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JORDYN BUCHANAN: We preceded our exercise by Stan's project up here for this point. So to get your creative juices flowing – Waudu doesn't need this for sure, because he's already responded to the doc. But if you haven't taken a look at Stan's –

UNIDENTIFIED MALE: [inaudible] can see it from here.

JORDYN BUCHANAN: Okay, so, Stan, that's what I was about to do. I'm just going to briefly go over the projects. And hopefully they're well enough defined that I'm going to repeat them, and Stan's going to agree that I have correctly described them. And that will mean that he's done a good job of writing them down if someone else can read the same thing [inaudible]. So [inaudible]. The question, I guess – we'll see how this goes.

So I think, Stan, you proposed two... I'm not sure quite where to put between our various questions. I think they probably touch on the intersection of price competition and non-price competition, which are these general terms, market structure and market share questions.

So one project that Stan has described is basically to calculate four-firm, and eight-firm concentration ratios and HHIs. So for those who have [several things], [inaudible] our intro to market competition, those are measures used by economists to help figure out the lay of the land, in terms of competitiveness on the market.

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So compute those three numbers for six different sets of gTLDs. That's not gTLDs. That's participants, market participants. The first would be compute those numbers for all new TLD registries.

UNIDENTIFIED MALE: New gTLD registries.

JORDYN BUCHANAN: New gTLD registries. I guess half of them deal with ccTLDs, but we don't want to get that [inaudible]. The New gTLD registries, so it's presumably the TLDs, presumably standing in front of the [recent] rounds, right? Yeah, okay. So New TLD registries from the [recent] round. Do the same computation for all gTLD registries, including the legacy ones. Then do the same computation, but looking at the registrars competing within the New gTLD registries. And then do the same computation again for the registrars competing in all gTLD registries. I suspect there's not a very big difference between – oh, you're saying the number of registrations and the registrars you have?

STAN BESEN: The registrations. Of course, the footnote says if an entity operates more than one registry, for example, we would combine the shares of their respective registries in [inaudible] concentration. This is very much like what the Analysis Group did.

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JORDYN BUCHANAN: Okay. And same for registrars, presumably? Some of them have common ownership as well. All right.

STAN BESEN: This is their Table 2 in the original report.

JORDYN BUCHANAN: Okay. And that's just they compute registrar concentration or just –

STAN BESEN: Table 2 is registration shares across registry operators.

JORDYN BUCHANAN: Right, okay.

STAN BESEN: And then they have Table 3, registration shares across registrars.

JORDYN BUCHANAN: Okay.

UNIDENTIFIED MALE: This is registration shares or [age]?

JORDYN BUCHANAN: They did shares.

STAN BESEN: They just did shares. And what I'm proposing is a number of summary statistics using the share data. This is just the raw share data.

UNIDENTIFIED MALE: Okay. But we would use that square, that page...

STAN BESEN: [inaudible] at least three things you could do with these data. You've got the four-firm concentration ratio. You calculate the eight-firm concentration, so it's some fairly standard measures. And you can calculate the HHI using these data also. Essentially, they updated the raw numbers that are needed to calculate those statistics. I'm suggesting that we do some summary statistics [inaudible].

JORDYN BUCHANAN: So basically, for each of these subheadings, we would expect three numbers for these?

STAN BESEN: Correct.

KAILI KAN: The Analysis Group was to calculate or recalculate?

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JORDYN BUCHANAN: That's TBD. So right now, we're just saying what the projects are. Then we'll work with SAC to figure out who's going to do it. So our probably in this case, Analysis Group already has all the data [inaudible] would be pretty simple for them to do this, I would say [inaudible] for them to do that.

KAILI KAN: Well, if possible, I hope Stan will agree if possible, that we can [inaudible] at least, Stan [inaudible] the calculation.

STAN BESEN: That's fine. I appreciate your volunteering to do the calculations. I really do. But I think we better have them do it at our direction.

JORDYN BUCHANAN: I think for these particular ones, it's probably [inaudible] these are pretty mechanical calculations. At least with some of the other questions, we'll actually do quite a bit of work. And so we may decide [inaudible]. GC members probably may not have to cycle in order to build the spreadsheets, or the knowledge of the appropriate policies.

KAILI KAN: But as I say, is that ultimately AG is not responsible for conclusion. We are. So –

STAN BESEN: They're probably responsible for the gathering of facts though.

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JORDYN BUCHANAN: Correct.

STAN BESEN: And HHI is more like factual information, when all is said and done, and then the interpretation.

JORDYN BUCHANAN: And so I think the goal is be able to get these facts laid out. And then [inaudible] is for us to interpret the data that we're asking for.

KAILI KAN: Okay. Well, I always believe that there is always an issue to what extent the data collection organization can be relied upon. So [you] decide if ours is better.

JORDYN BUCHANAN: Sure. This gets back to, I think, the notion that we want to be – figure out how to [inaudible] Analysis Group, if we were to have [inaudible] conversation after that.

UNIDENTIFIED FEMALE: A friend of mine is one of the [inaudible] is necessary.

UNIDENTIFIED MALE: [inaudible]

UNIDENTIFIED FEMALE: The Greek approach.

UNIDENTIFIED MALE: [inaudible] is to record it.

UNIDENTIFIED MALE: That's why you want to do this in Greek.

STAN BESEN: I actually think it would be useful, in all of these discussions that we have, to have somebody – probably Eleeza – being totally involved in what we do. Because we don't want to impose burdens that are not covered by their contract.

UNIDENTIFIED FEMALE: Exactly.

UNIDENTIFIED MALE: And extend their contract [inaudible] –

STAN BESEN: [inaudible] resources. It's not something to be – it's a tripartite activity.

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JORDYN BUCHANAN: I gather there's work that we can figure out for them to do in June. We have, basically, more money than [inaudible]. So [inaudible] really fast [inaudible].

UNIDENTIFIED FEMALE: It takes a while to fix contract stuff. You better decide very, very fast.

JORDYN BUCHANAN: Well, we're supposedly [inaudible]. All right, so picking up on this, the registrar concentration data, and then do the same thing for New TLDs and gTLDs for backend providers.

STAN BESEN: Correct. I think the only source of backend data that I know of – and tell me if this is right, Eleeza, is the NgTLD, that data. You have backend data too?

ELEEZA AGOPIAN: I shared that with David.

STAN BESEN: You send us so much good stuff that it's hard to know where the really good stuff is.

ELEEZA AGOPIAN: What I did was put together – I think was [David's session]. We were discussing the options for registries, for backend providers to a registry.



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So I mapped all of the registries to the backend providers and what regions they were in.

STAN BESEN: Is that something that Analysis Group is going to [inaudible] –

ELEEZA AGOPIAN: We had –

STAN BESEN: Related to the calculation. They contemplate that as part of their study plan.

ELEEZA AGOPIAN: No, I don't think so. They didn't do that in the last report.

STAN BESEN: I know we didn't.

ELEEZA AGOPIAN: So that's not something we reflected as of now.

STAN BESEN: Sure.

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ELEEZA AGOPIAN: Yeah.

STAN BESEN: Okay. So that's a "to be added" item.

JORDYN BUCHANAN: So, Stan, at the end of this, we complete this project, we end up with 18 numbers. And those numbers would be [inaudible] reasoning sub-area and give us a rough sense of how concentrated that New gTLD market was, the overall gTLD market, the registrars, operators of the business market.

STAN BESEN: And just to be clear, that's correct, assuming, that is, those things are markets. They are predicated on the notion that if that is the market, that describes concentration within it.

JORDYN BUCHANAN: All right, fair. All right. That's one project that Stan is [inaudible]. Should we tweak that or leave that alone? How do we do it? It seems like a pretty simple project.

[inaudible] are posted, I have these definitions. So [inaudible] to use. But anyways, now there's a market share calculation that Stan's proposed, which is four conversations.

The first is to look at the total number of domains in New gTLDs and divide that by the total number of domains in all gTLDs. I was going to

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say, back in the day we had [inaudible] or whatever. Now we have we have these new ones. What fraction of the total share of New gTLDs [inaudible]?

STAN BESEN: It's actually what share of the [inaudible]. This is [inaudible] it's...

UNIDENTIFIED MALE: [inaudible] structure.

STAN BESEN: That's fine. That's correct.

UNIDENTIFIED FEMALE: That's the [new] constant market. [inaudible] if you have growing number of Internet users [inaudible], you should be able to compare not only the exception and look to ultimately extend the number –

STAN BESEN: In percentage terms, yeah.

UNIDENTIFIED FEMALE: In terms of the [inaudible] –

JORDYN BUCHANAN: The New TLDs are 4% of all gTLDs [inaudible].

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UNIDENTIFIED FEMALE: Okay. [inaudible] percentage of New [inaudible] –

JORDYN BUCHANAN: That is proposed.

UNIDENTIFIED FEMALE: Okay. I've seen that somewhere [inaudible].

JORDYN BUCHANAN: So then the second one is to look at the number of New TLDs, divide that by the number of gTLDs, all TLDs.

UNIDENTIFIED FEMALE: Registrations.

JORDYN BUCHANAN: Yeah, this is number of domains registered.

UNIDENTIFIED FEMALE: [inaudible]

JORDYN BUCHANAN: So Stan said the registrants, but I think what you mean, Stan, is individuals, which is what a registrant is. But the number of domain [inaudible].

STAN BESEN: What does Nielsen mean when they quote registered survey?

UNIDENTIFIED FEMALE: They are surveying individuals –

STAN BESEN: But what individuals [inaudible] –

UNIDENTIFIED FEMALE: [inaudible] domain name registration.

JORDYN BUCHANAN: So between two different entities. But the one entity, one registrant, can have multiple –

STAN BESEN: Yeah, I understand that. This is the counting the number of registrations.

JORDYN BUCHANAN: The number of domains.

STAN BESEN: The number of domains, yeah.

JORDYN BUCHANAN: Well, at some point when we're writing this all down, we'll have to agree on terminology. But I would say domain names here.

