Competition, Consumer Trust & Consumer Choice Review – CCT-RT

ICANN

Mandate

Affirmation of Commitments (AoC) review
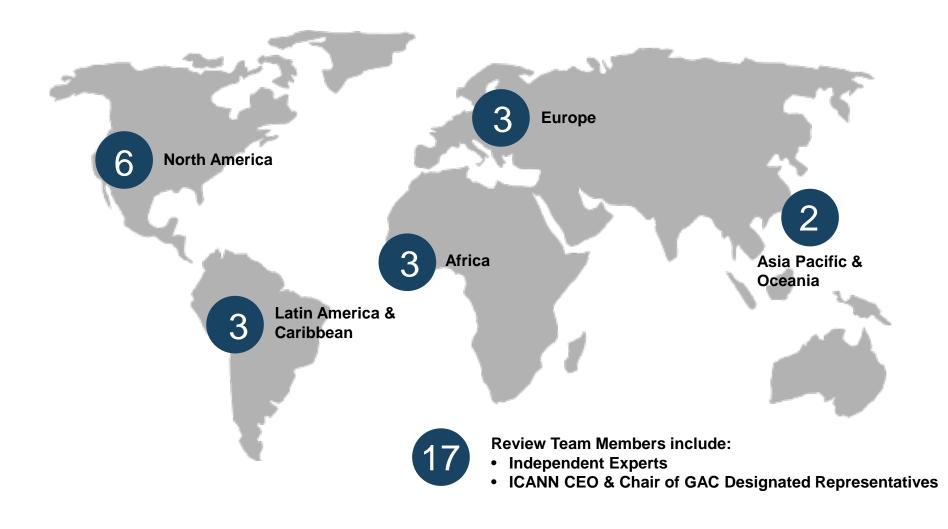
Evaluate how New gTLD Program has promoted competition, consumer trust and consumer choice

Effectiveness of application and evaluation processes

Safeguards and Trust

CCT Review Team Members

6 North America

3 Europe

3 Africa

2 Asia Pacific & Oceania

3 Latin America & Caribbean

17 Review Team Members include:
- Independent Experts
- ICANN CEO & Chair of GAC Designated Representatives

CCT Review Team Members

SO/AC Representatives		Independent Experts	Chair of GAC & ICANN CEO Representatives
GNSO	Calvin Browne	Drew Bagley	Laureen Kapin
	Jordyn Buchanan	Stanley Besen	Jamie Hedlund
	Carlos Raúl Gutiérrez	N. Ravi Shankar	
	Waudo Siganga	Fabro Steibel	
	David Taylor		
	Jonathan Zuck		
ALAC	Kaili Kan		
	Carlton Samuels		
GAC	Megan Richards		
ccNSO	Dejan Djukic		
	Gaongalelwe G.P. Mosweu		

Work Plan - Subteams

Competition & Consumer Choice

Safeguards & Trust

Application & Evaluation Process

Work Plan

- **March 2016**: Determine issue areas
- **Q2-Q3 2016**: Request additional data sets
- **May 2016:** Phase 2 consumer survey results published
- **June 2016:** Phase 2 economic study results published
- **Q2 2016:** Interim recommendations issued
- **Q3 2016:** Issue findings
- **Dec. 2016:** Draft republic published for public comment
- **Dec. 2016-Jan. 2017:** Public comment period
- **April 2017:** Deliver final report and recommendations to ICANN Board

Competition and Consumer Choice Subteam

Key Questions: Competition

- Has the expansion of gTLDs been effective at promoting price competition between TLD operators?
- Has the expansion of gTLDs been effective at promoting non-price competition between TLD operators?
- What are reasonable definitions of relevant markets that we might use to analyze competition?
- How has the introduction of the new TLD's affected competition between registrars and/or resellers?
- Are consumers sufficiently aware to allow for competition?

