

1.13	Consumer Trust	Quantity of Compliance Concerns regarding Applicable National Laws, including reported data security breaches.	LEA/GAC	Difficult, because law enforcement and governments may not report this data	Request ASAP to GAC chair and LEA representatives in ICANN to determine best ways to collect this data. Perhaps WIPO could also be a source.	Baseline item	TBC	Unclear how accurate of a figure can be obtained. Staff currently seeking recommendations on collecting this information. WIPO could also be a source. May be helpful to identify whose data security breaches are most of interest. Note that RAA requires registrars to report any data breaches to ICANN.	1.14	External	Registrar reporting + additional LEA input.
1.17	Consumer Trust	Quantity and relative incidence of detected phishing sites using new gTLDs.	APWG / LEA	None noted	Confirm that data source retains date-stamped historical records	Baseline item	Available	Ry Agreement Spec 11: Registry Operator will periodically conduct a technical analysis to assess whether domains in the TLD are being used to perpetrate security threats, such as pharming, phishing, malware, and botnets. Registry Operator will maintain statistical reports on the number of security threats identified and the actions taken as a result of the periodic security checks. Registry Operator will maintain these reports for the term of the Agreement unless a shorter period is required by law or approved by ICANN, and will provide them to ICANN upon request. Also, APWG has extensive data.	1.16, 1.18	External	APWG contact should be able to provide data or help pull it.
1.18	Consumer Trust	Quantity and relative incidence of detected botnets and malware distributed using new gTLDs.	APWG / LEA	Not clear on source of data. May require LEA contribution in addition to APWG	Confirm that data source retains date-stamped historical records	Baseline item	TBC	Some data exists; staff investigating additional possible sources in security community.	1.16, 1.17	External	APWG or Avira might have data.
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.	LEA/Govt	Will require Govt/LEA contribution	Confirm that data source retains date-stamped historical records	Baseline item	TBC	Initial outreach indicates that identities not typically distributed via sites, but other means, e.g., underground chat rooms. Underground market is run via a trading/commodity house. More practical to get a measure of breaches, but trying to associate them with domains is going to be challenging.	1.16, 1.17, 1.18	External	Check with LEA or possibly ITAC for suggestions on data sources.
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.	ICANN	None noted	Confirm that ICANN is retaining original Applications submitted	Baseline item	Available	All original application material is retained. Part of study/exercise rather than metric. May overlap with PIC and compliance issues.		External	Application materials

2.8	Consumer Choice	Measure share of Sunrise registrations & domain blocks to total registrations in each new gTLD.	Zone snapshot at end of Sunrise	Obtainable, since Registries must publish zone before open registration begins.	Confirm whether date of registration is sufficient to know if a registration was done via Sunrise/Trademark Clearinghouse.	Baseline item	Available	Registries provide reports on all names registered during Sunrise period. May not account for "blocking" services which are unique to a TLD. Can compare LORDN files from registries w/zone files. Also number of registrations vs. active names (in zone file) w/in a period of time = blocked registrations. Separate between sunrise and claims registrations.	2.9, 2.10	In-house	LORDN and zone files
2.9	Consumer Choice	Relative share of new gTLD registrations already having the same domain in legacy TLDs prior to expansion.	Zone data	Requires snapshot of all legacy gTLD zones before delegation of new gTLDs	Confirm that ICANN or others are capturing snapshots of Zone Files at least every week	Baseline item	Available	Zone data is available historically. Queries can be built to check redirection, occurrence of same labels across TLDs.	2.8, 2.10, 4.3	In-house	Query domain name to check redirection.
2.14	Consumer Choice	DNS traffic in new gTLDs should be compared to contemporary user traffic in legacy gTLDs. DNS traffic is an indicator of trust, choice, and competition. If comprehensive traffic data is not available, sampling should be used.	DNS Scrubbers (e.g. Alexa)	Data sources need to be researched and confirmed	Confirm that data source retains date-stamped historical records	Baseline item	TBC	Queries the TLD is receiving are reported in registry reports. Alexa monitors HTTP traffic, not DNS. Alexa has historical data back to August 2007 using the Alexa Web Information Service at http://aws.amazon.com/awis/ (service available to programmers)	3.8	External	Can measure in queries. Info for legacy TLDs would be a manual process vs. for new gTLDs.
3.6	Competition	Relative share of new gTLD registrations held by "new entrants". For purposes of this measure, "new entrants" are gTLDs run by Registry Operators that did not operate a legacy gTLD. A "new entrant" is one whose ownership is not among owners of legacy gTLD registries.	ICANN; Zone files for new gTLDs	Moderately difficult to obtain.	Confirm that ICANN or others are capturing snapshots of Zone Files at least every week	Baseline item	Available	Zone data is available historically.		In-house	Overall percentages calculated by cumulative registration data

