New gTLDs and Metrics

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PRIORITIES

METRICS

Competition

Choice

Trust

Applicant Centric

Trust Localization

Trust
"Trustworthiness"
Participation Diversity

Trust

SURVEYS

USAGE FREQUENCY

TRUST TRANSACTIONS

Trustworthiness

- DNS Abuse
- UA
- Complaints
  - ICANN?
  - Consumer Protection

Participation

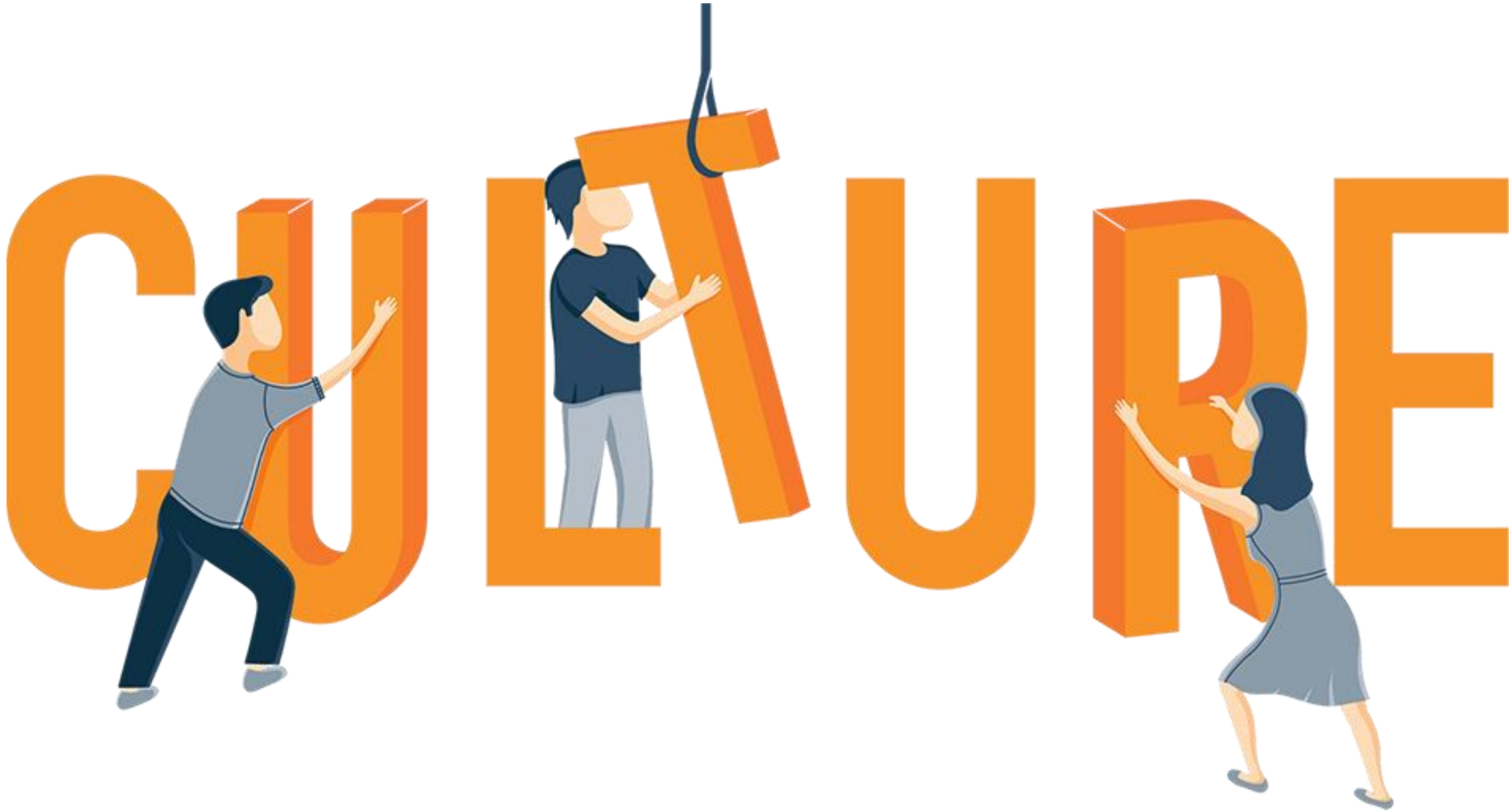
- Applicant Diversity
  (Geographic, Communities, etc.)
- Applicant Distribution
- gTLD Success Factors

Metrics
Objectives

Objectives

ABSOLUTE

RELATIVE


CULTURE

Implementation of Recommendation 1, to "formalize and promote data collection", will require a multiphase approach. The initial definition and planning stages can rely on existing resources; however, where this results in an increase of ongoing operational activities, there may be incremental costs related to staffing, procurement, and software/tools. ICANN org is conducting preliminary work for the definition phase.