STAN BESEN: Right.

JORDYN BUCHANAN: Okay. So number of domains of the New TLDs, divided by the gTLDs plus ccTLDs. Basically, the [universal system]. The number of new gTLDs over the [universal] [inaudible].

Then the third one is the number of New gTLDs divided by the number of new registrations that were performed in the –

STAN BESEN: Legacy.

JORDYN BUCHANAN: -- Legacy TLDs, plus the number of ccTLDs. So it's really the number of New TLDs, divided by the number of new registrations in gTLDs that have happened.

STAN BESEN: In the lifetime of the of the [inaudible] –

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JORDYN BUCHANAN:

Right.

UNIDENTIFIED MALE:

So what's the take up of the new guys of the increments?

UNIDENTIFIED MALE:

Where are sales being made now?

STAN BESEN:

Remember, these are all net numbers. So if somebody goes in and out, we don't know that. All we know is the total amount that they have at any given point in time. If somebody drops out and is replaced by somebody else, that's a zero –

JORDYN BUCHANAN:

So we actually could use the ICANN data to dig into the in and out numbers, because they have transactional data that differentiates between new registrations and renewals.

STAN BESEN:

Correct. There's [class year].

JORDYN BUCHANAN:

Correct. So you could make another [poster next to this], say we might also want to look at where – in a minute, we're all going to come up with additional ideas – someone might come up with additional ideas to look at [inaudible]. Oh, [inaudible] but right next to this, you could say,

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“Look at the net change. Look at spendage of transactions,” or something like that.

UNIDENTIFIED MALE: Can somebody describe for me exactly what the data shows?

JORDYN BUCHANAN: The ICANN report?

UNIDENTIFIED MALE: Yes.

JORDYN BUCHANAN: I can tell you, every month registry operators submit a report to ICANN. And it includes a bunch of things.

UNIDENTIFIED FEMALE: Including the ccTLDs?

JORDYN BUCHANAN: No, just the gTLDs.

UNIDENTIFIED FEMALE: Is [inaudible] in the chat?



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UNIDENTIFIED FEMALE: I don't have [inaudible]. Yeah.

UNIDENTIFIED FEMALE: I have [inaudible] that...

UNIDENTIFIED FEMALE: Oh, I see what you're saying.

UNIDENTIFIED MALE: Yeah.

JORDYN BUCHANAN: So the report includes total number – there's a whole bunch of stuff. I think the things we'll care about probably are the transaction reports. The transaction reports are roughly, "Here's the number of types of transactions that occurred." Transactions are new domain registrations, renewal, deletions. I think transfers are counted as a transaction as well, which is interesting as well. It could be interesting, not for registry volume numbers. That just means within the TLD, a domain is moving around between registrars. So that can tell something about the registrar market [and not] about the registry market.

STAN BESEN: So if, for example, a domain had just as many non-renewals as new registrants, that would show up as zero change in the total. But this would tell us something about the [inaudible]. So what's a good statistic for that? Something like the turnover rate, but I'm not sure...

JORDYN BUCHANAN: Right. So one thing we talked about before is, what's the renewal rate look like in New TLDs versus a ccTLD.

STAN BESEN: That doesn't tell you that. That's only one set of data, right? Only if some number come up for renewal in that period.

JORDYN BUCHANAN: Correct. And I think you could back into it somehow, but it would be a little complicated. You know, most registrations are one year. And I think the transaction report would actually tell you the amount of extra years that were registered. So you would know – well, one factor in initial batch of registration, what the number of [inaudible] or exactly –

STAN BESEN: Right, but a simple thing to do would just be the denominator would be the total number of registrants in that domain, and the numerator, two different numbers. One of them would be percentage that got renewed, and then the other number will be the percentage that [inaudible].

JORDYN BUCHANAN: Yeah.

UNIDENTIFIED FEMALE: I have a transaction report, if you want to take a look at it.

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STAN BESEN: Okay. But that will be – I'm just trying to think of a statistic that would be useful. So this would be the gross numbers.

UNIDENTIFIED FEMALE: [inaudible].

STAN BESEN: Especially a domain with 100 registrants [inaudible] zero.

JORDYN BUCHANAN: Right.

STAN BESEN: In the next period, ten dropped out, and 20 new guys came in. That would show up as 110 the second period. But we wouldn't know whether that was – that wouldn't tell us whether that was the result of 20 additions and 10 deletions.

JORDYN BUCHANAN: Correct, yeah. So we'll figure out how to capture that. That might be an interesting thing. The thing that I have proposed right now is the number of registrations of New gTLDs divided by the new registrations and Legacy TLDs, plus the new registrations of gTLDs. But what fraction of New gTLD registration has happened since this program started [inaudible] gTLDs?

UNIDENTIFIED MALE: Net.

JORDYN BUCHANAN: Net. Net, correct. What fraction of the growth in the TLD space is really what?

And then the fourth one is the number of domains, the New gTLDs, divided by the same thing, but including ccTLDs as well. We're really seeing the total domain [inaudible].

UNIDENTIFIED MALE: During [inaudible] large number of ccTLDs. So if CENTR cannot provide us more than list of ten ccTLDs, we can go direct to websites of most European ccTLDs, and they are publishing the daily number of registrations.

JORDYN BUCHANAN: Yeah, we may need to... At some point, we're not going to be able to get all the data for ccTLDs. So either we or someone else will have to estimate what the [inaudible] sale. But that's a good idea.

UNIDENTIFIED MALE: [inaudible] idea.

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JORDYN BUCHANAN: What we can do is probably look and see. I know the very largest ccTLDs are much, much, much larger than the smallest ccTLD [inaudible] is kind of big, whereas...

UNIDENTIFIED FEMALE: .tk.

JORDYN BUCHANAN: .tk is also [inaudible].

UNIDENTIFIED FEMALE: Yeah, but that's an anomaly.

JORDYN BUCHANAN: It's an anomaly. It's really more like a gTLD.

UNIDENTIFIED FEMALE: Exactly.

JORDYN BUCHANAN: [inaudible] Stan or [inaudible].

UNIDENTIFIED FEMALE: No, compared to [inaudible].

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JORDYN BUCHANAN: Oh, yeah.

UNIDENTIFIED FEMALE: And it [inaudible] is free, and it's something 25 million registrants.

UNIDENTIFIED MALE: What is Tokelau?

UNIDENTIFIED FEMALE: Tokelau, it's a little island, property of New Zealand. But it has its own... Tokelau. It's .tk and it's not [inaudible]. But it's a complete anomaly, so it doesn't follow the rules.

UNIDENTIFIED FEMALE: Often, ccTLDs require that you're based in an area, that you follow certain rules. Some are more restrictive than others. But this is a real anomaly.

JORDYN BUCHANAN: Yeah, because they're free [inaudible].

UNIDENTIFIED FEMALE: [inaudible]

JORDYN BUCHANAN: So there's also that. There's many, many, many [inaudible].

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STAN BESEN: So for our purposes, we should treat them like gTLD.

JORDYN BUCHANAN: Yeah, I agree. .tk, .co, .td, [.me], those we probably need to figure out how to log [inaudible] –

UNIDENTIFIED MALE: I don't how well I'm articulating this point, but there's a notion of a global competitor and a resale competitor. And so .tz and .tk might be a global competitor and substitute, and other things like that. .uk is regional, or .de is regional.

STAN BESEN: This particular set of calculations assumes the geographic market is worldwide. This is not true. It doesn't make the distinction.

JORDYN BUCHANAN: Yeah, in this case it doesn't matter. We'll [inaudible] and we'll probably want to look at some of these anomalous ccTLDs again with the gTLDs. There may be a data source I can get on this which would be helpful, which is Google search [inaudible] ccTLDs and gTLDs. Because usually, Kaili has a really good example. For a lot of times, .co was [inaudible] could only get it. There were a bunch of a rules. Then I couple I know, they're just like, "Oh, so what if we..." So that will [inaudible] some restrictions.

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And so then they just sort of marketed it as a .com competitor. And so Google search went from treating it and saying, “Oh, something .co is probably related to Colombia, so I know this is just another gTLD.”

UNIDENTIFIED MALE: Did we get that list?

JORDYN BUCHANAN: I don't know if we published that list. I'll see if it's public and if it's published.

UNIDENTIFIED MALE: We can [design] something.

JORDYN BUCHANAN: I think we can get that list made available. Okay, so those are two general market structure projects which Stan proposed.

On the topic of price competition, they have proposed projects about price analysis, which is a 3 ½ prong project. So first is to look at the... I guess, Stan, we're trying to establish what the effects New gTLDs were on prices in Legacy gTLDs. So in order to figure that out, we looked at the percent change of price in each Legacy gTLD at the start of the New gTLD [inaudible] –

STAN BESEN: This is before and after analysis.



JORDYN BUCHANAN: So it's before and after. So, yeah, because of change, right? So, yeah, we get the old price with the current price, see what's different.

UNIDENTIFIED FEMALE: Well [inaudible] do it for [inaudible], but you won't be able to compare what happened to the rates on the Legacy gTLD by the [inspection] of the New gTLD.

JORDYN BUCHANAN: That's what he's proposing. The change in Legacy prices based on the introduction of New gTLD, correct. And there's 1A here, which is, looks to see if the price caps were involved, if there were price caps.

UNIDENTIFIED FEMALE: Not only that. You have the advantage, if I'm not mistaken, that the Legacy gTLDs are also in dollars, are they not?

JORDYN BUCHANAN: I believe.

UNIDENTIFIED FEMALE: I think they are. But that's the majority of them. So you have a relatively easy comparison, whereas if you get into other currencies –

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UNIDENTIFIED MALE: Because it's currency that makes it difficult, so.

STAN BESEN: This is a registry [crisis].

UNIDENTIFIED MALE: Oh, I see, yes.

