

Competition, Consumer Choice and Trust Metrics

IAG-CCT Call

6 August 2014

- I. Metrics report
- II. Consumer survey update
- III. Economic study update

I. Metrics report

- Reminder: Consultation with communities
 - Any feedback?
- Additional section from IAG-CCT mandate:
 - “Evaluating other inputs, including historical data regarding metrics used to evaluate earlier rounds of new gTLDs (2000, 2004)”
 - Metrics from previous study include:
 - Challenge procedures
 - Difficulties for trademark holders
 - Potential registrant confusion
 - Sunrise registration data
 - Legal disputes re: start-up mechanisms
 - Complaints from registrants to registries or other constituent bodies

I. Metrics report

- Too many metrics? Feedback from community groups?
- Appendix 3: Will include meeting schedule with link to community wiki page with previous recordings
- Cybersquatting: Working definition in RFP. Refine with chosen vendor and review team.
- Premium prices: Included as part of study

I. Metrics report

Table 4: Remaining metrics for evaluation

- 1.11: Cost of domain name policing
 - Update from INTA?
 - Is this a reliable source and will it provide meaningful data for evaluating trust?
- 1.19: Sites dealing in identity fraud
 - Academic sources?
 - Likely remains a complex mapping effort for internal sources.

I. Metrics report

- 1.21: Errors in gTLD zones
 - Tech services team requires more clarification on “errors.” Genuine errors in the way they run DNS data, some are higher up in the registry, like DNSSEC/truncation error. Can an error be algorithmically detected?
- 2.14: Traffic in new gTLDs
 - Tech services recommends sampling particular domains as a representative sample of traffic. i.e. Most popular domain names in that TLD?

II. Consumer survey update

- RFP responses due today
- Complete preliminary evaluations: 20 August
- Target date for finalist presentations: Week of 2 September
- Target date for vendor selection: 10 September
- Target date for contract launch: 24 September

III. Economic study update

- Draft RFP circulating among staff
- Plan to share with study working group within two weeks