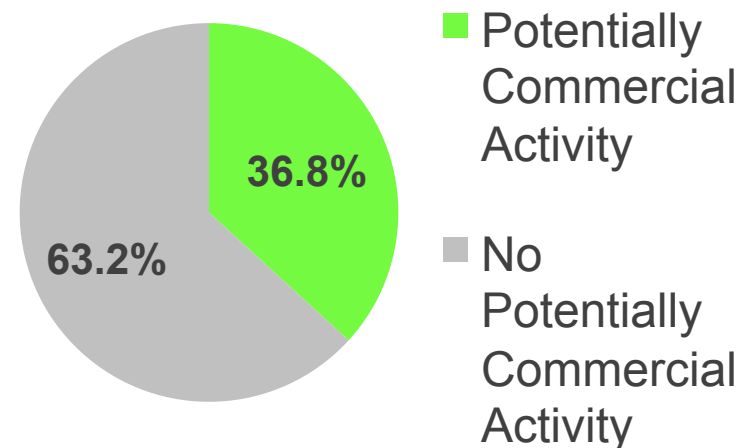- For Profit
- Non-Profit
- Not a Business
- Unclear Structure

100.0%

1. How are Domain Users Different (Legal/Natural)?

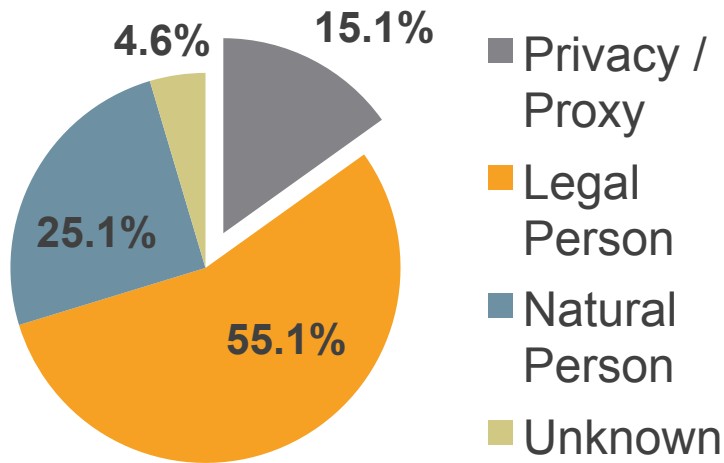## Potentially Commercial Activity for Domain Users Who Are Apparently Legal Persons
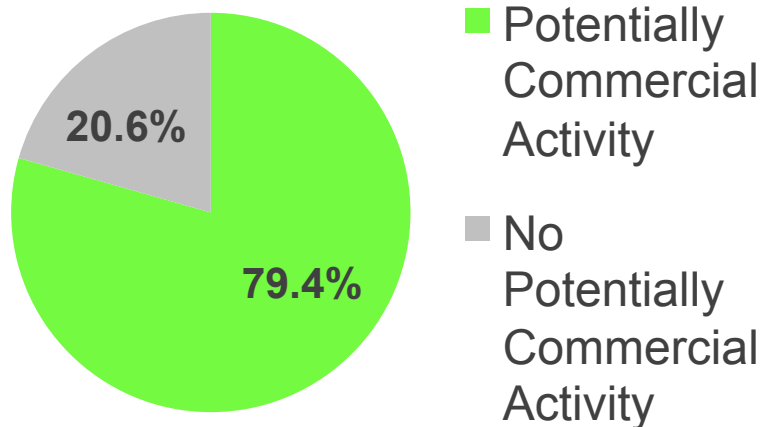
- 20.6%
- 79.4%

- Potentially Commercial Activity
- No Potentially Commercial Activity

Potentially Commercial Activity for Domain Users Who Are Apparently Natural Persons