STAN BESEN: Now, just to be clear, anticipating Kaili's point, this is just a calculation. We don't know that the introduction of the New gTLDs was the only –

UNIDENTIFIED FEMALE: Cause and effect.

STAN BESEN: – [inaudible] separate effect. This is just a calculation to see what happened. I suspect that for some... How many Legacy gTLDs are price capped?

JORDYN BUCHANAN: I think all the ones that [inaudible]. I don't think .mil have price caps.

STAN BESEN: The reason I ask that is if that's true, it's entirely possible that all those changes will be zero.

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JORDYN BUCHANAN: Right. So I don't think that's true, because I think .net has been operated under its price cap for a while.

STAN BESEN: If the price cap is finding before and after, then that can –

JORDYN BUCHANAN: But that prong would have answered that it's kind of always priced at the cap.

STAN BESEN: Exactly.

JORDYN BUCHANAN: So.

STAN BESEN: I'm sorry, one other thing. The [inaudible] information was the cap has been changed for some of the gTLDs during this period.

JORDYN BUCHANAN: Correct. So that can have [inaudible] ratchet of some sort that can [inaudible].

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UNIDENTIFIED MALE: So I don't know the best way in this brainstorming session to expand this.

JORDYN BUCHANAN: What we need to do is write it down.

UNIDENTIFIED MALE: Okay. I guess I can do that.

UNIDENTIFIED FEMALE: May I remind everyone to state your names?

KAILI KAN: Well, I think this issue was [inaudible] some time ago, saying for the overall operation of a registrar, okay, the registry is key to get the domain name. Is that significant, or is significant? And some economics theory, that if there is significant cost, so maybe that would make it a very sensitive for pricing. Well, so in that case, well, the price competition or not, would it be important for the end user or registrant or not? Or lately, they don't even care whether it's \$1 or \$10, or [inaudible] or US dollars. So it doesn't matter at all.

JORDYN BUCHANAN: This project is to figure out the answer. That's an interesting question.

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STAN BESEN: But the data will show. Let's suppose it's true that nobody cares. That is, the price doesn't make any difference. [inaudible] demand does not change by the entry of New gTLDs. Well, just leave out the price cap issue. Then net will show little or no change to price in response to competition or entry. The data will tell you that.

KAILI KAN: Well, I want to tell you [inaudible] interesting –

JORDYN BUCHANAN: [inaudible]

STAN BESEN: Right, right, right [inaudible] –

KAILI KAN: I don't know. I guess the [inaudible] to complete everything. Well, for one, it was very price sensitive, with a stipulation. If it's \$1 or it's \$100 for all the same company of websites, they can [inaudible] the difference by 100 times.

STAN BESEN: The wholesale price.

KAILI KAN: Whatever.

STAN BESEN: This is the wholesale price.

KAILI KAN: Whatever, wholesale price would translate for retail price. Anybody.

UNIDENTIFIED FEMALE: No, not necessarily [inaudible] –

KAILI KAN: I agree. I agree. It's not less [sale rate], but obviously it's more likely than unlikely. So wholesale price translate into the retail price, plus whatever [inaudible]. No matter wholesale or retail. What I would like to say is this will probably [inaudible] the most price sensitive would be shown, price sensitivity would be shown. It's speculation. It's [same] for China.

JORDYN BUCHANAN: What I was going to say though, the way we can translate that into a project potentially would be the correlation between the wholesale price or the retail price, relative retail price.

KAILI KAN: Okay.

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JORDYN BUCHANAN: The average retail price is measurable wholesale price. The average resale price –

UNIDENTIFIED MALE: Versus?

JORDYN BUCHANAN: Versus the volume of registrations. [inaudible] try to break it up.

KAILI KAN: [inaudible] what part of it? The part [inaudible] –

JORDYN BUCHANAN: You should write that down.

STAN BESEN: Let me go back to this project for just one second.

JORDYN BUCHANAN: Sure.

STAN BESEN: [inaudible] with price caps for just a moment.

JORDYN BUCHANAN: Yeah.

STAN BESEN: This would be an interesting result. I don't think we can observe it, but suppose we have a collection of Legacy gTLDs, not price capped. If a bunch of them had no price change in response to gTLD increase, and some of them had some or even a large increase, that would suggest that the New gTLDs are competing with some but not all of the Legacy gTLDs, at least with respect to price. And that will be a result that you could get. But my guess is you won't get there. But this is designed to say, a very straightforward question, what happened to the prices, the wholesale prices, of Legacy gTLDs after the entry of the New gTLDs?

MEGAN RICHARDS: Yeah. Although don't forget that one of the things that we were listening to this morning in the Nielsen expose was that the New gTLDs were more likely to be taking off in areas that weren't using the Legacy gTLDs.

STAN BESEN: It's a user survey, not a registrant survey.

MEGAN RICHARDS: Exactly. But that must also have some implications and –



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STAN BESEN: We'll see. [inaudible] but this was just designed to capture a basic fact of what happened to the prices of the Legacy gTLDs, the wholesale prices, after the increase.

MEGAN RICHARDS: Yeah. I don't object. I think it's a good idea to look. Then we'll see what the implications are [inaudible] –

STAN BESEN: [inaudible] the next question [inaudible] –

MEGAN RICHARDS: Right, exactly.

JORDYN BUCHANAN: All right, so next price thing Stan wanted us to look at was the mean, median, top quartile, and bottom quartile prices of the New gTLDs registries. So this is just across – let me make sure. I have to check with Stan. So across all the registries that Analysis Group has price data for–

STAN BESEN: Various measures of the [inaudible].

JORDYN BUCHANAN: Sure. So this would just be four numbers total. Sorry. It would be like mean, \$18; median, \$20 [inaudible] –

STAN BESEN: They're [inaudible] –

JORDYN BUCHANAN: Okay. They're already doing it.

STAN BESEN: They did do it before.

JORDYN BUCHANAN: Yes. But presumably, they're able to reproduce most of these [inaudible]. All right. Then number three, is this mean New gTLD price minus –

STAN BESEN: Yeah, the idea is to ask a question of, are the wholesale prices of the new guys different, and what way [inaudible] –

UNIDENTIFIED MALE: On average?

STAN BESEN: On average. There are other ways to measure that, but that's the simple way.

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JORDYN BUCHANAN: I guess the other question is does the work account for outliers at all in Analysis Group? I guess that's a medium –

STAN BESEN: [inaudible] as well [inaudible] a medium topic [inaudible] to capture that.

UNIDENTIFIED MALE: I think the outliers are [inaudible].

STAN BESEN: You could take my Project 3.3, which just compares the means, and compare medians or compare other metrics.

JORDYN BUCHANAN: But the outliers usually go to 95<sup>th</sup> percentile and 5<sup>th</sup> percentile –

UNIDENTIFIED MALE: Or something like that. You get the \$25,000 ones.

JORDYN BUCHANAN: You might want to get top five.

UNIDENTIFIED MALE: Right.

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STAN BESEN: They could have done that if they had Table 6.

UNIDENTIFIED MALE: Right.

STAN BESEN: We could potentially supplement the [inaudible].

JORDYN BUCHANAN: Yeah, definitely.

KAILI KAN: What [inaudible] all they have collect the right data? Or there could be [inaudible] or different calculations and millions [inaudible] –

UNIDENTIFIED MALE: Right, exactly.

KAILI KAN: So do we want to [trust] calculations, because was this [inaudible], for instance, like you said. So if you want to, so he points every single calculation right now, because we can use it.

JORDYN BUCHANAN: So I agree with that general sentiment, that we can squeak the exact threshold or numbers.



KAILI KAN: Well, how about price sensitivity [inaudible]? In other words, if there's competition, probably non-price competition will be more important than the price competition. If [inaudible] there are enough prices [inaudible]. So can we come up with something in parallel to the –

JORDYN BUCHANAN: Yeah, you should figure that out. [inaudible]

KAILI KAN: [inaudible]

UNIDENTIFIED FEMALE: [inaudible] volunteer.

KAILI KAN: The problem is I don't know really if that's [sure].

JORDYN BUCHANAN: [inaudible]

STAN BESEN: [inaudible]

UNIDENTIFIED MALE: [inaudible]

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UNIDENTIFIED FEMALE: [inaudible]

KAILI KAN: I can't come up with a question.

JORDYN BUCHANAN: We're joking a little bit, but that's something we need to – we have sheets of paper that there's no projects attached to. We need to make up the projects, although we're not going to have any –

UNIDENTIFIED MALE: And what we're getting are good examples of what those questions should be formulized –

JORDYN BUCHANAN: This is fairly – we're using Stan's extensive work. We all need to do some more work. But we're going to use Stan's [inaudible] and give some examples of projects to look to do.

KAILI KAN: But the problem here for was for [inaudible], but there's a problem. Analysis Group, what kind of data?

STAN BESEN: This is a much harder problem. This is much harder –

KAILI KAN: [inaudible]

UNIDENTIFIED MALE: Well, if it's me [inaudible] –

UNIDENTIFIED MALE: Are they always parallel projects, are they somewhat controls on the existing projects? In other words, one of the things that you keep mentioning and that we are a little bit concerned about is the level of diversity of prices, even for a single TLD. Is there a way to look at the non-price competitive aspects of those registrars – bundled services or something like that – to use as a control to help equalize?

STAN BESEN: [inaudible] this is identity by registries primarily.

UNIDENTIFIED MALE: Oh, I thought we had moved over to registrars.

STAN BESEN: I was about to.

UNIDENTIFIED MALE: Oh, was about to. I'm sorry. I was already over there.



STAN BESEN: This is a harder question. We know there only used to be 20 names, and now 1,200. So in some sense, we know here's more non-price competition. But how do measure it?

KAILI KAN: Non-price competition, that's for registries or registrars?

STAN BESEN: Probably both, but let's talk about registries for just a moment.

KAILI KAN: Okay.

STAN BESEN: How would you characterize – obviously, there's a lot more non-price competition. There's a whole lot more variety than there was before.

