Competition, Consumer Choice and Trust Metrics

IAG-CCT Call

18 July 2014

I. RFP Update

II. Metrics Report Outline

III. Metrics that still require clarification

IV. Metrics currently being collected

V. Next steps

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I. RFP Update

- RFP published 16 July

- Contacted firms prior to publication and confirmed interest from 17.

- Timeline:
  - Expressions of interest: 22 July
  - Questions: 23 July
  - ICANN replies: 29 July
  - Proposals due: 6 August

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II. Metrics report outline

I. Executive Summary
   A. Key recommendations: Consumer survey, economic study, metrics recommended for exclusion, new metrics
II. Background
   A. Purpose: History of the metrics
   B. Methodology: How the group tackled the list of 70.
III. Metric evaluation
   A. First priority:
      i. Baseline data that required immediate collection/ available
      ii. Surveys/studies: Gained board approval, began RFP process in conjunction with feedback from IAG-CCT (13 metrics)

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II. Metrics report outline

B. Remaining metrics
I. Evaluated based on feasibility, utility and cost-effectiveness
  i. Metrics that remain and deemed to meet the three evaluation categories
    a) Of those, metrics that can be collected internally and those that will require outside parties (i.e. botnets/phishing/malware stats)
    b) Metrics that may require contextual analysis or may not otherwise present complete picture.

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II. Metrics report outline

ii.   Metrics recommended for exclusion:

a)   2.13: Biennial survey of perceived consumer choice relative to experiences before the gTLD expansion. Survey should assess public awareness of new gTLDs. Survey should also measure costs of defensive or duplicate registrations. Survey should assess motivations, intent, and satisfaction with new gTLDs.

b)   5.6: Growth of Software Defined Networking (SDN) as alternative to the DNS

c)   6.1: Number of consumer complaints to government agencies related to confusing or misleading domain names

d)   6.3: Number of fraud investigations where WHOIS information positively assisted investigation and identification of offending parties

e)   8.2: How many registries are subject to Compliance activity based on reported breaches of RAA

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II. Metrics report outline

    C. Proposed new metrics
      i.   Description
        i.   Name collision: Number of reports of name collisions.
I.   Conclusion
Appendix A: Original Proposed Metrics
Appendix B: Recommended metrics

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III. Metrics that still require clarification

- 1.11: Quantity of IP claims and domain name policing

  - Michael Graham investigating options with INTA

- 1.19: Sites dealing in identity fraud

  - Michael Nelson checking academic sources

- 1.21: Incidence of errors in gTLD zones

  - Tech services: Need better definition of errors. Still unclear how this might be measured.

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IV. Metrics under collection

- Tech services has begun work on its subset of metrics.

- Gathering data on several registry/registrar-related metrics:

  - Geographic diversity of TLD operators

  - TLDs using IDNs

  - TLDs operated by "new entrants"

- Phase 1, March-Sept. 2014 (baselines): 48% complete
- Phase 2, June-Sept. 2014: Begun collection now
- Phase 3-4.C.: Project collection to begin in Oct. 2014 and beyond

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V. Next steps

- Keep GNSO and ALAC up to date:
  - Share report outline
  - Metric recommendations
- Draft metric report to group by 26 July

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