- 36.8%
- 63.2%

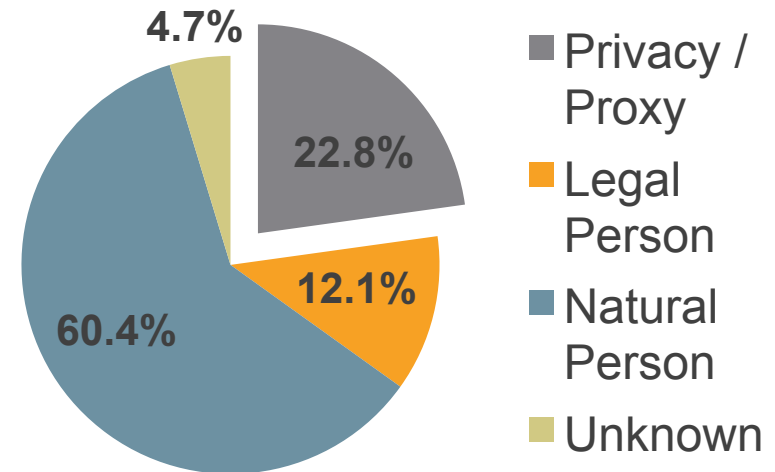- Potentially Commercial Activity
- No Potentially Commercial Activity

1. How are Domain Users Different (Legal/Natural)?

Apparent Registrant Type for Domain Users Who Are Apparently Legal Persons

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

Apparent Registrant Type for Domain Users Who Are Apparently Natural Persons

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

Difference in P/P not statistically significant (p=.07)

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1. How are Domain Users Different (Legal/Natural)?

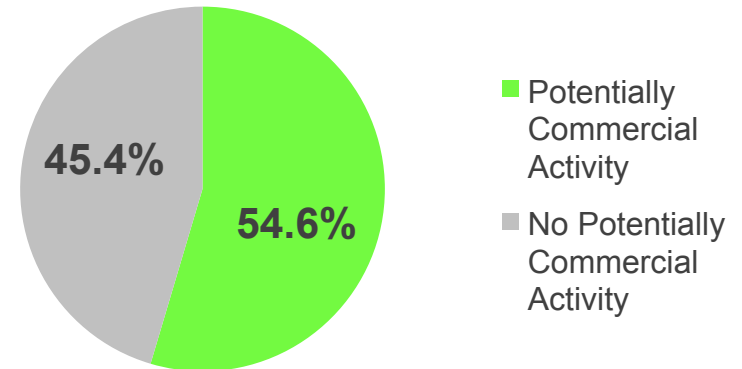## Other Statistically Significant differences in Facets of Potentially Commercial Activity

Bar chart comparing Legal and Natural domain users across four facets:

Facet	Legal	Natural
E-Commerce	15.0%	3.5%
Offline Membership Content	7.7%	1.2%
Offline Promotional Content	42.4%	14.5%
Pay-Per-Click Ads	22.8%	12.8%