KAILI KAN: Maybe we didn't know of at least work [inaudible] of registries providing non-price competition.

JORDYN BUCHANAN: Yeah, sure.

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STAN BESEN: [inaudible]

UNIDENTIFIED FEMALE: [inaudible]

UNIDENTIFIED MALE: Okay, but their names [inaudible] –

STAN BESEN: [inaudible] still non-price competition. They didn't all call themselves A, B, C, D, E, F, G, H, I [inaudible] .com for his .photography site. But instead, decided to get [inaudible] for some reason.

UNIDENTIFIED MALE: And that was one of the things. We talked of the study. I don't know [inaudible] Donuts --

JORDYN BUCHANAN: Yeah, I know that they [inaudible] focus. That would be one way to look at the non-price competition. Donuts has some data that says 60% of the people that registered in the Donuts [inaudible]. At the moment you register, you could register, let's say, you shot photography. I could [inaudible] the Donuts TLD.

UNIDENTIFIED MALE: Right.

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JORDYN BUCHANAN: Jonathan could have registered BigshotPhotography.com. Instead, he can register Bigshot Photography, even though –

UNIDENTIFIED MALE: Right. Right.

JORDYN BUCHANAN: Let's suppose the [color] is right. There's not much price competition. Why did people adopt things other than .com? Some fraction of the new registrants are using other new domain. It must be because for non-price reasons, they prefer it. So in some sense, the measure of the benefits of non-price competition have to do with the number potentially the percentage of the increment for their overall market share captured by the new guys.

JORDYN BUCHANAN: Unless it's cheaper.

STAN BESEN: Unless it's cheaper. That's why I said for the hypothetical there's no price effects, so what you're observing is the effect of non-price factors. So what you're saying is what we observe over there is the combined effect of any price and non-price effects. If we can eliminate prices as a significant factor, everything else is non-price. Is that logical?

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KAILI KAN: Perfectly. Perfectly logical.

JORDYN BUCHANAN: All right. I'm going to just read shortly. So I put up the Donuts here thing here.

UNIDENTIFIED MALE: What does it contain?

JORDYN BUCHANAN: So that's he – I'll [inaudible] later, but it shows people could have chosen .com but they chose one of these other TLD [inaudible].

UNIDENTIFIED MALE: It's the name issue.

JORDYN BUCHANAN: Right. So for a reason presumably other than costs, because all the Donuts TLDs are more expensive than .com, they chose a string that they could have had the exact equivalent with .com [inaudible].

UNIDENTIFIED MALE: Sure.

JORDYN BUCHANAN: And I would presume that's for mostly non-price reasons.

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STAN BESEN: And now we're at Jonathan's point at number 3, which is how do we characterize competition in both forms among registrars?

JORDYN BUCHANAN: Right. So amongst registrars, they have proposed two projects, two subprojects. One is once again going back to the four-firm and eight-firm concentration measures and HHI. Do that amongst registrars per TLD, correct?

STAN BESEN: Per TLD, correct.

JORDYN BUCHANAN: Per TLD.

UNIDENTIFIED MALE: Okay. I'm not sure this is universal, but the number of registrars or registries that I've looked at is very large. There were a couple of dozen, 15 to 20 for most of them. [inaudible] is that looks like a pretty competitive market.

On the other hand, the distributions, I think, tend to be skewed. So even though there were 20 registrars, a couple may have most of the registrations. That's why I want to look at the concentration –

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JORDYN BUCHANAN: And this other, you've already proposed that we look at the concentrations for the shares across all the New gTLDs.

STAN BESEN: Correct.

JORDYN BUCHANAN: So this will tell us about the general landscape, and this will tell us –

STAN BESEN: By domain.

JORDYN BUCHANAN: Right. And then secondly, in concentration between mean and median registrar markup, the correlation between that and each [measure] of registrar concentration. So if we see some TLDs have a more competitive by TLDs that have an effect on the pricing that registrars are able to...

STAN BESEN: Right, with the obvious caveat that [inaudible] prices is not into the design, given the wide dispersion of prices.

JORDYN BUCHANAN: Right. But we're looking at mean and median.

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STAN BESEN: Yeah, that's a way to try and overcome –

JORDYN BUCHANAN: Not a spreadsheet that will allow us [inaudible].

STAN BESEN: Right, right.

JORDYN BUCHANAN: All right. Stan has a couple other projects proposed as well, which we'll put up here. These projects, this the type of projects we want to pursue. But you'll see, you get a lot of empty pieces of paper. And we don't have very many [inaudible] per piece of paper. So I'm going to propose that we all put on our thinking hats for 15 minutes, and try to come up with some more projects. I will talk through them for a little bit, and then see if there's still obvious gaps that we can maybe try to work together as a group to try to talk through it if there's obvious gaps.

But spend 15 minutes putting your ideas on your post-its.

UNIDENTIFIED MALE: [inaudible]

JORDYN BUCHANAN: Projects, what other projects can we do?

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UNIDENTIFIED FEMALE: Do we need more projects? I'm just wondering, again –

JORDYN BUCHANAN: [inaudible] we –

UNIDENTIFIED FEMALE: We're halfway through our year.

JORDYN BUCHANAN: So many of these –

UNIDENTIFIED MALE: There are questions that we identified we wanted to answer. So the question is [inaudible] –

JORDYN BUCHANAN: Many [inaudible] –

UNIDENTIFIED FEMALE: How [inaudible] –

UNIDENTIFIED MALE: [inaudible] the questions if we don't come up with the questions if we don't come up with projects for them.



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UNIDENTIFIED FEMALE: No, but not new projects. I think what you want is, how do we answer these questions?

JORDYN BUCHANAN: [inaudible]

UNIDENTIFIED MALE: [inaudible] terminology.

JORDYN BUCHANAN: A project is either collecting data or listing data that we have and doing some particular analysis on it to produce...

UNIDENTIFIED MALE: It's for greater specificity [inaudible] –

JORDYN BUCHANAN: Right now, we're just talking about data. We know what to do with it, right? What would we do with that data in order to [inaudible]?

UNIDENTIFIED MALE: I think [inaudible] it's really simple. Coming up with the New gTLDs for regions that [inaudible].

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UNIDENTIFIED MALE: That assumes that the registrants, I guess, think that they're... That might just be leading to a registrant survey.

UNIDENTIFIED MALE: [inaudible]

UNIDENTIFIED MALE: And asking people, "Now there's time. Do you think you have better choice than you did before?" If they do, then probably [inaudible]. If they say, "Hell, I've never heard of those. No, I would never buy one of those. They're stupid and I really like" [inaudible] –

UNIDENTIFIED MALE: [inaudible]

UNIDENTIFIED FEMALE: [inaudible] on when we're [inaudible].

UNIDENTIFIED MALE: We can look at this for [inaudible] develop [inaudible] what is available.

JORDYN BUCHANAN: Why can't we say, we want to use these questions in a consumer survey to answer those? I think we want to make sure, for each of these questions, that we [inaudible] some analysis of the data we're going to use to try to propose an answer to the question.

STAN BESEN: We've left out one thing that's still pending, and that's the various projects to define narrower markets. And we never have settled that.

JORDYN BUCHANAN: That's going to happen after [inaudible]. I'm hoping to get that out in half an hour.

UNIDENTIFIED FEMALE: [inaudible] start.

UNIDENTIFIED MALE: Maybe you should have question related to restrictions.

JORDYN BUCHANAN: There is segmentation and regulation. The regulation would be the restriction. It would be valuable. I feel the question will be. Now, the safeguards group, they may have other questions related to restrictions. But for our purposes, it's just, are they useful or not for the registrant?

STAN BESEN: But in principle, you could go back to everything we had on the first three things and see whether there are differences between domains that have restrictions and those who don't.

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JORDYN BUCHANAN: Correct.

STAN BESEN: That's another way to cut the market.

UNIDENTIFIED MALE: Yeah, I thought from perspective of competition, not related to [inaudible] and [inaudible].

STAN BESEN: Correct.

UNIDENTIFIED MALE: So which are registrant can apply and register and not some domain? So it's [inaudible] competition.

JORDYN BUCHANAN: So that'll be [inaudible] –

UNIDENTIFIED MALE: Okay.

JORDYN BUCHANAN: Similar to what Stan was just saying.

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UNIDENTIFIED MALE: Within question 4, we should add, or not?

STAN BESEN: I think it's another way –

UNIDENTIFIED MALE: It's separate.

STAN BESEN: There's lots of ways you could cut the stuff from 1, 2, or 3. Waudo suggested a different way of treating the open ccTLDs, right? But you're suggesting another way to cut the data, which is to treat the ccTLDs with restrictions differently from the others and see whether their behavior is different. I think it's a good idea. That's a good idea.

UNIDENTIFIED FEMALE: I just have a question on number 5. It says, "Have the benefits truly exceeded the costs?" We're talking about consumer choice here.

JORDYN BUCHANAN: The benefits of the choice would be [inaudible] –

UNIDENTIFIED MALE: [inaudible] be a registrar or a registrant.

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UNIDENTIFIED FEMALE: Or end user.

JORDYN BUCHANAN: Yeah.

UNIDENTIFIED FEMALE: Because theoretically, for a user, the expansion of choice has no cost whatsoever, by definition. Because whether I go to .eu or dot [inaudible] or .berlin, the problem is zero, in the sense that –

JORDYN BUCHANAN: Well, someone could set up a phishing site on Google.eu.

UNIDENTIFIED MALE: That's a safety.

JORDYN BUCHANAN: I'd still have the cost.

STAN BESEN: I thought the cost was defensive registration [inaudible] –

JORDYN BUCHANAN: As well, if Google ran into a situation of that, whatever, in order to preventing phishing, putting up [inaudible] –

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UNIDENTIFIED FEMALE: Oh [inaudible] –

JORDYN BUCHANAN: [inaudible] there are going to be costs, right?

UNIDENTIFIED FEMALE: Yeah.

JORDYN BUCHANAN: Those are both costs.

