

## Competition and Choice:

Has the expansion of gTLDs been effective at promoting...

- Price competition between TLD operators?
  - Data on retail and wholesale prices?
  - Secondary markets
  - TLD-ccTLD price
- Non-price competition between TLD operators?
  - If the competition is not founded on price, what services should be identified for competition?
  - Market forces cannot be the only compelling estimation of competition
- Is further segmentation and regulation of the name space valuable to consumers navigating the name space? (Do internet users expect different TLD's to have different types of registrants? (Safeguards & trust group?))
- 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 GTLD's displaced legacy GTLD's/ccTLD's and is this good for competition/price?
  - Impact of competition of (new) GTLD's in areas where uptake of ccTLD's is low?
- What is the affect of exogenous influences of new technologies on the introduction of new gTLDs?
- Has the benefits of the increase in choice outweighed the potential for the cost of confusion? (Choice or confusion?)
- 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?
- Too soon to accurately consider (risk)

- Impact of alternative routes to DNS access by users
- Has introduction of new GTLD expanded market, reduced costs, increased competition?
- More price competition
- Can registrants get “better” domains in the new TLD’s