

APAC Space web conference

Competition, Consumer Trust, and Consumer Choice
Review (CCT)



19 September 2017

Agenda

- ⦿ **Welcome Remarks** by Jia-Rong Low, Vice President & Managing Director, ICANN Asia Pacific (3 mins)
- ⦿ **Introduction to Competition, Consumer Trust and Consumer Choice Review (CCT)** by Jean-Baptiste Deroulez, MSSSI Associate Project Manager, ICANN (25 mins)
- ⦿ **Questions & Community Discussion** led by Edmon Chung, APAC Space Community Facilitator (30 mins)
 - Topic for next APAC Space @ ICANN60
- ⦿ **AOB** (2 mins)
 - Upcoming Events

Welcome Remarks



Jia-Rong Low

Vice President & Managing Director
ICANN Asia Pacific

What is APAC Space?



“Space” for APAC Community Members

- ⊙ “Practice Ground” to facilitate community discussion -> Participate in ICANN
- ⊙ Community-led
- ⊙ Focus areas:
 - DNS industry topics
 - ICANN Policy Development Processes, and
 - ICANN Reviews

What is APAC Space?



How is it conducted?

- ⦿ Bi-monthly web conference or face-to-face at ICANN meetings
- ⦿ Presentation on topic, followed by community discussion
- ⦿ Community mailing list: discuss@apacspace.asia
 - Facilitates setting of agenda
 - Raise discussion issues
- ⦿ Community wiki page:
<https://community.icann.org/display/GSEAPAC/APAC+Space>

Competition, Consumer Trust, and Consumer Choice Review (CCT)



Jean-Baptiste Deroulez
MSSI Associate Project Manager
ICANN

What is the New gTLD Program?

The goal of the New gTLD Program is to foster competition, innovation and choice in the domain name industry.



- ⦿ This is an Internet community-driven initiative that is enabling the largest expansion of the domain name system, ever.
- ⦿ The New gTLD Program is managed by ICANN, which means it has taken shape through the multistakeholder model.
- ⦿ Over **1,200** new generic top-level domains have now been introduced into the Internet over the next few years.

What is the New gTLD Program?

**Largest-ever expansion
of the Domain Name System**

Innovation

**Introduction of
Internationalized Domain
Names**

Global restructuring

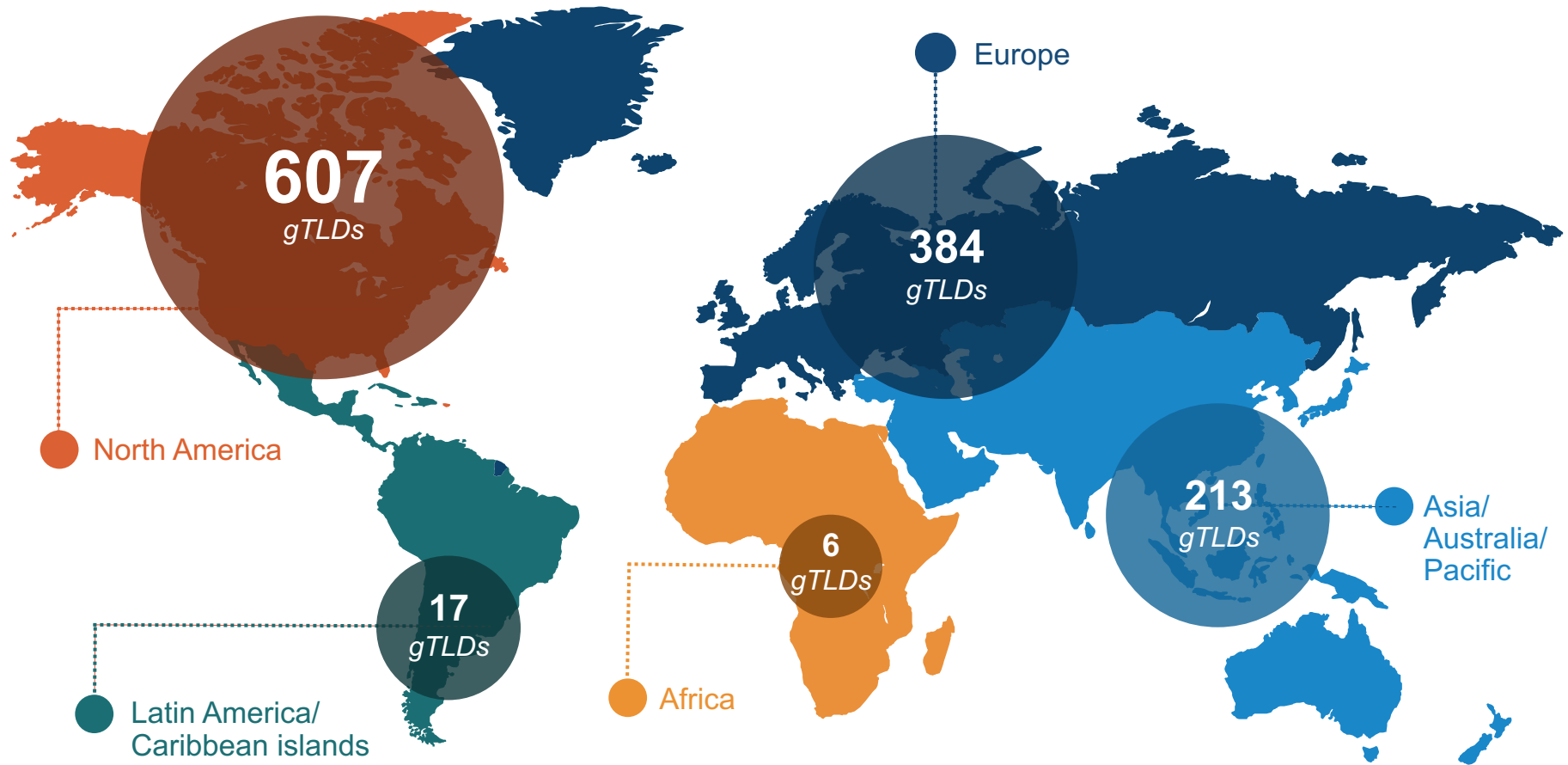
**Managed by ICANN =
Multistakeholder input**

