

Competition & Consumer Choice Subteam  
**Proposed Work Plan**

Milestones	Goal
4 May	Confirm list of topics and data requests on plenary call #9
11 May	Subteam conference call Finalize market segmentation definitions
24 May	Circulate findings based on data sources reading list
25 May	Subteam conference call <ul style="list-style-type: none"> <li>• Analysis of TOPIC 4 – Value of segmentation – <ul style="list-style-type: none"> <li>○ What are reasonable definitions of relevant markets that we might use to analyze competition?</li> <li>○ Is further segmentation and regulation of the namespace valuable to consumers navigating the name space?</li> </ul> </li> </ul>
6-7 June	CCT Face-to-Face meeting <ul style="list-style-type: none"> <li>• Develop findings for TOPIC 4 – Value of segmentation – <ul style="list-style-type: none"> <li>○ What are reasonable definitions of relevant markets that we might use to analyze competition?</li> <li>○ Is further segmentation and regulation of the namespace valuable to consumers navigating the name space?</li> </ul> </li> <li>• Analysis of TOPIC 1 – Price competition – Has the expansion of gTLDs been effective at promoting price competition between TLD operators?</li> <li>• Analysis of TOPIC 2 – Non-price competition – Has the expansion of gTLDs been effective at promoting non-price competition between TLD operators?</li> <li>• Analysis of TOPIC 3 – Registrar/Reseller Competition – How has the introduction of the new TLDs affected competition among registrars and/or resellers?</li> </ul>
22 June	Subteam conference call <ul style="list-style-type: none"> <li>• Develop findings for TOPICs 1 – 2 – 3</li> <li>• Identify possible recommendations for TOPIC 4</li> </ul>
6 July	Subteam conference call <ul style="list-style-type: none"> <li>• Develop findings for TOPIC 1 – 2 – 3 - continued</li> <li>• Analysis of TOPIC 5 – Choice vs. Confusion – Have the benefits of the increase in choice outweighed the potential for the cost of confusion?</li> </ul>
20 July	<ul style="list-style-type: none"> <li>• Identify possible recommendations for TOPIC 1 – 2 – 3</li> <li>• Develop findings for TOPIC 5</li> </ul>
3 August	<ul style="list-style-type: none"> <li>• Analysis of TOPIC 6 – Region/Language Choice –Do consumers have expanded choices in different...</li> <li>• Identify possible recommendations for TOPIC 5</li> </ul>
17 August	Subteam conference call

	<ul style="list-style-type: none"> <li>• Develop findings for TOPIC 6</li> <li>• Determine whether any low priority topics need to be further considered</li> </ul>
31 August	Subteam conference call <ul style="list-style-type: none"> <li>• Produce interim recommendations for TOPIC 1 – 2 - 3</li> <li>• Produce interim recommendations for TOPIC 4 – 5</li> </ul>
14 September	Subteam conference call <ul style="list-style-type: none"> <li>• Produce interim recommendations for TOPIC 6</li> <li>• Circulate interim recommendations and findings to CCT for review</li> </ul>
21 September	<ul style="list-style-type: none"> <li>• CCT to cross-check implementability</li> <li>• CCT to send to PDP WG &amp; ICANN Board</li> </ul>
28 September	Subteam conference call <ul style="list-style-type: none"> <li>• Refine interim recommendations for TOPIC 1 through 6, as needed, based on preliminary input received and produce draft recommendations</li> </ul>
15 October	CCT produces draft report for public comment and discussion at ICANN 57 (29 Oct – 4 Nov) + webinars

*TOPIC 1 – Price competition – Has the expansion of gTLDs been effective at promoting price competition between TLD operators?*

*TOPIC 2 – Non-price competition – Has the expansion of gTLDs been effective at promoting non-price competition between TLD operators?*

*TOPIC 3 – Registrar/Reseller Competition – How has the introduction of the new TLDs affected competition among registrars and/or resellers?*

*TOPIC 4 – Value of segmentation –*

- *What are reasonable definitions of relevant markets that we might use to analyze competition?*
- *Is further segmentation and regulation of the namespace valuable to consumers navigating the name space?*

*TOPIC 5 – Choice vs. Confusion – Have the benefits of the increase in choice outweighed the potential for the cost of confusion?*

*TOPIC 6 – Region/Language Choice –Do consumers have*