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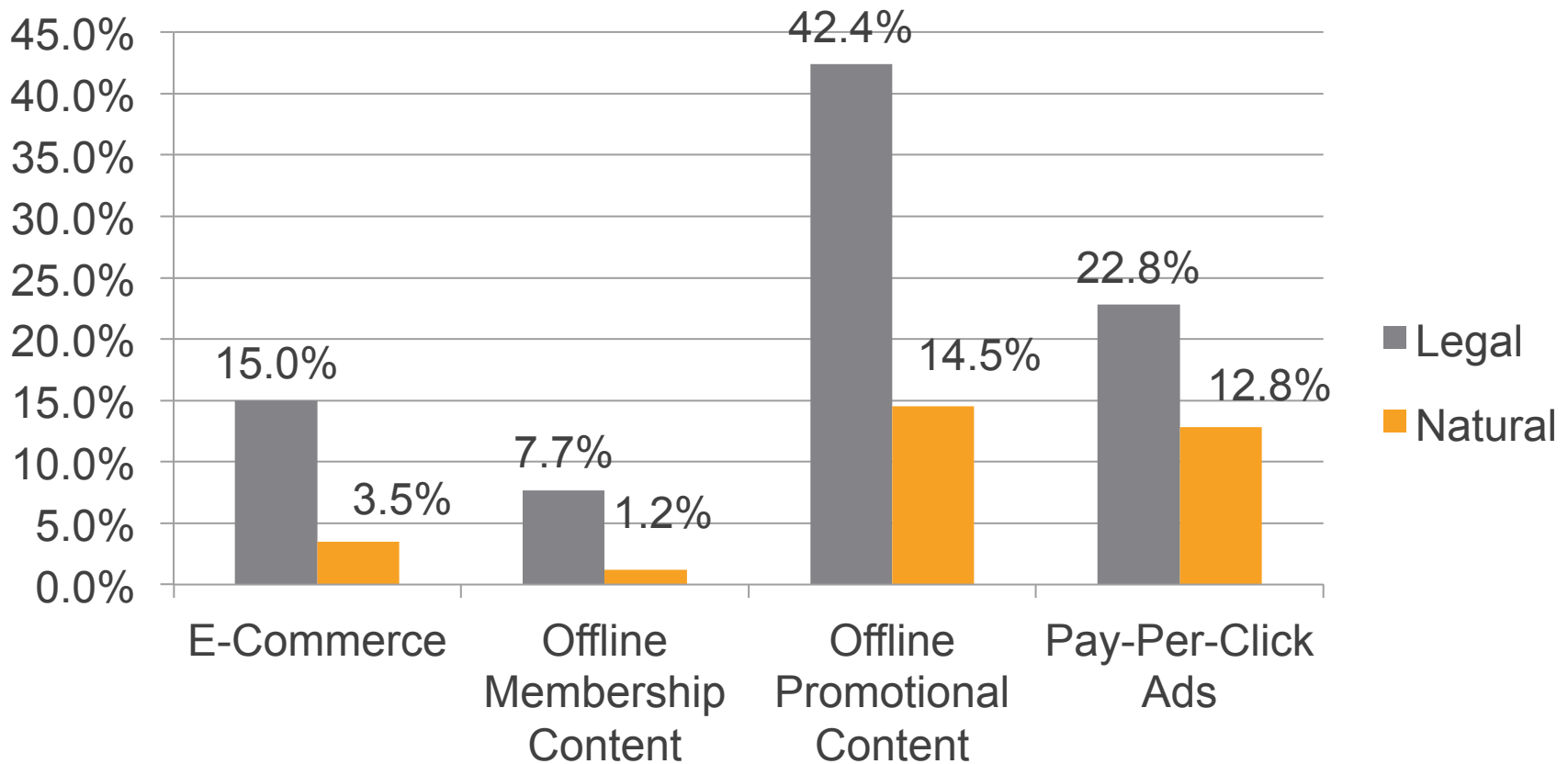
2. Registrant Differences (Legal/Natural/Privacy-Proxy)?

Potentially Commercial Activity

Privacy/Proxy Registrants

- Potentially Commercial Activity
- No Potentially Commercial Activity

P/P significantly different from Natural, p=.01
Neither significantly different from Legal

- Potentially Commercial Activity
- No Potentially Commercial Activity

- Potentially Commercial Activity
- No Potentially Commercial Activity
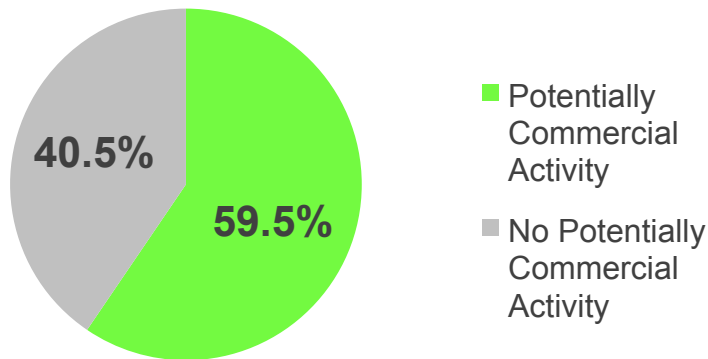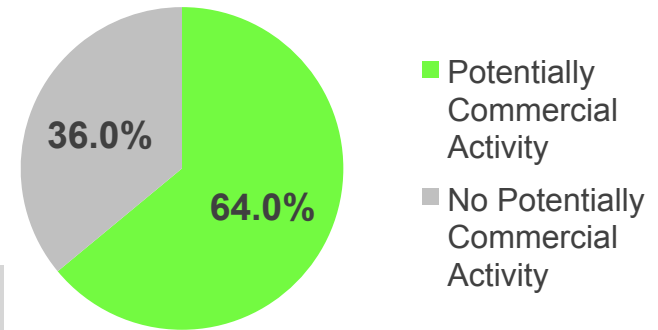
Legal Person Registrants