Security & stability

2012 Round Delegated gTLDs by ICANN Region

1227 Delegations as of July 2017

Region based on [Registry Public Contact](#)



Mandate

Evaluate how New gTLD Program has promoted Competition, Consumer Trust, and Consumer Choice

Evaluate Effectiveness of Application and Evaluation Processes

Evaluate Effectiveness of Safeguards

CCT Goals

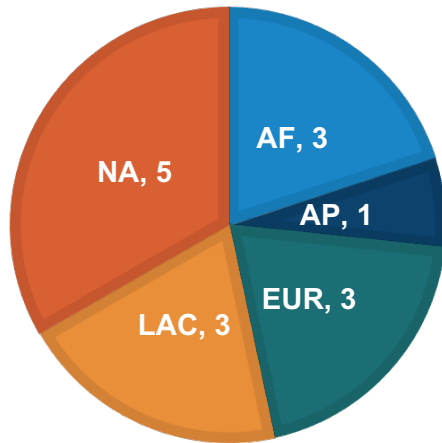
- Perform data driven assessment of the New gTLD Program
- Inform policy related to the entry of New gTLDs



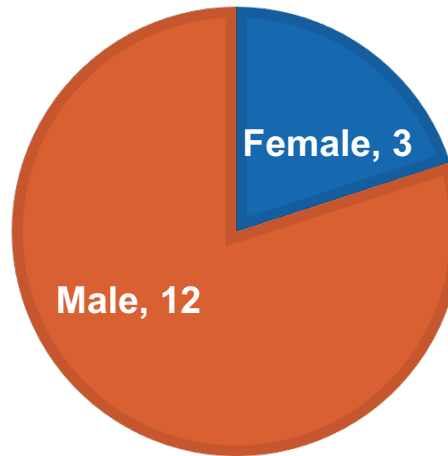
CCT Review Team and Subteams

- CCT members in figures

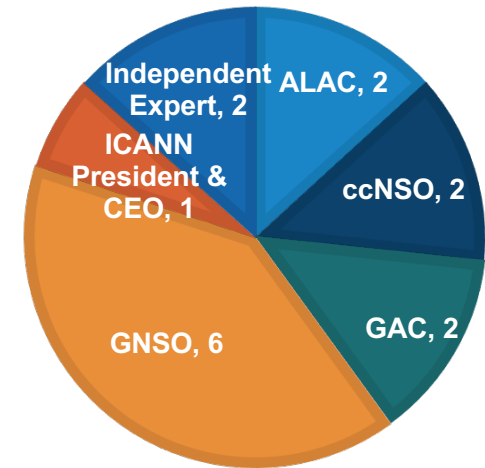
REGIONS



GENDER



AFFILIATION



- Divided in three subteams

- Competition & Consumer Choice
- Safeguards & Trust
- Application & Evaluation

Commitment to Data-Driven Effort

Primary data sources

- Consumer survey results (Nielsen)
- Registrant survey results (Nielsen)
- Economic study results (Analysis Group)
- Applicant survey (Nielsen)
- Program Implementation Review Report (ICANN organization)
- New gTLDs and the Global South (AM Global)
- Parking rates in legacy gTLDs (NTLD Stats)
- New gTLD Program Safeguards Against DNS Abuse (ICANN organization)
- DNS Abuse rates in legacy and new gTLDs (SIDN)