UNIDENTIFIED FEMALE: We're looking at consumer choice.

JORDYN BUCHANAN: Consumer choice is the benefit.

UNIDENTIFIED FEMALE: Right.

UNIDENTIFIED MALE: The cost might not be the [inaudible] consumers.

JORDYN BUCHANAN: [inaudible] there to the same person.

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UNIDENTIFIED FEMALE: So why do you – yeah?

UNIDENTIFIED FEMALE: So the sub-questions under this topic that you guys noted, some registrants get better domains than neutral.

JORDYN BUCHANAN: That's one of the benefits.

UNIDENTIFIED FEMALE: Yeah.

JORDYN BUCHANAN: And that's the cost, obviously. But confusion can be a cost, for example. It might even be that when you go to register, you see this longer list of names –

UNIDENTIFIED FEMALE: I'm always confused.

JORDYN BUCHANAN: [inaudible]

UNIDENTIFIED FEMALE: [inaudible]



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JORDYN BUCHANAN: But you're right. Probably most of the benefits go to... I don't know. I think if you did, you got phished as the result of somebody setting up a malicious site on a new TLD that was confusing. You might say that was a cost of the [inaudible] program.

UNIDENTIFIED FEMALE: True. True.

JORDYN BUCHANAN: [inaudible]

UNIDENTIFIED FEMALE: [inaudible] absolutely.

JORDYN BUCHANAN: But you're right. Many of the costs might be actually on a third-party, people that are not consumers.

UNIDENTIFIED FEMALE: Right.

UNIDENTIFIED MALE: Which [inaudible] that are tasked with looking and answering questions like that. That was the whole discussion we had with Larry, right?

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UNIDENTIFIED FEMALE: Yeah.

JORDYN BUCHANAN: Well, again, [inaudible] –

UNIDENTIFIED FEMALE: I'm not saying the question is wrong. I'm just saying we have to attack it in the right way so that we're comparing the choice of the user, what's the cost of the user, and the choice of the registrant and the cost of the registrant. That's all.

UNIDENTIFIED MALE: [inaudible] to Waudo.

STAN BESEN: [inaudible] difficult issue, which is the one that Jonathan was pushing this morning, which is, okay, whatever idea you have about this, how could we define a quantitative project that would permit us to answer it? And that's much hard –

UNIDENTIFIED FEMALE: If the evidence –

STAN BESEN: It's hard to define the question. And it's also likely to be hard to get the data. But I was struggling here. It's hard to think exactly. Quite frankly, I

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think the questions that seem the most straightforward, the names were straightforward –

UNIDENTIFIED MALE: And that's already come up in the [previous economic] group.

STAN BESEN: And I [inaudible] so I think [inaudible] –

UNIDENTIFIED MALE: [inaudible] I would have done it [inaudible] –

UNIDENTIFIED FEMALE: [inaudible] we don't want to have to wait [inaudible] –

UNIDENTIFIED MALE: Okay.

JORDYN BUCHANAN: [inaudible] other projects, try to get at least one posted on each of these. Try, everyone, to come up with at least a couple projects.

UNIDENTIFIED FEMALE: I could recommend using my spreadsheet. Data sources are available. That may help focus your thinking.

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JORDYN BUCHANAN: All right.

UNIDENTIFIED FEMALE: Will it be useful to have a least a walk through the ones you've identified for some of these questions?

STAN BESEN: Yes. At some point, absolutely.

UNIDENTIFIED FEMALE: I want you to do your thinking.

STAN BESEN: Right.

UNIDENTIFIED FEMALE: And then I can talk about what we have under the category, if you want [inaudible] your quiet time.

[brainstorming session]

JORDYN BUCHANAN: Okay, here's my goal. We're going to run through the board, see how practical, how much work it needs to translate it into [inaudible]. Then

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we'll take a break, and we'll come back and talk about market [inaudible] for our final hour or so. That work?

All right. Promote price competition. Compare pre- and post- pricelist in the aftermarket.

STAN BESEN: That's Jordyn's.

JORDYN BUCHANAN: Right. So the idea here is to look –

UNIDENTIFIED MALE: So the idea is to go to the – [CITO] is the example that I think of. And if you control for the top of the list, which is the super mega premium names, Wall Street or whatever [inaudible] option, there is a better price list by string that's available. And if you compare two of them, look for the overlapping strings, and then compare percentage deltas between those prices. That's what I was suggesting. Does that make sense?

JORDYN BUCHANAN: Yeah. And so that would tell us, perhaps... It helps inform us whether [inaudible] –

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UNIDENTIFIED MALE: The aftermarket would be more affected from a pricing standpoint, but there's no caps.

STAN BESEN: No caps. And you're seeing market prices on a continuous basis.

JORDYN BUCHANAN: These new strings that are available in New gTLDs might be better [stuff] if they were available on a previous market as well. Before, it might be if you wanted Books.com, either you had to buy in the aftermarket. Or in the primary market, you can only get JohnsBooks123.com or something like that. Something terrible. It was [inaudible] a substitute for Books.com. But now suddenly you can get Shop.books or something like that, Books.shop.

STAN BESEN: But you're making it a little too hard. This is a straightforward price –

JORDYN BUCHANAN: Oh, yeah, I [inaudible] saying how we might interpret that data, depending [inaudible] –

UNIDENTIFIED MALE: Yeah, saying why it might happen. But, yeah, that's right.

JORDYN BUCHANAN: So, yeah, I'm not saying that we need to do that as part of that.

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UNIDENTIFIED MALE: Megan wouldn't let you do it anyhow.

MEGAN RICHARDS: No [inaudible].

JORDYN BUCHANAN: All right. So that seems pretty straightforward already. We need to find the data. We need to find someone with a before and after price list, is the main challenge there. But the actual analysis shouldn't be too hard.

UNIDENTIFIED MALE: It's relatively easy.

UNIDENTIFIED FEMALE: Do you have the data?

UNIDENTIFIED MALE: [inaudible] long?

UNIDENTIFIED MALE: Like I said, every word in the English-language dictionary –

STAN BESEN: Are we talking about 1,000 words, or a billion words?

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UNIDENTIFIED MALE: I don't know. The list might have 100,000.

STAN BESEN: Probably, yeah, I would guess [inaudible] of thousands.

UNIDENTIFIED MALE: Yeah.

STAN BESEN: That's a lot.

UNIDENTIFIED MALE: Yeah.

UNIDENTIFIED MALE: And so the point is the overlap is going to be probably 85% between the list then and the list now.

STAN BESEN: That could be useful.

UNIDENTIFIED MALE: And so then we just look at the value of each one and then average and median the –



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STAN BESEN:                      Some of that would [inaudible] the purchase [inaudible].

UNIDENTIFIED MALE:            That's right.

STAN BESEN:                      [inaudible] the typical portfolio always fell 2% So you would have seen 4% or 5%. But you can expect them to mark their price more frequently.

JORDYN BUCHANAN:            Yeah. So [inaudible] are not very good market makers. They're more like trying to paint a tail on a tiger.

STAN BESEN:                      No, that's a good idea.

JORDYN BUCHANAN:            Okay. So that's all we have on price competition. But we also have these – Stan, for initial projects, we'll probably get some – maybe not direct input [inaudible].

UNIDENTIFIED FEMALE:        What was the first [inaudible]?

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JORDYN BUCHANAN: The first one, this was Stan's projects [inaudible] –

UNIDENTIFIED FEMALE: [inaudible]

JORDYN BUCHANAN: So those are already have been documented. Okay, then I –

STAN BESEN: Can I stop you just one second?

JORDYN BUCHANAN: Yeah.

STAN BESEN: I think it's incumbent on us to write these up in paragraphs as soon as possible.

JORDYN BUCHANAN: Jonathan [inaudible] write-ups.

STAN BESEN: Because we're going to give them to somebody else to implement.

JORDYN BUCHANAN: Yeah, all right.

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UNIDENTIFIED FEMALE: And we'll hand them to the staff so they have a record.

JORDYN BUCHANAN: Well, I've created a Google doc, which will be updated with Stan's [inaudible], so we can just put everything in there. Yeah. And then that'll be the canonical source.

All right. Non-price competition. And these are not really projects yet, so we'll have to figure out who translates projects. Dejan, you have user-oriented policy.

DEJAN DJUKIC: Yeah.

JORDYN BUCHANAN: And this to get to the [inaudible] do you just want to see what the range of policies are? Or is it just try to look to see if policies translate into volume or something like that?

DEJAN DJUKIC: You should read how it is to register the domain name within the policy.

JORDYN BUCHANAN: So registration and restriction. What I –

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DEJAN DJUKIC: I think that they need to...

STAN BESEN: But there is a qualitative part which we discussed before, which was you could compare the Legacy gTLDs with the new ones, with respect to the frequency with which particular kinds of restriction show up. And that's something –

DEJAN DJUKIC: It's not just about restriction. Around general registration, how really –

UNIDENTIFIED FEMALE: That's a whole [inaudible] –

JORDYN BUCHANAN: So let me make it easier or harder, depending on –

DEJAN DJUKIC: [inaudible] isn't registration.

JORDYN BUCHANAN: Can you give an example though of what you think would change the –

DEJAN DJUKIC: I know still some registry that give for [inaudible] [papers] for register domain names. That would be a very complicated procedure.

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UNIDENTIFIED MALE: For the registrar?

DEJAN DJUKIC: Yeah, for the registrar. But I think every gTLD has automatic registration process.

UNIDENTIFIED FEMALE: And some, you have to meet certain legal requirements and then –

JORDYN BUCHANAN: Right, yeah. Well, the gTLDs, there are some consistent requirements. For example, being able to sell through registrars, through a particular protocol. It's required by all gTLDs, Legacy and New. And from that perspective, this wouldn't –

UNIDENTIFIED FEMALE: But are there any differences between what's required in the Legacy gTLDs and the new?