3.7	Competition	To assess competitive impact of new gTLDs, measure the quantity of second level registrations per gTLD and ccTLD on a weekly or other interval. TLD attributes should be noted with the data (i.e. open TLDs, closed keyword TLDs, registration, country of operations, single registrant, etc.).	Zonefiles &/or 3rd Party	None noted	Confirm that ICANN or others are capturing snapshots of Zone Files at least every week	Baseline item	Available	Zone data available historically but only includes names that are active In zone, not all registrations. Registry reporting contains registration numbers per month. Bulk Registration Data (BRDA) is provided daily.		In-house	We have this information. gTLD reports come in weekly from BRDA. Partial ccTLD data obtainable monthly.
3.8	Competition	Quantity of "unique" second level registrations in the new gTLD space where that same string does not appear as a registration in any other TLD on a weekly or other interval basis (data analyzed in conjunction with website traffic identified in Choice). Open gTLDs only.	Zonefiles &/or 3rd Party	None noted	Confirm that ICANN or others are capturing snapshots of Zone Files at least every week	Baseline item	Available	Analyze with traffic indicator in 2.14	2.14	In-house	Complicated to get info from other TLDs, i.e. ccTLDs. Can compare zone files across all TLDs, automate indication of whether those names appear in ccTLD. Can get BRDA data for legacy TLDs.
3.9	Competition	Wholesale price of domains in new gTLD domains offered to the general public. TLD attributes should be noted with the data (i.e. open TLDs, closed keyword TLDs, country of operations, single registrant, etc.).	Ry & Rr data gathered by 3rd Party Vendor	Difficult to obtain. (See legal note in Appendix C re: publishing pricing info concerns)	Confirm that registries retain historical data on wholesale prices. No need to ask them to disclose wholesale prices now.	Baseline item	TBC	See legal notice re: pricing.	3.10	External	ICANN doesn't collect non-public price information, e.g., wholesale prices from registries.

3.10	Competition	Retail price of domains in new gTLD domains offered to the general public. TLD attributes should be noted with the data (i.e. open TLDs, closed keyword TLDs, country of operations, single registrant, etc.).	Ry & Rr data gathered by 3rd Party Vendor	Difficult to obtain. (See legal note in Appendix C re: publishing pricing info concerns)	Confirm that registrars retain date-stamped historical records of retail domain pricing	Baseline item	TBC	See legal notice re: pricing.	3.9	External	Is market research available on pricing? Retail prices are publicly available but would be significant effort to try to capture a meaningful sample of pricing data across many TLDs.
3.11	Competition	Qualitative assessment of non-price indicia of competition through innovations that benefit registrants and users, particularly for new markets served.	Study	Studies for ICANN typically cost \$100 - \$200K.	Can study look back, or do we need a baseline study?	Baseline item	Available	Can identify new services via Exhibit A (Registry Services) in agreements. This is likely a useful measure at recurring later stages		External	This will be manual review, not automated
4.1	Consumer Trust	Frequency of success in reaching the intended information supplier through direct entry of domain names	Survey of end-users; SEO research	As the scope of ALAC and ICANN itself is global, we anticipate and expect that any metrics to be measured by survey (both the ALAC and GNSO metrics) would need to be globally distributed and multi-lingual.	This data has not been collected and would require a survey of end-users by a qualified neutral body (ie, AC Nielson, Decima). Ideally an initial poll would be done to accurately reflect attitudes in advance of the gTLD expansion. This survey could be combined with the one called for in metrics 1.4 and 2.13	Baseline item	TBC	Could be combined into one end-user survey. Targeted at type-in traffic - how do you define "success" in reaching the intended destination? Could be a reflection of URL complexity, i.e., simpler URLs should lead to fewer unintended destinations.	1.4, 2.2, 2.12, 2.13, 4.2, 5.1	Survey	Survey vendor

