

Competition, Consumer Trust and Consumer Choice Review Team Work Plan

This document serves as a guide for the Competition, Consumer Trust and Consumer Choice Review Team (CCTRT) to plan its work for the coming year. This work plan outlines the key areas for discussion, data elements to be considered, milestones to be achieved, and timelines for producing both findings and recommendations.

The Affirmation of Commitments provides the following mandate: “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.”

In order to improve the efficiency and impact of this review team, this plan lays out the necessary steps to ensure focused discussions, and includes a timeline with milestones for achievement noted, as appropriate.

1. Preparation

- a. *Terms of Reference:* The group shall come to an agreement on the Terms of Reference and ensure they share a common understanding of this review’s scope.
- b. *Existing data:* The group shall conduct a high-level overview of existing data sources that have been gathered or prepared for this review. This includes, but is not limited to:
 - i. Metrics recommended by the IAG-CCT and currently collected by ICANN staff: <https://www.icann.org/resources/reviews/cct/metrics>
 - ii. Phase 1 consumer and registrant survey results: <https://newgtlds.icann.org/en/announcements-and-media/announcement-2-29may15-en> and <https://www.icann.org/news/announcement-2015-09-25-en>
 1. Survey vendor Nielsen will present its methodology and plans for phase 2 of the surveys at the CCTRT F2F meeting 22-23 February in Los Angeles. CCTRT members will have the opportunity to provide feedback to Nielsen prior to the survey’s fielding.
 - iii. Phase 1 economic study: <https://www.icann.org/news/announcement-2-2015-09-28-en>
 1. Economic study vendor Analysis Group will present its methodology and plans for the phase 2 study at the 10 February teleconference. CCTRT members will have the opportunity to provide feedback to Analysis Group prior to the study’s commencement.
 - iv. Program Implementation Review: <https://newgtlds.icann.org/en/reviews/implementation/program-review-29jan16-en.pdf>
 1. ICANN staff will provide an overview of this report and be available for questions and discussions at the first F2F meeting in Los Angeles on 22-23 February.

- v. Rights Protection Mechanisms
Review: <http://newgtlds.icann.org/en/reviews/rpm/rpm-review-11sep15-en.pdf>
- vi. DNS Abuse Review: <https://newgtlds.icann.org/en/reviews/dns-abuse>

Upon surveying the available data, the CCTRT as a whole may request ICANN staff to utilize its resources to gather additional data.

- c. *Form sub-teams*: With the CCTRT's mandate as outlined in the AoC above, the team shall explore the available data and evidence by dividing the work into the following topic areas:
 1. The application and evaluation process: The full CCTRT will discuss this topic.
 2. Safeguards and consumer trust
 3. Competition and consumer choice

CCTRT members shall, at its first F2F meeting, begin to discuss the first topic area: the application and evaluation process. They will then divide into two sub teams to cover the remaining topic areas: 1. Safeguards and consumer trust and 2. Competition and consumer choice. Each team shall choose a leader, who will be responsible for guiding the sub teams to interim recommendations, findings and final recommendations. Each team, with its leader coordinating the discussion, shall determine an appropriate timeline for reviewing the data available in their topic area.

- d. *Remaining metrics for discussion*: The IAG-CCT tabled 22 of the recommended 66 metrics for the full CCTRT to assess and determine their feasibility and utility for the review. Of those, ICANN staff determined five could be collected from internal sources and are now included in the other metrics currently being collected. The remaining 17 require input from the CCTRT.

- 2. Interim recommendations**: The CCTRT, upon review of the available data sets and all metrics, shall endeavor to produce interim recommendations on a scheduled agreed-upon by the sub teams.

3. Sub teams

- a. *Scope of work*: Each sub team shall be tasked with reviewing the available data that corresponds with its assigned review area and provide preliminary findings to be discussed with the larger CCTRT, to be followed by recommendations from each sub team to be constructed based upon those findings. The sub team will be responsible for determine which data are/are not relevant to its analysis. Sub team leads shall be responsible for keeping the full CCTRT up to date on sub team discussions.
- b. *Timeline and process*: Each sub team will be responsible for drafting its own schedule, including milestones, and ensuring it meets larger milestones and deadlines set by the full CCTRT. The timeline should also include a deadline for delivering interim recommendations for consideration by the larger CCTRT. Sub teams may create their

own sub team email lists – to be open to the larger CCTRT so they may follow the discussions.

- c. *Additional data:* The subteam may request additional data in the form of additional resources from ICANN staff or external to the organization. Any such requests shall be discussed with the larger CCTRT.
- d. *Analysis and findings:* Each sub team will analyze its determined data set to reach preliminary findings. This initial milestone will require presenting the findings and underlying methodology to the full CCTRT for discussion. The sub team will then incorporate any CCTRT feedback on those findings as they regroup to discuss recommendations.
- e. *Recommendations:* Interim recommendations may arise from the sub team’s work. It is the sub team lead’s responsibility to share these with the CCTRT. Final recommendations shall be agreed upon with the full CCTRT. Recommendations should be clear, concise, concrete, prioritized and implementable.

The recommendations will fall into two categories: those which can be implemented directly by staff and those which require further policy development by the community.

The team shall document the rationale it has employed for any individual recommendation, and where possible, provide a quantitative target or metric for measurement of the recommendation’s success.

4. Draft report

All sub team findings and recommendations will be incorporated into a draft report and shall be published for a public comment period of at least 40 days.

5. Public comment period

Each sub team shall consider public comments and incorporate them into their recommendations, presenting them to the full CCTRT for consideration. The CCTRT will work together to reach consensus on incorporating public comments, as appropriate, in the final report.

6. Final report

After incorporating public feedback, the CCTRT shall come to an agreement on its final recommendations and publish a final report.

7. Implementation feedback

CCTRT members may be called upon for feedback on recommendations after implementation has begun. CCTRT members may wish to remain available for such post-CCTRT discussions.