

METRIC	DESCRIPTION	LINGERING QUESTIONS	CATEGORY
1.11	Quantity of intellectual property claims and cost of domain name policing relating to new gTLDs. Relative incidence of IP claims made in good faith should be measured in 3 areas: IP claims against registrants regarding second level domains in new gTLDs; IP claims against registrars regarding Second level domains in new gTLDs; IP claims against new gTLD registries regarding second level domains and TLDs. Quantity of second level domains acquired because of infringement or other violations of IP rights of acquiring parties; and Cost of domain name policing and enforcement efforts by IP owners.	Contacted Michael Graham, who suggested he could poll IP law firms to get an estimate of costs. Would this be a good way to calculate these costs without polling IP firms, which would be a best effort and unlikely to be representative. Another possible methodology was used in this article and may be helpful for us: <a href="http://domainincite.com/16718-how-much-are-new-gtlds-really-costing-trademark-owners-we-have-some-numbers">http://domainincite.com/16718-how-much-are-new-gtlds-really-costing-trademark-owners-we-have-some-numbers</a> The article uses sunrise registration data and average sunrise registration prices to calculate an average cost and multiple that by the number of sunrise registrations. While this may be an instructive figure, it is not necessarily accurate as ALL sunrise registrations likely are not defensive registrations.	Trust
1.13	Quantity of Compliance Concerns regarding Applicable National Laws, including reported data security breaches.	Data security breaches are tracked, but compliance does not track other "national law" concerns. May need to rephrase metric.	Trust
1.19	Quantity and relative incidence of sites found to be dealing in or distributing identities and account information used in identity fraud.	Mike Nelson is exploring academic research possibilities. Lean toward not recommend as this will be very difficult to tie to particular TLDs.	Trust
2.6	The percentage of IDNs as compared to the total number of gTLDs in each script or language should be compared to the percentage of people who use each particular language or script.	Important to contextualize this data. The number of languages spoken in the world and as a percentage of world population may come with sensitivities. Also, not all speakers of a particular language may be comfortable navigating the web in that language. Straight percentages could be a faulty comparison.	Choice
2.9	Relative share of new gTLD registrations already having the same domain in legacy TLDs prior to expansion.		Choice
2.10	Automated analysis or online survey to determine the number of "duplicate" registrations in new gTLDs.	On 18 April IAG call, Jonathan wanted to raise this one with Steve DelBianco again. Staff suggested this may be duplicative with 2.10. Same metric but with different methodologies. Given that we can likely find reliable data in an automated and reliable way (measuring exact matches in second-level domains across gTLDs), the survey questions may only provide a glimpse into registrants' attitudes toward duplicate registrations	Choice
4.5	Numbers of complaints received by ICANN regarding improper use of domains	Sent IAG compliance complaint types. It's unlikely this metric can be captured in a meaningful way. Recommend removing or defining "improper use of domains" to include those complaint types that may be representative of this type of activity (i.e. Whois complaints, PIC complaints, etc.), though some of that data will be captured in other metrics.	Trust
5.2	Growth in use of hosted pages for organizations (such as Facebook or Google+)	Will require some purchased data, but there is a lot of market data out there. The value of this metric may lie more in the category of choice than trust. Growth in any of these services is less likely a reflection of diminished trust in new gTLDs and likely more a reflection of how consumers use the Internet. This will also be captured in the survey metric 2.12, which will quiz users on their use of these tools.	Trust
5.3	Growth in use of QR codes		Trust
5.4	Growth in use of URL shortening services		Trust
6.2	Number of complaints to police agencies alleging fraud or misrepresentation based on – or traced to – domain names	This may come down to a best effort. There is data on fraud, but not all of it can be tied to domain names. May just be broadly categorized as cyber crime or other.	Trust

8.1	How many complaints are received by ICANN related to confusion or misunderstanding of TLD functions	Similar to 4.5, above. Compliance does not track this in an explicit way. May be able to capture some data in those complaints filed as "invalid," but that may not get to the heart of what this metric aims to measure. May be better measured by the end user survey that will quiz respondents' knowledge of the DNS and TLD functions. Could recategorize as survey questions to be included in those relevant metrics.	Trust
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