JORDYN BUCHANAN: Correct. So, for example –

UNIDENTIFIED FEMALE: Does that help them become more –

JORDYN BUCHANAN: Right. So I guess there's two questions. Try to run down it as comparative frequencies of elements of registration policies. So that could be the ONG and NGO, I think they make you [inaudible] in addition to going through the normal online registration process. You also then have to scan your articles of nonprofit status or something.

UNIDENTIFIED FEMALE: Prove that you're [inaudible] –

JORDYN BUCHANAN: Right. So that would be an additional registration policy, but it's not required.

STAN BESEN: And is there someplace that staff or something could look at policies and extract from them these characteristics?

UNIDENTIFIED FEMALE: Do you have the registry [inaudible]?

JORDYN BUCHANAN: It's documented it's there.

UNIDENTIFIED FEMALE: If it's documented there.

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JORDYN BUCHANAN: Because the registration policies are often just passed through [inaudible] the registrar, they're passed to the registrant.

UNIDENTIFIED FEMALE: Or if you were to take [.tk] which has no requirements, no limitations, no restrictions, no cost, no nothing [inaudible] which has something like 25 million registrants, that's a big piece of risk [inaudible]. That's what I mean. And then something that's very restrictive, again, of some factor. I think you should look at NGO, which is relatively restricted because you could make [inaudible] –

JORDYN BUCHANAN: Right. So then was to inventory what the restrictions are. [inaudible] I'm going to assign this to you just for you to come back and tell us what's feasible here. Maybe you guys will take a look and be like, "We're not going to be able to do anything for you."

UNIDENTIFIED FEMALE: I can do that. I think what I would end up presenting to you, there are different ways of looking at it. You could do it by looking at [inaudible] registries, [inaudible] all of them, do you want a sample? How would you want to construct the sample? I can come up with what my best [inaudible] –

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JORDYN BUCHANAN: Yeah, why don't you come up with your best –

STAN BESEN: Actually, let me suggest something. Whether you want a sample or not depends on how hard it is to get this information.

JORDYN BUCHANAN: Right.

STAN BESEN: If it was easy to get [inaudible] –

UNIDENTIFIED MALE: [inaudible] math –

UNIDENTIFIED FEMALE: [inaudible]

STAN BESEN: I don't know how hard it would be for you to do it. Suppose you had ten of them. It would take [inaudible] these.

UNIDENTIFIED FEMALE: I don't know.



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UNIDENTIFIED FEMALE: You could take the ten biggest, for example. I think that might be easier –

JORDYN BUCHANAN: [inaudible] write a report on –

STAN BESEN: [inaudible] how hard it is to get the data you need to do it.

JORDYN BUCHANAN: Exactly. And then we'll see if things useful actually come from that exercise or not. It could be she'll say, "Oh, we didn't get it," or, "4% of registries is not a random sample. It's just" [inaudible] –

UNIDENTIFIED MALE: [inaudible]

UNIDENTIFIED FEMALE: [inaudible]

JORDYN BUCHANAN: [inaudible] going to look the same, or they all look the same, or whatever. All right, so Eleeza is going to tell us what we can – before we define the project, she's going to tell us what the project could look like.

Dispute resolution policy. So this is just to compare ccTLD –

UNIDENTIFIED MALE: [inaudible] the same DRP policy.

JORDYN BUCHANAN: So URS is the distinction between the New gTLDs and [inaudible] New gTLDs. So you could look at URS versus UDRP. Then we could also look at – so we did inventory of these things, list. If there's something further we're trying to get out of it – yeah, Eleeza?

ELEEZA AGOPIAN: One metric we've been capturing is [inaudible] leaving [only URS] to [only DRP] decisions by [straying] winners and losers. Who wins? Which side? And then we have that printed out by all the different arbitration providers who provide that service. But that's an existing data set.

JORDYN BUCHANAN: Are you trying to get the list provided, complete data for disadvantage?

DEJAN DJUKIC: All gTLDs have the same policy. So for me, there is some benefit for a user, if there is effective UDRP process. Most ccTLDs have some sort of [distinct] solution. But some of them don't have at all. So it will be interesting to note.

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UNIDENTIFIED FEMALE: But it's not just interesting to note. You have to look at it as, is this something that made the New gTLDs more attractive compared to [inaudible]?

UNIDENTIFIED MALE: Yes.

UNIDENTIFIED FEMALE: That would be the important thing that we would have to look at, not just the differences.

DEJAN DJUKIC: Yeah. For the user?

UNIDENTIFIED FEMALE: For the user.

JORDYN BUCHANAN: For the user. So the question in, how would we... So that's a question I think – I don't know how to turn this into a project to answer that question, which I think is the right question. Dejan, do you have any – [inaudible] though.

UNIDENTIFIED FEMALE: Yeah.

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JORDYN BUCHANAN: Yeah, all right. What you're going to do, Dejan, try to figure out how this could be quantifiable [inaudible].

Compliance rules, another one for you, Dejan.

DEJAN DJUKIC: I have no relation for that, but my impression was which registries have [inaudible] compliance rules and what the difference is between them.

JORDYN BUCHANAN: User awareness and policy?

DEJAN DJUKIC: Oh, the first one is just about registration [inaudible] it's about different compliance within...

JORDYN BUCHANAN: So XYZ are [inaudible] you have [inaudible] it's like, "Turn off your domain." That might be different from other...

DEJAN DJUKIC: They could have [inaudible].

UNIDENTIFIED FEMALE: Are you literally saying that XYZ are using [inaudible] –

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JORDYN BUCHANAN: No, I think they have something that crawls and figures out if you're [inaudible] –

UNIDENTIFIED FEMALE: If you're [inaudible].

JORDYN BUCHANAN: If you're [inaudible] on your website, they will just turn it off. I don't know if that's good or bad.

UNIDENTIFIED FEMALE: Like the Google right to be forgotten?

UNIDENTIFIED MALE: [inaudible] requirement to be forgotten.

STAN BESEN: Is there just a table that would capture all this? All those? Basically, what I think about it is the columns are Legacy gTLDs, and then New gTLDs. And the rows are various characteristics. And you can say, 10% of the old guys and only 5% of the new guys have it, and none of the ccTLDs have it. So it's just a very crude measure, but the frequency with which this particular characteristic shows up in a gTLD [inaudible] policy.

JORDYN BUCHANAN: Right. So it might have UDRP, or S.

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STAN BESEN:                      That's feasible, yeah.

JORDYN BUCHANAN:              Registration fax-in papers.

STAN BESEN:                      And you want to worry about [inaudible] problems. You wouldn't have that list. You would have ones from which we could readily obtain information that [inaudible] –

UNIDENTIFIED MALE:              [inaudible]

UNIDENTIFIED FEMALE:            That is just an example.

JORDYN BUCHANAN:              Right. And this last one is privacy [inaudible].

UNIDENTIFIED MALE:              Which [inaudible] had specific privacy rules and policy.

JORDYN BUCHANAN:              And Stan was already doing something about privacy policy.

UNIDENTIFIED FEMALE: Oh, we started to, and then we got stuck with the [inaudible] about registering [inaudible] what the team [inaudible]. That's why we stopped.

JORDYN BUCHANAN: Right, okay. We'll have to figure it out. We'll just come back to it like we come back [inaudible] reasonably.

UNIDENTIFIED FEMALE: [inaudible] is policy related.

JORDYN BUCHANAN: Yeah, exactly.

UNIDENTIFIED MALE: Will it [inaudible]?

UNIDENTIFIED MALE: We can't hear you.

JORDYN BUCHANAN: What about [inaudible]?

UNIDENTIFIED MALE: [inaudible]

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JORDYN BUCHANAN: Those, all the names you fill these are thick WHOIS. So they're WHOIS data.

UNIDENTIFIED MALE: [inaudible]

JORDYN BUCHANAN: They're all Thick WHOIS. They all have identical WHOIS requirements from ICANN. Some of the [insurance] we provide privacy services [inaudible]. But the registries are all basically identical.

STAN BESEN: By the way, what I'm describing is the simplest thing you could do. If you had time and prefer to research, you could try to explain why some TLDs have different policies. I'm not suggesting we do that, but you could do that. You could do a [inaudible] of zero, one on the left-hand side, either you have a zero or you don't. And then you would ask what characteristics of a TLD... What explains the volatility, that a particular TLD would have a particular characteristic. But I'm not going to speak to that, but that would be the next obvious step in this kind of analysis.

JORDYN BUCHANAN: Yeah.



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UNIDENTIFIED MALE: [Thick] [inaudible]?

JORDYN BUCHANAN: That could be on this table as well. Thicks could be on there.

UNIDENTIFIED MALE: [inaudible]

JORDYN BUCHANAN: You guys already have the –

UNIDENTIFIED FEMALE: In the safeguards group as well, Thick, how does it relate to [inaudible] competition? [inaudible] improve security?

JORDYN BUCHANAN: [inaudible] that go to a TLD that have [inaudible] some trends to really [update] because they really have some –

UNIDENTIFIED FEMALE: Security and reliability effect, okay.

JORDYN BUCHANAN: I think [inaudible] has a [inaudible] that they have to give all their profit to charity or something. So you might say, “Oh, I already [registered] that one.”

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UNIDENTIFIED MALE: [inaudible]

UNIDENTIFIED FEMALE: And we have a separate [inaudible].

JORDYN BUCHANAN: Okay.

UNIDENTIFIED FEMALE: And now that they quickly have to look at whether or not [inaudible] for them, then it's going to take a more qualitative analysis.

JORDYN BUCHANAN: But do you really have to know [inaudible] –

UNIDENTIFIED FEMALE: Whose data is it, yeah, here's somebody –

JORDYN BUCHANAN: [inaudible] data for [inaudible] –

UNIDENTIFIED FEMALE: [inaudible] data that would feed in for that.

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UNIDENTIFIED FEMALE: Why don't we check with safeguards and see what they're doing on it? There's no point in doing the same thing twice.