Natural Person Registrants

2. Registrant Differences (Legal/Natural/Privacy-Proxy)?

Other Statistically Significant differences in Facets of Potentially Commercial Activity
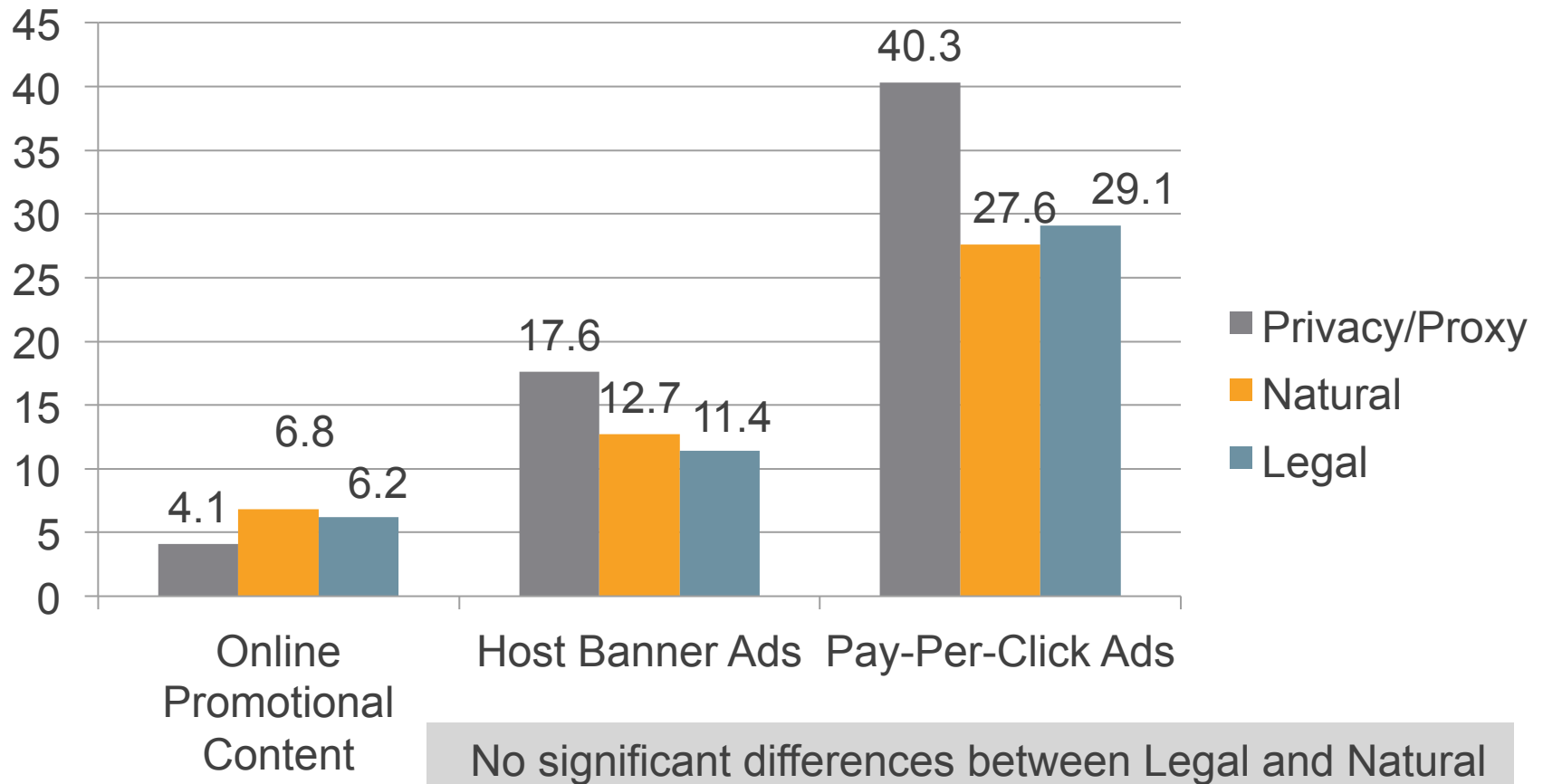