4.2	Consumer Trust	Frequency of landing at unintended destinations	Survey of end-users; SEO analytics	As the scope of ALAC and ICANN itself is global, we anticipate and expect that any metrics to be measured by survey (both the ALAC and GNSO metrics) would need to be globally distributed and multi-lingual. Selective sample of analytics may determine the success of typo-squatting or other unintended destinations	See notes on 4.1. To our knowledge, business intelligence on the effectiveness of domain names has never been gathered.	Baseline item	TBC	Could be combined into one end-user survey. More definition needed on how to demonstrate the reasons for landing at an unintended site, (i.e., typos) and how this could be generated via survey	1.4, 2.2, 2.12, 2.13, 4.1, 5.1	Survey	Survey vendor
4.3	Consumer Trust	Frequency of redundant or defensive domains (ie, multiple domains pointing to the same destination)	Survey of registrants	External sources (such as business intelligence publication) can supplement (and reduce the cost of) customized surveys.	Baseline random survey of registrants, to determine perceived pressure to obtain redundant domain names, would be beneficial	Baseline item	TBC	Can write script to scan zone files on name, check if there is http redirect. This will not reflect different content (e.g., parking page vs. full content). Requires human analysis of data.	2.9	Survey	We have automated parsing of data for redundant domain names, though this suggests a qualitative study.
4.4	Consumer Trust	Frequency of dead-end domains (registered but do not resolve)	Registry data + automated sampling	An automated system could sample random second-level domains to perform tests based on lists of domain names supplied by registries. The withholding of source data for metrics by contracted parties, in order to prevent collection of metrics which may be perceived to reflect upon them negatively, could impact the metrics and prevent ICANN from accurately measuring end-user trust.	Baseline survey of legacy registries.	Baseline item	Available	Can measure registered domain names vs. those active in the zone file.		In-house	Zone files

4.5	Consumer Trust	Numbers of complaints received by ICANN regarding improper use of domains	ICANN	Supplements GNSO metric 1.9 by assessing volume of end-user complaints (which may not come from name owners or result in URS/UDRP action)	Ensure that baseline data from Compliance is available and accessible	Baseline item	Available	Metric is based on Compliance's ability to analyze complaint closure codes for invalid domain complaints	1.8, 1.9, 1.20, 8.1	In-house	Compliance Complaint application tracks all complaints directed to Compliance
5.1	Consumer Trust	Relative preference of explicit use of domain names versus search engines for end-user general Internet use	Survey of end users; SEO analytics	As the scope of ALAC and ICANN itself is global, we anticipate and expect that any metrics to be measured by survey (both the ALAC and GNSO metrics) would need to be globally distributed and multi-lingual.	This data has not been collected and would require a survey of end-users by a qualified neutral body (ie, AC Nielson, Decima). Ideally an initial poll would be done to accurately reflect attitudes in advance of the gTLD expansion.	Baseline item	TBC	Google analytics per website - may provide this on aggregated basis, unclear on availability. Staff continuing to investigate sources	1.4, 2.2, 2.12, 2.13, 4.1	Survey	Survey vendor
5.2	Consumer Trust	Growth in use of hosted pages for organizations (such as Facebook or Google+)	Market Research, e.g., Comscore		ICANN should determine which research products provide the most suitable measurements	Baseline item	TBC	Would likely need to rely on secondary research. Would need to account for such services globally (e.g., Baidu, etc.), crawl all of these worldwide? Comscore measures traffic. Facebook, others may publish # of pages they have; would need to ask for anything additional.		External	Third party sources
5.3	Consumer Trust	Growth in use of QR codes	Market Research, e.g., ScanLife		ICANN should determine which research products provide the most suitable measurements	Baseline item	TBC	ScanLife sells QR products. May have its own market data. Staff investigating other data sources.		External	Possibly third party sources
5.4	Consumer Trust	Growth in use of URL shortening services	Market Research		ICANN should determine which research products provide the most suitable measurements	Baseline item	TBC	Some existing research on the topic. Wwww.surbl.com provides info on URL shorteners. Staff investigating additional options.		External	Possibly third party sources

