**Consumer Trust**

- Consumer/end user behavior
  - Navigate
  - Use
    - Are new gTLDs more or less likely to point to safe content? (i.e., malware, phishing)
- Developing countries
  - Confidence that the new gTLD application process is fair? (Trust in the process)
  - Adequate access to assistance?
- Procedural
  - ICANN’s role
  - Dispute resolution processes
  - Sufficient data
- Confusion
  - Can consumers distinguish a legacy gTLD domain name from a similarly-named new gTLD domain name?
- DNS abuse (TBD)
  - Is DNS abuse more or less prevalent in new gTLDs than legacy gTLDs?
  - What enforcement mechanisms do new gTLDs use to curb DNS abuse?
  - What do DNS Abuse policies look like for new gTLD registries and registrars?
  - Are there greater or fewer numbers of ICANN compliance issues with new gTLDs than with legacy gTLDs?

**Trademark issues**

- Relative costs of defensive registrations
  - Pricing models
    - How has the absence of price restrictions affected consumer trust?
      - What are the consequences of the policy? (i.e., increased or decreased trust in the perceived value of domain names? coercive pricing?)
- Brands protection (i.e., brand dilution, infringement)
- Risk of confusion for a brand
- Sunrise pricing
  - Creates trust for existing rights holders or harms trust about fairness for new marketplace entrants?
- Rights prot. mechanisms

**Impact of PICs and other safeguards**

- Compliance
- Complaints
Safeguards & Trust Subteam
Laureen (Chair) – Carlton – Drew – Jamie – Gao – Carlos - Fabro

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<th>Reduces harm?</th>
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Other
What else do we need?
Divide into new gTLDs vs legacy (compliance)
# of complaints to registries, registrars
Compare level of abuse among legacy, new gTLDs (Drew to define methodology)
  - Select gTLDs to compare (legacy and new)
  - Gather lists of all current registrations in those TLDs (zone files)
  - Compare the lists of registrations to domain names associated with known DNS abuse
    (as determined by a reliable authority such as APWG, Spamhaus, etc.)
  - Determine whether there is any correlation between findings new/legacy gTLDs,
    registry/registrar DNS abuse policies, 2013 RAA compliance, literacy about gTLDs from
    Nielsen study, etc.

Highly regulated sector domains