Bar chart showing three categories with Privacy/Proxy, Natural, and Legal values:
- Online Promotional Content: Privacy/Proxy 4.1, Natural 6.8, Legal 6.2
- Host Banner Ads: Privacy/Proxy 17.6, Natural 12.7, Legal 11.4
- Pay-Per-Click Ads: Privacy/Proxy 40.3, Natural 27.6, Legal 29.1

No significant differences between Legal and Natural

3. Potentially Commercial Activity: Compare Yes and No

Apparent Registrant Type for Domains With Potentially Commercial Activity

- Privacy / Proxy: 22.9%
- Legal Person: 41.0%
- Natural Person: 31.2%
- Unknown: 4.9%
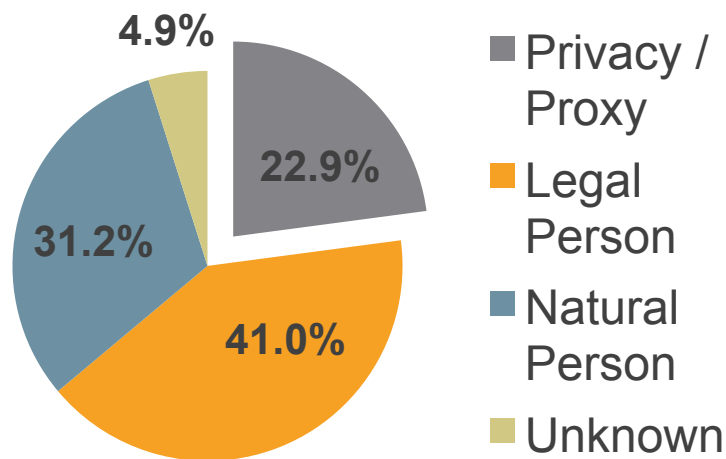
Apparent Registrant Type for Domains With No Potentially Commercial Activity

- Privacy / Proxy: 16.6%
- Legal Person: 36.1%
- Natural Person: 33.5%
- Unknown: 13.8%
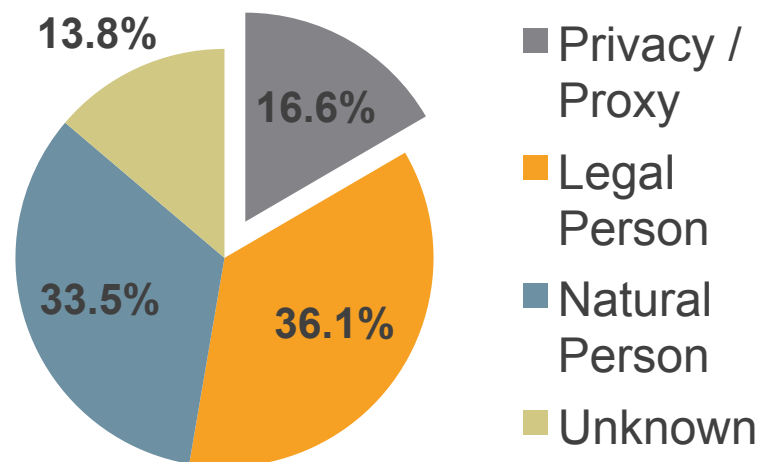
Difference in P/P *IS* significant (p=.002)

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- 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

Thank You!

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