JORDYN BUCHANAN: Agreed. All right. And then lastly, non-price competition, is I have suggested to look at [inaudible] study and figure out whether it's practical to do this for other TLDs as well. What fraction of the time could someone have gotten in the .com or a [inaudible] TLD and instead chose a New gTLD? [inaudible] non-price or [inaudible].

UNIDENTIFIED FEMALE: And, sorry, presumably that study is all related to Donuts [inaudible] –

JORDYN BUCHANAN: It's related to Donuts, yeah. So it might be possible to get [inaudible]. It could just be that was an interesting data point that we cite, or it could be we replicate that study ourselves. I put my name on this to follow up and see how it could translate and be actionable.

All right, competition amongst registrars. I think this is Jonathan's. This is also Jonathan's. [This] by region language.

JONATHAN ZUCK: Oh, yeah, that was me. Sorry, I was just looking at the fact that we'll want to get – maybe it's encompassed in the proposal, but being able to then dissect that by these market definitions that we were going to come up with.

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JORDYN BUCHANAN: Right. So I think –

JONATHAN ZUCK: So maybe two in one case, if not in another.

JORDYN BUCHANAN: Once we come up with our market definitions, we'll need to – some of these –

JONATHAN ZUCK: [inaudible] another [inaudible].

JORDYN BUCHANAN: [inaudible] market definitions, yeah. Maybe we can start with registrar, completion, [inaudible].

JONATHAN ZUCK: I don't know [inaudible] –

JORDYN BUCHANAN: Market share, obviously.

UNIDENTIFIED FEMALE: But, I'm sorry to be stupid, but is completion amongst registrars not primarily based on price? I mean [inaudible] –

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JORDYN BUCHANAN: It's generally based on the [inaudible] –

STAN BESEN: As I said, it's really weird, because the prices vary all over the place. Why does the guy selling the \$50 have any customers when it's available for \$6?

UNIDENTIFIED FEMALE: Yeah, exactly. And the [inaudible] provide any additional benefits, does it?

STAN BESEN: But the point is –

JONATHAN ZUCK: They often do.

UNIDENTIFIED MALE: They often do.

JONATHAN ZUCK: A wide range.

UNIDENTIFIED FEMALE: That's why. What e-mail services can be set up.

STAN BESEN: These are supposed to be raw prices.

DEJAN DJUKIC: [inaudible] differences.

JONATHAN ZUCK: Right, they're raw prices. But GoDaddy, for example, will give it to you for free if you get website hosting services.

STAN BESEN: It's sort of bundled then?

JONATHAN ZUCK: That's right. I think –

UNIDENTIFIED FEMALE: [inaudible] services so why [inaudible] switch? You get it free one year and then you renew it at \$100 the next year.

STAN BESEN: [inaudible] is I think they [inaudible] –

UNIDENTIFIED MALE: [inaudible]

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STAN BESEN: When I [inaudible] the differences in price were a result of differences in services. He said no.

JORDYN BUCHANAN: Yeah. I think it's sometimes, but not always. It'll certainly be the case, there will be some people charging \$10 and some people charging \$35 for basically an identical product.

STAN BESEN: The two I found really weird was one of these sites you can [inaudible] says, "This is the site to come to shop for the best price for your [inaudible]." And then the prices vary from \$6 to \$50. And you say to yourself, "Well, if people are going there, how does anybody get to sell anything for \$50?"

JORDYN BUCHANAN: Yeah, these people [inaudible] –

UNIDENTIFIED FEMALE: But –

UNIDENTIFIED MALE: Maybe because it's [inaudible] –

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STAN BESEN: But this is a site that tells you where to go to look for the price.

UNIDENTIFIED MALE: Oh, yeah, they give the different prices.

STAN BESEN: Yeah.

UNIDENTIFIED FEMALE: But it doesn't tell you about better ancillary services.

STAN BESEN: Well, my understanding of this could be wrong, is that these are supposed to be just the raw price.

JORDYN BUCHANAN: Well, certainly, domain prices site, that's just listing whatever the base price that registrar will tell you. And that could include either no extra services or a bunch of extra services, depending on how that registrar [inaudible]. But that registrar might not sell just a domain name. That might be an option to buy just a domain name for [inaudible] the price would inherently be more.

All right. So let me pick this up and say [inaudible] starting and see what we think.



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UNIDENTIFIED MALE: Are we going to do our [inaudible]?

JORDYN BUCHANAN: Compare pricing between single-string registries and multi-string registries.

JONATHAN ZUCK: Yeah, so, I guess that I –

JORDYN BUCHANAN: Is this a pricing question or registry [inaudible]?

JONATHAN ZUCK: Oh, I guess it's registry, I'm sorry. I don't know why I put it there. I guess I was trying to see whether there was a difference in Donuts pricing versus .club or something like that, where there's a difference, either on the [inaudible] and collusion at one point. In other words, do I have the sufficient control over so many of them that I can keep prices higher on the one hand? Or do I have an economy of scale that allows me to let them go cheaper because I'm going to make up the difference in volume? I don't know how to interpret the data, but it might be interesting data to have.

JORDYN BUCHANAN: You did something similar to Stan. Median, mean, top quartile, bottom quartile for each, based on how many TLDs that particular registry operated. So the registries that have one with their medium price,

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registries that have two [inaudible], registries that have more than 20 [inaudible].

JONATHAN ZUCK: That's right. And I think we have the data to get to that, right?

JORDYN BUCHANAN: Yeah.

UNIDENTIFIED FEMALE: Yeah, Analysis Group will have that data. [inaudible] that we have.

JONATHAN ZUCK: Because we have a price list on a registry. Then we have an owner list by registry. We should be able to figure out essentially the price by owner, instead of price by registry.

JORDYN BUCHANAN: Yeah. That sounds like –

UNIDENTIFIED FEMALE: What do you mean by "owner"?

JORDYN BUCHANAN: Registry –

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UNIDENTIFIED FEMALE: Oh, registry operator, okay.

JORDYN BUCHANAN: I really want [inaudible] –

UNIDENTIFIED FEMALE: You mean the statement of the retail price numbers that we –

JONATHAN ZUCK: Right. Right, that's right.

JORDYN BUCHANAN: All right. In the [inaudible] segmentation [inaudible], we have which registry, how the restrictions registration led to another ...

UNIDENTIFIED FEMALE: It's on a non-[framework].

JORDYN BUCHANAN: I mean, some of those are in here to, but I was [inaudible] –

UNIDENTIFIED MALE: Sure. Generally, this is strictly related to the relation of who can registry [inaudible].

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STAN BESEN: Right. A realistic table with various characteristics of each.

UNIDENTIFIED MALE: [Growth] registries is open for everyone.

JORDYN BUCHANAN: And there's a middle ground too. There's one that's closed, like .google, you can only register if you're Google. And then on the other hand, there's .xyz, which anyone can register. And in the middle, there's .bank, which you can only register if you're a bank. There's all these brands on [inaudible].

UNIDENTIFIED MALE: This was the question.

JORDYN BUCHANAN: So I think we can catch that in this table that we're going to build with the characteristics of registries. And then we'll still have to answer this question.

Segmentation regulation where user/registrar. All right, whose is this?

UNIDENTIFIED FEMALE: That's mine.

JORDYN BUCHANAN: That explains it.

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UNIDENTIFIED FEMALE: Because the argument was that you have, is it valuable to consumers? There's a difference between the registrant and the users. So for users, there's a great advantage to them if regulation is applicable to the registrant. You have to know that the registrant is going to be following certain rules and regulations, like .bank. For the registrant, the advantage also is you know you're competing only with other banks. I'm using .bank now for example. So there are advantages to being able to look at those aspects for the consumer, because we call consumers [group] users and [bridge]. So that would be ideal.

JORDYN BUCHANAN: And so what's the –

UNIDENTIFIED FEMALE: What are we looking at?

JORDYN BUCHANAN: Measurement of [inaudible]?

UNIDENTIFIED FEMALE: [inaudible] the same thing.

JORDYN BUCHANAN: So greater –

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UNIDENTIFIED FEMALE: Greater, yeah, that sign is greater. Greater regulation and sementation, more valuable to the consumer as a user and less to the registrant, and vice versa.

JORDYN BUCHANAN: So you're feeding that to our surveys?

UNIDENTIFIED FEMALE: Yes.

JORDYN BUCHANAN: So your idea is that we would look at comparable questions in the surveys.

UNIDENTIFIED FEMALE: Between the users and between the registrants.

JORDYN BUCHANAN: Okay. So compare –

UNIDENTIFIED FEMALE: We should be able to pull that out of the [inaudible] –

UNIDENTIFIED FEMALE: Nielsen has that.

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UNIDENTIFIED FEMALE: Exactly.

JORDYN BUCHANAN: Right. And do we have the comparable? So we know we asked roughly this question in the consumer survey. Are we asking as similar question in the registrant survey? Do you think that restrictions are valuable?

UNIDENTIFIED FEMALE: I'm going to check right now.

JORDYN BUCHANAN: Okay. [inaudible] that question when we get [inaudible]. Compare Nielsen survey. All right. So that would be pretty good if we had the question.

All right. Then I had one, which was to look at restricted TLDs and try to see what fraction of the [addressable] market they were getting and compare that to some [inaudible], like .com.

STAN BESEN: You can put that back on 1.

JORDYN BUCHANAN: Pardon?

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STAN BESEN: You could put that back on 1 in a sense. It's another way of cutting up the data for 1.

JORDYN BUCHANAN: Oh, for this.

STAN BESEN: No. When they ask about the market share. Basically, how much of the additional market was captured by the new guys? And you're asking, well, maybe most of those are the unrestricted or the restricted.

JORDYN BUCHANAN: Right. Well, one thing, they may look at [inaudible] and say, "Oh, my God, it only has 72 registrations. Oh, but there's only 100 in the world, so they've got 72% of the addressable world."

UNIDENTIFIED MALE: Different question.

UNIDENTIFIED FEMALE: That's a good question.

