

working definitions of 'Consumer' and 'Consumer Trust', from the 2012 Working Group that defined measures and metrics for the AoC Review of the 2012 gTLD expansion ([link](#) to WG report, page 5):

Consumer is defined as actual and potential Internet users and registrants.

Consumer Trust is defined as the confidence Consumers have in the domain name system. This includes

- (i) trust in the consistency of name resolution
- (ii) confidence that a TLD registry operator is fulfilling the Registry's stated purpose and is complying with ICANN policies and applicable national laws and
- (iii) confidence in ICANN's compliance function.

Consumer Choice is defined as the range of options available to Consumers for domain scripts and languages, and for TLDs that offer meaningful choices as to the proposed purpose and integrity of their domain name registrants.

Competition is defined as the quantity, diversity, and the potential for and actual market rivalry of TLDs, TLD registry operators, and registrars.

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That WG was created per a Dec-2010 Board resolution ([link](#)) requesting advice from the GNSO, ccNSO, ALAC and GAC on establishing the definition, measures, and three-year targets for competition, consumer trust and consumer choice in the context of the DNS in preparation for the AoC required review of the 2012 gTLD expansion.

The WG's final [report](#) was adopted by its chartering organizations, GNSO and ALAC, with ALAC adding several additional measures.