

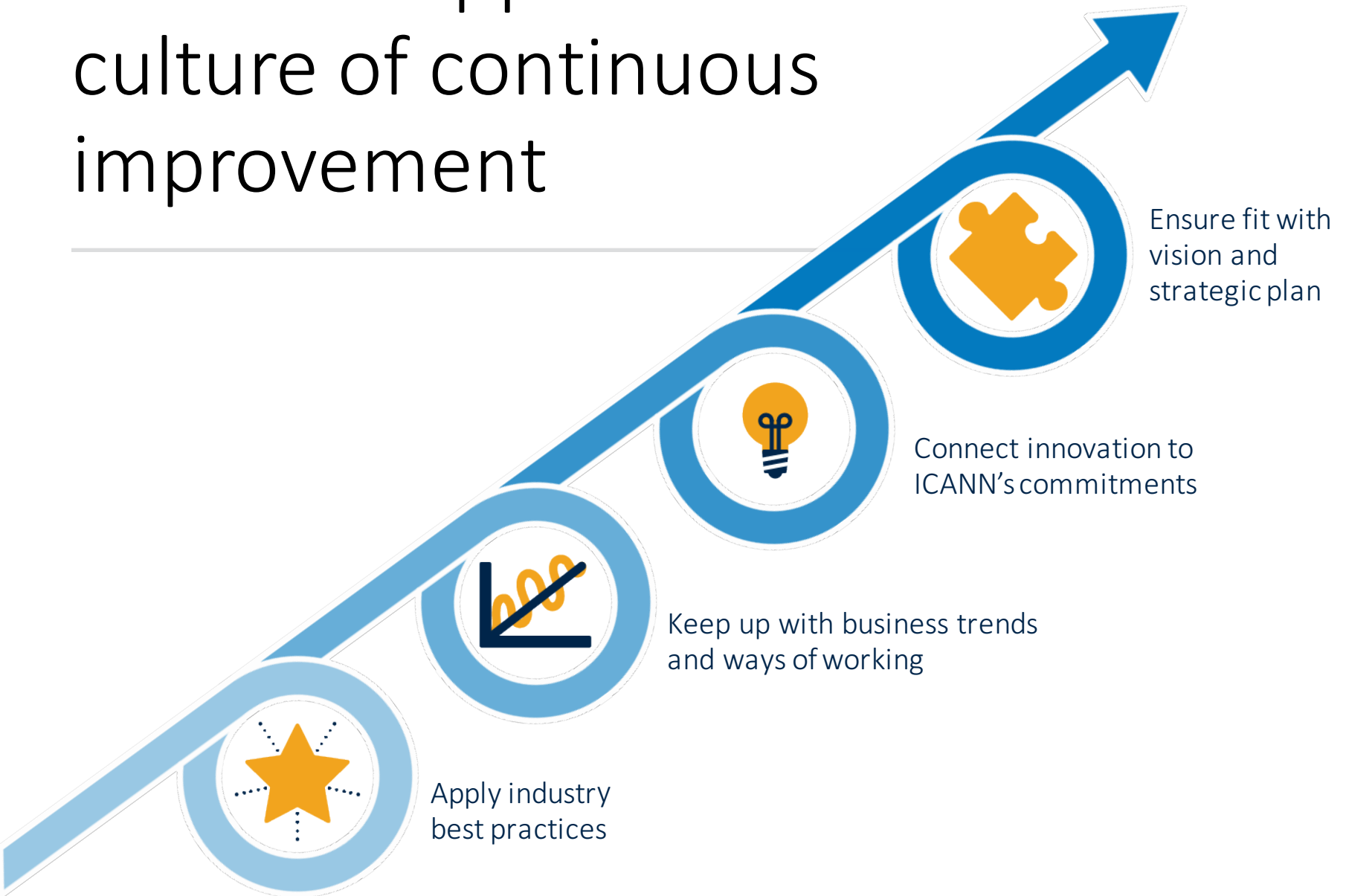


# Competition, Consumer Trust & Consumer Choice Review – (CCT-RT)

# What is a Review?

# Reviews support a culture of continuous improvement

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# Reviews improve accountability and transparency

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Shape the evolution of ICANN to keep pace with a changing world and community

Opportunity for the community to be heard

Stay true to our mandate



# Types of Reviews

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## Affirmation of Commitments Reviews

