

Competition and Choice Topics

Competition

1. (4.4) Has the expansion of gTLDs been effective at promoting price competition between TLD operators?
 - a. Consider data on retail and wholesale prices
 - Have wholesale prices from registries
 - Have limited retail prices: 69 observations on gTLD prices (MAY NEED MORE RETAIL DATA)
 - Premium prices: registry premium data (list of names, price for each); related: registry reserved lists
 - Segmentation based on geography or language (who is the TLD targeted at?)
 - b. Consider secondary markets
 - Contacted Sedo for Transaction-level data
 - Changes to listing prices
 - Look at resale price in new gTLDs vs. legacy gTLDs
 - c. Prices in ccTLD vs. legacy gTLDs vs. new gTLDs
 - No response from ccTLDs
 - d. Effects of price caps
 - What were the historical/current price caps?
 - e. First mover advantage?
 - Launch dates
 - f. DATA: Bundled services pricing
2. (4.6) Has the expansion of gTLDs been effective at promoting non-price competition between TLD operators?
 - a. If the competition is not founded on price, what services should be identified for competition?
 - What additional registry services are offered for each TLD?
 - Do registrars offer custom services for specific TLDs?
 - b. First mover advantage?
 - c. DATA: Are registrants buying new gTLDs when the same string was available in another TLD? (Availability in various TLDs intersected with registration data)
 - d. DATA: Are registrants choosing to register in new gTLDs because of the policies of the TLD?
 - e. DATA: Are registrants choosing to register a new gTLD?
 - f. DATA: Compare prices of equivalent words across different languages
 - g. PROJECT: Why are prices different in different new gTLDs?
3. (4.8) What are reasonable definitions of relevant markets that we might use to analyze competition?

- a. 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)
 - How to approach this? Twitter? Facebook?
 - Maybe this is a separate track?
 - Maybe a good survey.
 - b. Community vs. Standard vs. Brand vs. Geo
 - c. Single TLD vs. portfolio registry
 - d. How do we evaluate the success of TLDs that are targeted for small consumer segments?
 - DATA: Renewal rates
 - e. To what extent have new gTLDs displaced legacy gTLDs/ccTLDs and is this good for competition/price?
 - DATA: New registrations versus renewals
 - DATA: Are registrants replacing previous TLD registrations with new ones?
 - DATA: ccTLD registration volumes/annual renewal figures
 - DATA: CENTR HHI data
 - f. Impact of competition of (new) gTLD's in areas where uptake of ccTLD's is low?
 - g. Impact of alternate roots
 - h. Bare domain versus bundle of functionality (including, e.g. hosting)
 - DATA: Analysis Group looking at add-on services
 - DATA: "Standard Shopping basket" to look at the service
 - i. Do specific sectors or clusters of topically related TLDs form a market?
 - DATA: Analysis group did some of this in their initial report
 - j. DATA: parked vs. not
 - k. DATA: Traffic information
4. (4.3) How has the introduction of the new TLD's affected competition among registrars and/or resellers?
- a. Impact on # of registrars?
 - DATA: # of registrars
 - DATA: # of registrars per TLD
 - DATA: # of registrars per geo
 - b. Effects of vertical integration
 - PROJECT: Compare market shares of registrars in TLDs with vertically integrated registrars; followup: look at prices in TLDs with vertically integrated registrars
 - DATA: Identify registrars that are vertically integrated with registries
 - c. DATA: Can we look at # of registrars versus (retail vs. wholesale) prices and does it lower prices?
 - # of registrars per TLD
 - d. DATA: Can ICANN identify information about resold domains

Commented [1]: we can probably use a similar group of values as well. I think it is important to break up the analysis on trust and safeguards related to this

Commented [2]: This is a comment for the Trust + Safeguards group, right?

Consumer Choice

5. (4) Is further segmentation and regulation of the namespace valuable to consumers navigating the name space?

- a. Do internet users expect different TLDs to have different types of registrants? (Should this sub-question be covered by safeguards & trust group?)
- 6. (4.3) Has the benefits of the increase in choice outweighed the potential for the cost of confusion?
 - a. Can registrants get “better” domains in the new TLD’s?
- 7. (4.2) Do consumers have expanded choices in different...
 - a. Regions
 - b. Languages /Scripts
 - c. ...and do they have options to purchase domains? (are there available registrars/resellers in their language/region/etc.)

Lower Priority

- 8. (3.7) Have different types of TLDs been able to provide effective alternatives to other TLDs?
 - a. Community vs. Standard vs. Brand vs. Geo
 - b. Single TLD vs. portfolio registry
- 9. (4.1—but make lower priority) Are consumers sufficiently aware to allow for competition?
 - a. Who is responsible to promote GTLD’s?
 - b. Are registrars aware of the Program?
- 10. (2.8) Are domain names being allocated more efficiently to registrants who will use them well?
- 11. (3) Is a new TLD a valid choice for a registrant if there isn’t universal acceptance of it?
 - a. Special effects on IDNs?
- 12. (3.4) What is the minimum viable scale for a TLD registry?
 - a. Cost and cost structure (fixed v. variable) for providing registry/registrar service
 - b. Are there registry operators willing to operate a TLD regardless of profitability?
- 13. (2.8) What is the effect of exogenous influences of new technologies on the introduction of new gTLDs?
- 14. (3.2) Is it too soon to accurately consider these issues?