Competition and Consumer Choice Subteam

ROLE

- Tasked with reviewing the available data on competition and consumer choice
- Analyzed the competitive effects of the New gTLD Program on the domain name marketplace

Findings

- **Observed generally positive signals relevant to competition**, e.g. as of March 2016 new gTLDs had acquired approximately 50% of the increase in the number of registrations in all gTLDs



- **Most new gTLDs show relatively low registration numbers.** Almost 3/4 of the new gTLDs that we have analyzed currently have fewer than 10K registrations and more than 90% have fewer than 50K registrations
- **New gTLDs give consumers more choices**, benefits to consumer end-users include greater choice in the number of generic top-level domain names [and] greater 'specificity' of identification regarding the domain names

Consumer Trust and Safeguards Subteam

ROLE

Assess the impact of the New gTLD Program on two key areas:

- Consumer trust in gTLDs and the domain name marketplace
- Effectiveness of safeguards put in place to mitigate issues involved in the introduction or expansion of new gTLDs

Findings

Consumer Trust

- Minimal impact observed, information needed on why consumers trust New gTLDs
- Positive links between factors such as familiarity, reputation and adoption of security measures



Safeguards

- Information related to impact on both the public and entities enforcing them needed
- Collect data related to DNS abuse and provide more transparency in reporting the subject matter and ultimate outcome of complaints



Application and Evaluation Process Subteam

ROLE

Assess the Applicant Program around three tracks:

- Successful applicants: determining the challenges successful applicants faced, the support they received and an assessment of the impact of the GAC early warnings on the process
- Unsuccessful applicants – comprehending causes of failure and the support received
- Missing applicants – with an emphasis on the developing world, to better understand why these would-be registries did not submit an application

Findings

- Lack of awareness of the program
- Complexity of the application process and lack of available assistance in applying
- Early warnings are useful and could possibly be introduced earlier



- Review procedures & objectives for community-based applications
- Greater consistency in dispute resolution proceedings



Key Issues Being Discussed

Lack of Data

Several recommendations highlight ongoing data collection as a priority going forward. Review team members reported a lack of data on several key topics – pricing, regional registration distribution, and domain parking, among others – hindered their ability to effectively analyze the Program.

DNS Abuse

The team is currently reviewing the results of the Statistical Analysis of DNS Abuse in gTLDs study commissioned at the team's request to evaluate the impact of safeguards enacted in the Program.

Parking

The review team is revisiting its recommendations related to domain name parking, which features prominently in some New gTLDs.

Protection of Trademarks

After evaluating responses to a survey of INTA members on the costs of the New gTLD Program to trademark holders, the review team is considering proposing new recommendations in its final report.

What's Next?

1

The CCT Review Team is currently working on two projects in parallel

- Refining and consolidating its first Draft Report recommendations
- Drafting new sections on DNS abuse, Rights Protection Mechanisms, and completing its previous section on domain name parking

2

Input on draft report

CCT will seek input on new sections of its **draft report** in September

3

ICANN60 Outreach to socialize recommendations

CCT will socialize recommendations with the community during an outreach session at ICANN60 and during webinars

4

Final Report

The final report is scheduled to be sent to the Board in December 2017

Thank you



Useful Links

Visit us at [icann.org](https://www.icann.org)

For further information on the progress of the review, please visit the [CCT Review Team wiki](#) or the [CCT Review homepage](#).

Links to draft report, published March 7, 2017:

EN Version <https://www.icann.org/en/system/files/files/cct-rt-draft-report-07mar17-en.pdf>

ES Version <https://www.icann.org/zh/system/files/files/cct-rt-draft-report-07mar17-zh.pdf>

FR Version <https://www.icann.org/fr/system/files/files/cct-rt-draft-report-07mar17-fr.pdf>

RU Version <https://www.icann.org/ru/system/files/files/cct-rt-draft-report-07mar17-ru.pdf>

ZH Version <https://www.icann.org/zh/system/files/files/cct-rt-draft-report-07mar17-zh.pdf>

Community Discussion



Edmon Chung
APAC Space
Community Facilitator

Community Discussion

- ⦿ Questions for the speakers

- ⦿ Topic options for next APAC Space session (ICANN60):
 - Data Privacy & Protection – led by APAC Space subgroup
 - ICANN Structure Post-IANA transition: Empowered Community
 - ICANN Policy Development Process (PDP) on Next-Generation gTLD Registration Directory Services (RDS)

- ⦿ Write to discuss@apacspace.asia to suggest new topics

AOB

Upcoming events:

APAC Space @ ICANN60 (Abu Dhabi)

1 November 2017

1:30PM – 3:00PM (local time)

APAC Social @ ICANN60 (Abu Dhabi)

1 November 2017

6:30PM – 8:00PM (local time)

Engage with ICANN



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