

CCT Breakout Session Subjects/Suggestions

22 February 2016

General:

- Have new TLD's made the DNS more useful?
- Can new TLD's improve the experience of the DNS for mobile users?
- Timeline
- Will there be adequate data to make meaningful assessments and recommendations?
- Structure a program that recognize disabilities in emerging economies.
- Will the analysis carried out be premature to assess fully the impact of the new GLTD round? 4 billion new internet users may change market/circumstances

Application Process:

AREAS

- Application Processing
- Application Evaluation
- Objection Procedures
- Contention Resolution
- Contracting & Transition to Delegation
- Applicant Support Program
- Continued Operations Instrument
- Program Management

CRITERIA

- Efficiency
- Effectiveness
- Fairness
- Predictability
- Security & Stability
- Alignment to Policy & Implementation Guidelines

INPUT

- References

Was the application and evaluation process effective at...

- Addressing the needs of underserved areas and markets?
 - Serving the community
 - Encouraging participation as providers from within the area
 - Providing effective dispute resolutions for developing regions
 - Examine barriers to entry for prospective participants for emerging economies
 - IDN's
 - App support
- Preventing the delegation of TLDs that would be confusing or harmful
 - Standing in objection process
 - String confusion
 - Singular plurals
 - Inconsistent decisions/appeals (not sure this is in scope)
- Allowing specific communities to be served by a relevant TLD?
 - How we define community applicants and design an evaluation process fit to purpose?
 - IDN's
- Providing equal opportunity for participation in the Program
 - Risk of unfair advantage for those with more money (or disadvantage those with fewer resources)
 - Linguistic barriers
 - Sufficient outreach and awareness
 - Infrastructure access

- Collecting and implementing GAC public policy advice
 - Public Interest Commitments: voluntary vs. mandated
 - Early enough participation by GAC
 - Was GAC advice effectively formulated?
- Can we simplify the process by eliminating “rounds”?

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?
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- 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

Safeguards and Trust:

- What are the costs of defensive registrations and do we need to seek to reduce them in the future?
- Extent to which public interest commitments have been consistently applied and how they may have helped to promote or maintain consumer trust.
- Impact of predatory pricing and defensive applications
- Business models
- Sufficient data
- Consumer behavior re: trust (Nielsen)
- Recommendations for increasing consumer trust (esp. in developing countries)
- Ways in which new GTLD's might or might not affect consumer trust and competition in the marketplace. For example, are the cybercriminals preying off of the fact that a legacy TLD operator most likely won't register all of the new TLD versions of a domain name? A user can successfully navigate to a domain name that violates consumer trust through a form of DNS

abuse. Therefore it is really important for this study to look and more domain more education in this category.

- For safeguards, let's look at the ways in which new gTLDs might or might not affect consumer trust and confusion in the marketplace. For example, are cyber criminals preying off of the fact that a legacy TLD operator most likely won't register all of the new TLD versions of a domain name? A user can successfully navigate to a domain name that violates consumer trust through a form of DNS abuse. Therefore, it is really important for this study to look beyond mere domain name resolution in this category.
- Impact of public policy on safeguards on consumer protection
- Sunrise pricing – brand vs. generics – premium pricing
- Can a new TLD reduce the risk of consumer confusion for a brand?
- How to “bake” safeguards into new GTLD process
- Experiences from developing regions
- DNS abuse
- Brands and IP protection
- What is ICANN's role in engendering trust?

AOC Reviews Process:

- Too many parallel discussions
- Get the community to discuss our work
- Transparency
- Implementation – Timing – Politics
- Which reforms are critical path?
- Worried that time constraints will limit discussions
- Are there issues that MUST be addressed prior to the further expansion of the GTLD's?
- Process or spend too much time spinning our wheels
- How do we build a solid foundation for CCT-RTZ?