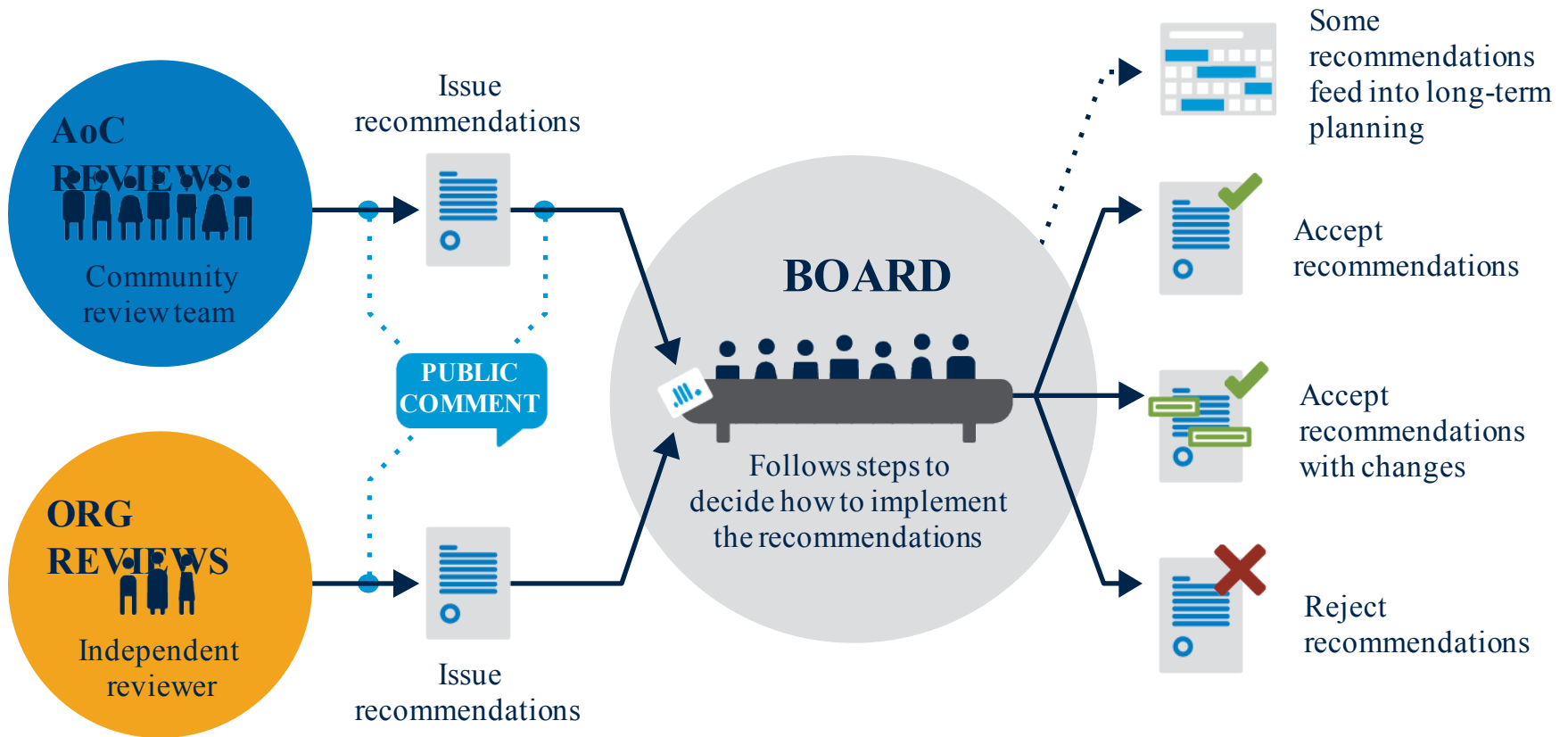


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## Organizational Reviews



# What comes out of Reviews?



## The best recommendations:

- Clear
- Prioritized
- Actionable
- Measurable
- Mindful of Resources

# The community plays a vital role



Designate review team members



Establish plan for review



Conduct review



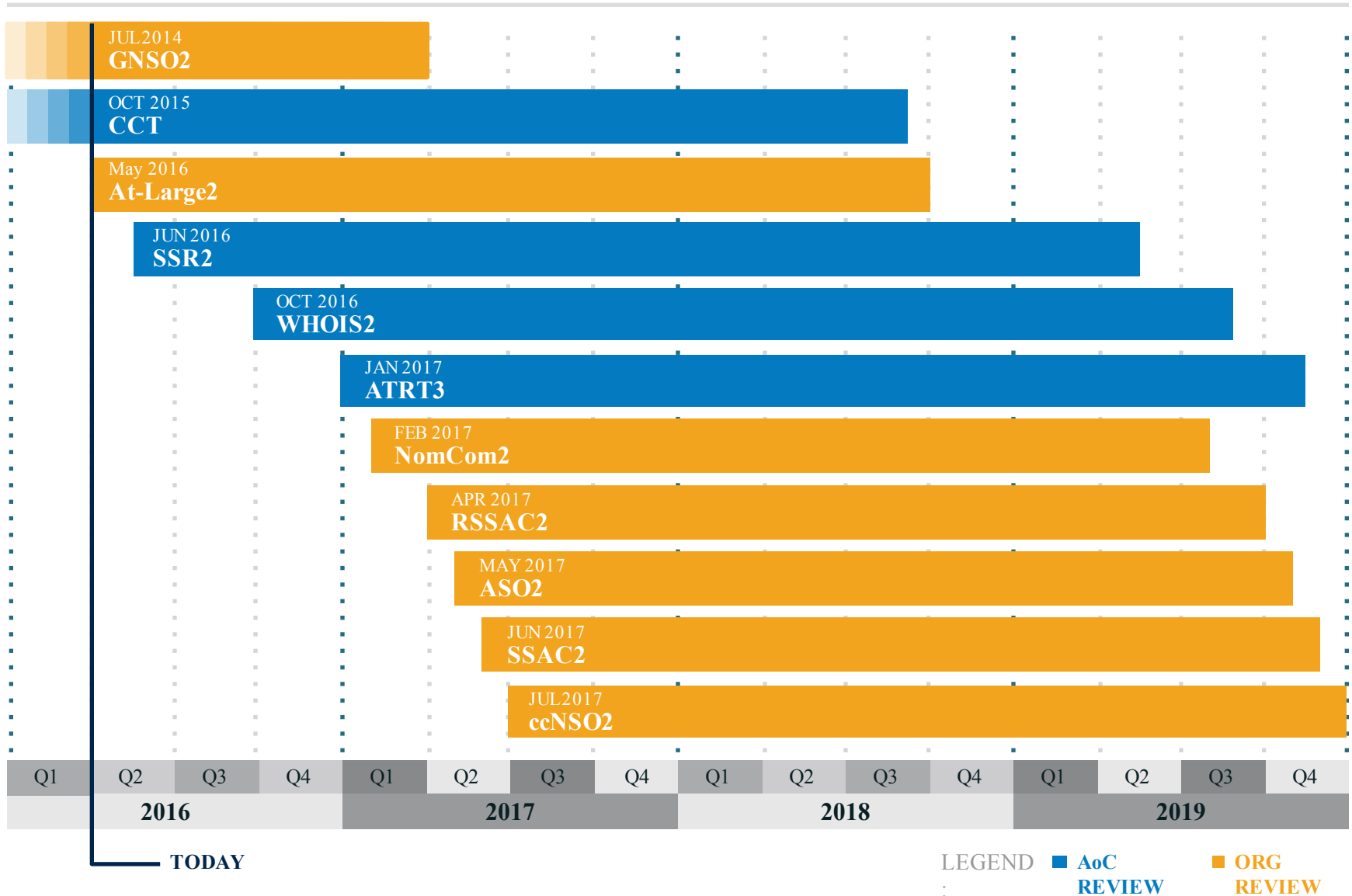
Present recommendations



Examples of Feedback:

- Public Comment
- Interviews
- Surveys

# Reviews: what is coming up





# The CCT Review

# CCT-RT Mandate

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Evaluate how New  
gTLD Program has  
promoted  
competition,  
consumer trust and  
consumer choice

Evaluated  
effectiveness of  
application and  
evaluation  
processes

Evaluate  
effectiveness of  
safeguards

## *Affirmation of Commitments [signed with US D.O.C in 2009]*

*If and when new gTLDs (whether in ASCII or other language character sets) have been in operation for one year, ICANN will organize a review that will examine the extent to which the introduction or expansion of gTLDs has promoted competition, consumer trust and consumer choice, as well as effectiveness of (a) the application and evaluation process, and (b) safeguards put in place to mitigate issues involved in the introduction or expansion.*

