

Competition and Choice Topics

Competition

- Has the expansion of gTLDs been effective at promoting price competition between TLD operators?
 - Consider data on retail and wholesale prices
 - Consider secondary markets
 - Prices in ccTLD vs. gTLDs
 - Effects of price caps
- Has the expansion of gTLDs been effective at promoting non-price competition between TLD operators?
 - If the competition is not founded on price, what services should be identified for competition?
- What are reasonable definitions of relevant markets that we might use to analyze competition?
 - Consider non-domain identifiers/navigation (As more and more apps go directly to service providers, e.g. facebook, etc., the impact to the market for domain names and implications)
 - Community vs. Standard vs. Brand
 - Single TLD vs. portfolio registry
 - How do we evaluate the success of TLDs that are targeted for small consumer segments?
 - To what extent have new gTLDs displaced legacy gTLDs/ccTLDs and is this good for competition/price?
 - Impact of competition of (new) GTLD's in areas where uptake of ccTLD's is low?
 - Impact of alternate roots
- Have different types of TLDs been able to provide effective alternatives to other TLDs?
 - Community vs. Standard vs. Brand
 - Single TLD vs. portfolio registry
- How has the introduction of the new TLD's affected competition between registrars?
- What is the minimum viable scale for a TLD registry?
 - Cost and cost structure (fixed v. variable) for providing registry/registrar service
 - Are there registry operators willing to operate a TLD regardless of profitability?
- Is a new TLD a valid choice for a registrant if there isn't universal acceptance of it?
- Are consumers sufficiently aware to allow for competition?
 - Who is responsible to promote GTLD's?
 - Are registrars aware of the Program?
- Are domain names being allocated more efficiently to registrants who will use them well?

Consumer Trust

- Is further segmentation and regulation of the namespace valuable to consumers navigating the name space?
 - Do internet users expect different TLDs to have different types of registrants? (Should this sub-question be covered by safeguards & trust group?)
- Has the benefits of the increase in choice outweighed the potential for the cost of confusion?
 - Can registrants get “better” domains in the new TLD’s?

Related Considerations

- What is the effect of exogenous influences of new technologies on the introduction of new gTLDs?
- Is it too soon to accurately consider these issues?