

**Implementation Advisory Group – Competition, Consumer Trust & Consumer Choice
(IAG-CCT)
Conference Call #07
26 March 2014 – 22:00-23:00 UTC**

Link to Adobe Connect: <https://icann.adobeconnect.com/sin49-sofia>

Dial In Numbers: <http://adigo.com/icann/>

Participant Code: **40408189**

Proposed Agenda:

1. Welcome and roll call
2. Metrics that require baseline, but have a high barrier to execution
 - a. 1.13: Consumer Trust - Quantity of Compliance Concerns regarding Applicable National Laws, including reported data security breaches.
 - b. 1.17: Consumer Trust - Quantity and relative incidence of detected phishing sites using new gTLDs.
 - c. 1.18: Consumer Trust - Quantity and relative incidence of detected botnets and malware distributed using new gTLDs.
 - d. 1.19: Consumer Trust - Quantity and relative incidence of sites found to be dealing in or distributing identities and account information used in identity fraud.
 - e. 1.22: Consumer Trust - Qualitative comparison of mission and purpose set forth in Question 18 of the new gTLD Application with current actual use of the gTLD.
 - f. 5.2-5.4: Consumer Trust - Growth in the use of hosted pages (i.e. Facebook)/QR codes/URL shortening metrics.
3. Adding additional metrics
 - a. Collisions
 - b. Registrar discrimination by registrars owned by registries
4. Next Steps
5. Any other business