# CCT Review Team Members

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# CCT Review Team Members

SO/AC Representatives		Independent Experts	Chair of GAC & ICANN CEO Representatives
GNSO	Calvin Browne	Drew Bagley	Laureen Kapin
	Jordyn Buchanan	Stanley Besen	Jamie Hedlund
	Carlos Raúl Gutiérrez	N. Ravi Shankar	
	Waudu Siganga	Fabro Steibel	
	David Taylor		
	Jonathan Zuck		
ALAC	Kaili Kan		
	Carlton Samuels		
GAC	Megan Richards		
ccNSO	Dejan Djukic		
	Gaongalelwe G.P. Mosweu		

# Definitions

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## Consumer

Generally refers to a natural person, acting primarily for personal, family or household purposes and may, depending on the context, include businesses and government agencies as well. For the purposes of this review, consumers generally fall into two categories: (i) Internet Users and other market participants who make use of domains through DNS resolution, such as by navigating to a URL or sending an e-mail; and (ii) Registrants (and potential registrants).

## Consumer Trust

The confidence Consumers have in the function, reliability, safety, security, and authenticity of the domain name system. This includes (i) trust in the consistency of name resolution; (ii) confidence by Internet users that they can safely navigate to a domain name to find and safely use the site they intend to reach; (iii) confidence that a TLD registry operator is fulfilling the Registry's stated purpose; and (iv) confidence by a Registrant in a domain's registration process and life cycle.

## Competition

The range of meaningful options arising from new entrants and innovations over incumbent offerings available to Consumers for domain names (including in their preferred languages and scripts.)

## Consumer Choice

The range of meaningful options arising from new entrants and innovations over incumbent offerings available to Consumers for domain names (including in their preferred languages and scripts.)

## Relevant Market

For the purpose of this review, the CCTRT shall consider the competitive effects, costs, and benefits of the introduction of new gTLDs on the international domain name market place, which also includes legacy gTLDs and ccTLDs. Furthermore, the team may explore the impact of the new gTLD program on the broader "internet identity" (social media, WIX, etc.) market. However, competitive dynamics in the domain name ecosystem unrelated to the introduction of new gTLDs are not in the scope of this review. The review team may break down the overall market by sector or region for its review and recommendations.

*As adopted in our Terms of Reference*

# Modus Operandi

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- *Transparency*
- *Fact-based e.g. evaluation reports*
- *Objective*
- *Data collection e.g. surveys, questionnaires*
- *Indicators/metrics*
- *Community consultations*



# Competition & Consumer Choice

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Price competition

Non-price competition

Registrar/reseller competition

Value of segmentation

Market definitions

Choice vs. confusion

Region/language choice

# Safeguards & Trust

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## Impact PICs & safeguards

- Impact/reduces harm
- Safeguards
- PICs
- Regulated TLDs
- Compliance

## Consumer/end-user behavior

## Developing countries

## Procedural issues



# Application & Evaluation Process

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Addressing needs of underserved areas and markets

Providing equal opportunity participation in Program

Preventing the delegation of TLDs that would be confusing or harmful

Collecting and implementing GAC public policy advice

Allowing specific communities to be served by a relevant TLD

# Survey

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*A CCT Subteam is providing focused input to Nielsen in building a global survey of Internet users and domain name registrants.*



# Timeline

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- **March 2016:** Determine issue areas
- **Q2-Q3 2016:** Request additional data sets
- **May 2016:** Phase 2 consumer survey results published
- **June 2016:** Phase 2 economic study results published
- **Q2 2016:** Interim recommendations issued
- **Q3 2016:** Issue findings
- **Dec. 2016:** Draft report published for public comment
- **Dec. 2016-Jan. 2017:** Public comment period
- **April 2017:** Deliver final report and recommendations to ICANN Board



*Next face-to-face meeting: 6-7 June*

# Interested in us?

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Our email archives are public – see <https://community.icann.org/display/CCT/Email+Archives>

Follow our activities on our public wiki – [cct.wiki](https://cct.wiki)

Listen to our calls and meetings! All public! <https://icann.adobeconnect.com/cctreview-observers>

Make your voice heard! Contribute to our future public comment periods

Do you have input you would like to share now? Contact us at [input-to-cctr@icann.org](mailto:input-to-cctr@icann.org)



# Q&A

