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AT-LARGE ADVISORY COMMITTEE

ALAC Correspondence on the Report of the GNSO WG on Consumer Trust, Consumer Choice, and Competition

Introduction

By the Staff of ICANN

Evan Leibovitch; At-Large member from the North American Regional At-Large Organization (NARALO), ALAC Executive Committee Vice-Chair, and ALAC Liaison to the NCSG; originally composed this Correspondence after discussion of the topic on the mailing lists.

On 21 December 2012, a draft of the Statement was posted on the [At-Large Report of the GNSO WG on Consumer Trust, Consumer Choice, and Competition Workspace](#). On that same day, Olivier Crépin-Leblond, Chair of the ALAC, requested At-Large Staff to send a Call for Comments on the draft Statement to all At-Large members via the [ALAC-Announce Mailing List](#).

On 8 February 2013, a second version of this Correspondence incorporating the comments received was posted on the [At-Large Report of the GNSO WG on Consumer Trust, Consumer Choice, and Competition Workspace](#). The Chair then requested a second Call for Comments be made to all At-Large members via the [ALAC-Announce Mailing List](#).

On 21 February 2013, the Chair of the ALAC requested that Staff open a five-day ALAC ratification vote on the Correspondence.

On 26 February 2013, At-Large Staff confirmed that the online vote resulted in the ALAC endorsing the Statement with 14 votes in favor, 0 votes against, and 1 abstention. You may review the result independently under: <https://www.bigpulse.com/pollresults?code=2928cNib7qmAE8kZIHlzdSVw>

[End of Introduction]

The original version of this document is the English text available at <http://www.atlarge.icann.org/correspondence>. Where a difference of interpretation exists or is perceived to exist between a non-English edition of this document and the original text, the original shall prevail.

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The ALAC welcomes the Board's efforts to consult its community on metrics for evaluating the benefits of the current gTLD expansion program.

As the entity chartered within ICANN to represent the viewpoint of Internet end-users, the ALAC has an acute interest in this issue. It is important to us that the metrics address the evaluation needs of the global Internet end users and not be biased towards those of the domain industry.

Towards that end, a number of At-Large members participated in the [GNSO Consumer Trust, Consumer Choice, and Competition Working Group](#) and made valuable contributions to the process. During the course of the work a number of metrics-related issues that were important to the At-Large were deemed by other members of the Working Group to be out of scope, too difficult to scope, or potentially embarrassing to new gTLD operators. Despite the objections of the At-Large members, a last minute change demanded by domain industry representatives was asserted as consensus.

While we acknowledge that the final report of the Working Group provides metrics that are useful to a number of ICANN constituencies, we believe it to be significantly incomplete. Implemented alone, we foresee that such efforts would not serve the needs of global Internet end users and could easily be dismissed as a mere public relations stunt on the part of ICANN.

As a response to address this imbalance in the proposed metrics, the ALAC is assembling a team to define a number of evaluation metrics that address matters of public trust in the new gTLD program as well as its effect on the broader domain namespace. Amongst the issues that the team will consider in its proposed metrics are:

- End-user confusion
- Growth in use of both domain-based and non-domain-based alternatives for Internet resource access
- Complaints to, and action taken by, police, regulatory agencies and advocacy groups
- Transparency of contact information and domain-allocation policies for all gTLDs
- Accuracy of new gTLD promotion to end users
- Technical issues encountered (including application support)

The team will present the end-user-centric metrics for ALAC approval at the ICANN46 Meeting in Beijing, which will then be forwarded to the Board as ALAC Advice.