Key Questions: Consumer Choice

- Is further segmentation and regulation of the namespace valuable to consumers navigating the name space?
- Has the benefits of the increase in choice outweighed the potential for the cost of confusion?
- Do consumers have expanded choices in different…
  - Regions
  - Languages / Scripts

…and do they have options to purchase domains? (are there available registrars/resellers in their language/region/etc.)

Other Topics (lower priority)

- Have different types of TLDs (community vs. brand vs. geo vs. "standard") been able to provide effective alternatives to other TLDs?
- Are domain names being allocated more efficiently to registrants who will use them well?
- What is the effect of external influences of new technologies (e.g., mobile apps or QR codes) on the introduction of new gTLDs?
- Is it too soon to accurately consider these issues?
- What is the minimum viable scale for a TLD registry?
- Is a new TLD a valid choice for a registrant if there isn't universal acceptance of it?

Safeguards & Trust Subteam

Safeguards & Consumer Trust

Can the public safely navigate to use new and gTLDs?

Impact of PICs and safeguards/

Risk of confusion and DNS abuse

Developing Countries

Trademark Issues

Safeguards and Consumer Trust

Safe Navigation and Use

- Reach intended destination?
- Destination is safe
- Consumer literacy

Impact of PICS and Safeguards

- Role of safeguards in new gTLDs
- Are Public Interest Commitments enforced?
- PICs for gTLDs in highly regulated sectors

Safeguards and Consumer Trust

Risk of Confusion and DNS Abuse

Consumer confusion over similarly named strings?

Botnets, pharming, phishing, malware

Comparison of level of abuse and abuse policies in legacy and new gTLDs

Developing Countries

Has the low participation of developing countries in the new gTLD process impacted the public's trust and willingness to use new gTLDs?

Safeguards and Consumer Trust

Trademark Issues

Pricing models (absence of restrictions)

Rights Protection Mechanisms

Application & Evaluation Process Subteam

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
    - IDNs
    - App support

Was the application and evaluation process effective at...

- 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)

Was the application and evaluation process effective at…

- Allowing specific communities to be served by a relevant TLD?
  - How we define community applicants and design an evaluation process fit to purpose?
  - IDNs

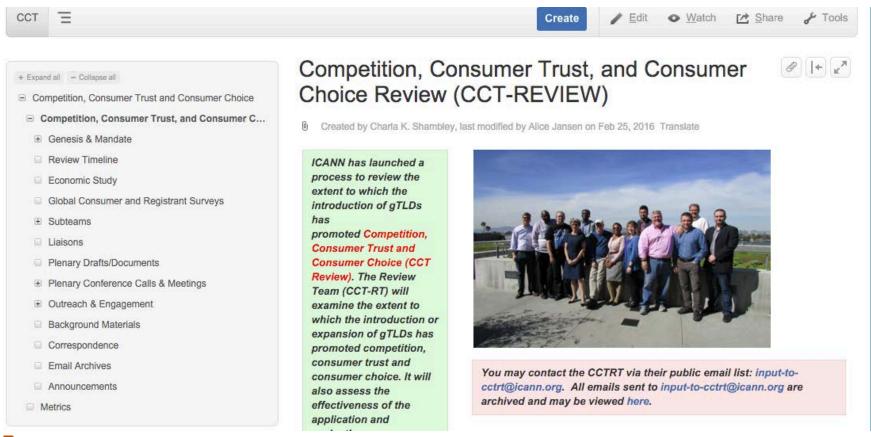# Was the application and evaluation process effective at…

- 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

Was the application and evaluation process effective at…

- Collecting and implementing GAC public policy advice
  - Public Interest Commitments: voluntary vs. mandated
  - Early enough participation by GAC
  - Was GAC advice effectively formulated?

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📁 Public wiki
✉️ Mailing-list archives
🎧 Open calls/meetings
                    etc..
See more at https://community.icann.org/pages/viewpage.action?pageId=56135383

We want to hear from you!

Share your unique perspective with us - Your input is KEY to this process

Send us an email at ***input-to-cctrt@icann.org***

Happy to join your session at ICANN 55

Or to schedule a conference call

The floor is yours!

Thank you!