STAN BESEN: That's fine. How would you do it?



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JORDYN BUCHANAN: This, you'd probably have to sample. And you would choose – well, you wouldn't [inaudible] because there's not very many TLDs with restrictions, actually. So these are the TLDs with restrictions. You could get some measure of the addressable market, presumably not by us knowing, but going to some reference.

STAN BESEN: I'm sorry, just [inaudible] more detailed, please.

JORDYN BUCHANAN: So I would go, first in the case of .bank, I would find some resource that tells you how many banks there were in the world. Or you could do [inaudible] because they have availability criteria. They make you be registered with [FAB] or something. Say, "How many banks are" [inaudible] –

STAN BESEN: [inaudible] got to remember that half the banks are in .bank [inaudible] what percent?

UNIDENTIFIED FEMALE: First of all, you have also the factor of regions and languages. Because people – yes, because you have to mix it with that. I mean, I suppose Chinese things, you're not going go to .bank.

STAN BESEN: You're dropping a hint at me.

UNIDENTIFIED FEMALE: But it's combined with that.

STAN BESEN: I think my question [inaudible] earlier. It's a separate question.

JORDYN BUCHANAN: Sure.

JORDYN BUCHANAN: So it's one big world, and he tells me 50% of the banks [inaudible]. I wouldn't care, and I would say, "What is the .com," or some other addressable market it want to compare it to. I just .com [inaudible]. I say, "What fraction of the addressable market does .com have?"

UNIDENTIFIED FEMALE: The bank?

JORDYN BUCHANAN: No, the .com market is every – well, we decided what it was. Every registrant, ever Internet user is a potential person to register in .com.

UNIDENTIFIED FEMALE: I thought you had to be a registered company?

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JONATHAN ZUCK: No. Anyone can register a .com.

STAN BESEN: It just would require you to know how many registrants each has. Then you need a [inaudible] leader for [inaudible] for each of them as a reference point to give somebody a fraction of the potential market, if you like, that they could [inaudible]. I think .com would be kind of hard. That's going to be either—

JORDYN BUCHANAN: Well, I don't [inaudible] as a possible [inaudible]. But whatever, we would figure out some... We could use some existing TLD numbers. And then if we saw... So [inaudible] if they got 50% of all the banks in the world, I would say that TLD succeeded very well in providing additional choice for its particular target [inaudible].

STAN BESEN: That was 50%. And suppose you .pub had 10% of all the pubs. I'm going to ask a simple question, going with those two numbers.

JORDYN BUCHANAN: So I'm saying to compare [the latest] in TLDs. So if .com has 8% of potential registrants and .com [inaudible] bank [inaudible] –

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STAN BESEN: So you're not really comparing .com. You're basically saying the fact that they have such a small number of references doesn't mean anything, because they have a very large percentage of those that –

JONATHAN ZUCK: They were going after.

JORDYN BUCHANAN: Sure. I think it's a fair baseline. Good could be interesting. I don't know what any of these numbers are going to look like.

STAN BESEN: I know. When I think about it and verbify it, I like to say, "Suppose the numbers came out so-and-so. How would I interpret it?"

JORDYN BUCHANAN: So if I found that the restricted TLDs were consistently getting at least as big a fraction of their addressable market as Legacy gTLDs are getting, then I would say [inaudible] is they are successful, meaning –

JONATHAN ZUCK: What's the significance of them being restricted? Wouldn't we ask that for any [inaudible] thing, like [.catalog] for example is not necessarily restricted.

UNIDENTIFIED MALE: Yes, it is.

JONATHAN ZUCK:                   Okay, it's a bad example.

STAN BESEN:                    How about .bar?

JORDYN BUCHANAN:            We could also try it topically, I guess. Maybe an interesting thing to look at too is to say the topical restricted levels, do they do better or worse?

STAN BESEN:                    [inaudible] it is, but as opposed to, as you are, three or four different domains that appear to, for example, register bars, they have a list of [inaudible]. So it might turn out that none of them get a very large percentage, but collectively they get a large percentage.

UNIDENTIFIED FEMALE:        Excuse me, I'm sorry, I have to interrupt. You're scheduled to be on a break right now. You're actually three minutes into it. We have [inaudible] on our break, and we have to move rooms?

UNIDENTIFIED MALE:         Why?

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UNIDENTIFIED FEMALE: Because everything has already been publicized on the web for people to follow.

UNIDENTIFIED MALE: Sorry, they're coming in here, we're going in there?

UNIDENTIFIED FEMALE: Yes. I already asked if we have the option not to do that, and I have been told no.

JONATHAN ZUCK: Because of observers [inaudible] people.

UNIDENTIFIED FEMALE: [inaudible] observers but they should [inaudible].

UNIDENTIFIED FEMALE: [inaudible]

[chatter amongst members]

JORDYN BUCHANAN: We don't have the answer to that question yet.

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STAN BESEN: I think you're right. Somebody is not a failure if they have a small number of registrants. But nonetheless, typically a very large percentage [inaudible] the thing they were aiming for.

UNIDENTIFIED FEMALE: [.cat].

STAN BESEN: But now that I've said that, it's hard to think of a metric that will permit you to compare a good outcome and a bad outcome. Not impossible, but not easy.

JONATHAN ZUCK: Again, comparing the Legacy, even if it was all the ones that are defined as bars, in the aggregate, how are they comparing to come in the space [inaudible]?

STAN BESEN: There's a huge denominator, yeah.

JONATHAN ZUCK: An O'Malley's is going to be tough to [discover] as a bar.

JORDYN BUCHANAN: [inaudible] .edu or [inaudible] Legacy baseline. But we can take some Legacy TLD and use it as a baseline.

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All right. Now we're to costs and benefits.

UNIDENTIFIED FEMALE: I want to pop my hand up. Do you have anything specific on brands TLDs? Is there any reason you might want to look at brand TLDs to answer that question?

JORDYN BUCHANAN: We generally decided we don't care about [inaudible] TLDs.

UNIDENTIFIED FEMALE: Okay. Okay.

JORDYN BUCHANAN: So unless someone has a specific question from a consumer perspective, but we probably wouldn't address that.

UNIDENTIFIED FEMALE: The only thing we could do potentially is take some of the brands and see if they have switched from brand.com to brand.brand. And that would show also whether –

JORDYN BUCHANAN: It might be a benefit of choice.



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UNIDENTIFIED FEMALE: Exactly.

JORDYN BUCHANAN: Are .brands...

UNIDENTIFIED FEMALE: Do Canon as a brand.

JORDYN BUCHANAN: Richard Li.

UNIDENTIFIED FEMALE: Richard Li?

JORDYN BUCHANAN: There's .RichardLi.

UNIDENTIFIED FEMALE: How many registrants? One?

JORDYN BUCHANAN: A guy named Richard Li, it's for him.

JONATHAN ZUCK: That's not such a good price though, is it? That's more money than it even would have cost in the aftermarket, probably.

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JORDYN BUCHANAN: He's the chairman of a bank, and the bank registered it so people would defend his... I don't know. [inaudible] the best reputation and I must be able to promote it.

UNIDENTIFIED FEMALE: Richard Li.

JORDYN BUCHANAN: Anyway, so about brands providing value –

UNIDENTIFIED FEMALE: Are they migrating to the New gTLD [inaudible]?

JORDYN BUCHANAN: What fraction of .brand TLDs are A) in use, and B) canonical, are the primary place? [inaudible] B is very, very well and still probably pretty well. A lot [inaudible] .brand haven't even gone live yet. They haven't even delegated. How many are in use now, we're going to have to dig up. And then B, what is actually canonical?

UNIDENTIFIED FEMALE: Well, of the handful that already delegated and have been in use, how about those? We don't have to –

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JORDYN BUCHANAN: Like I was starting to say, this fraction, these people – part of the reason why many of the brands have not delegated yet is because they just got them.

UNIDENTIFIED FEMALE: Yeah, and it's a future research activity.

UNIDENTIFIED FEMALE: [inaudible] we've had brand registry [inaudible]. That was pretty interesting. We had broken it down in a number of different ways, which brands use them and how [inaudible].

JORDYN BUCHANAN: Right.

UNIDENTIFIED FEMALE: That could be a good [inaudible] –

JORDYN BUCHANAN: The reason why many brands are waiting right up until the last possible moment to delegate is because they don't really have a use for them.

Okay, so [inaudible] ask IT owners about their sense of [inaudible].

STAN BESEN: This is an aside here. There were earlier various studies about the extent to which the same brand shared multiple domains. I think there

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were four different studies. For example somebody surveyed 1,043 brand names of Fortune 500 companies, found 100% were .com, 76 in .org, 84 [inaudible]. And so they proved there's lots of instances in which the same brand appears to the left of the dot in multiple domains.

UNIDENTIFIED FEMALE: They're all [inaudible].

STAN BESEN: But people have actually looked at this. This is quite a new subject. And presumably, this is doable using the same methodology these guys.

JORDYN BUCHANAN: So this is frequency of brand registration across [inaudible] –

STAN BESEN: Yeah, it's actually called trademark [registration].

JORDYN BUCHANAN: Across multiple TLDs.

STAN BESEN: In fact, a couple of these studies were done for ICANN.

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JORDYN BUCHANAN:

Okay.

STAN BESEN:

I have citations. I couldn't get the studies. Mostly they're available [inaudible].

JORDYN BUCHANAN:

Again, several things from that. So one thing we could do, do that, and that would give us a quantitative view of this, presumably. Another thing we could do is go and ask.

JONATHAN ZUCK:

So we talked about getting [INTAC] in particular do to a survey with members about what they spent defensively. It's not just defensive registrations, because there's also blocking and other things that are defensive in nature that don't necessarily result in a –

JORDYN BUCHANAN:

There's a corporate registrar [inaudible] survey –

JONATHAN ZUCK:

Yeah, a trademark registrant survey. Trademark owner registrant survey, because there were obviously a lot of numbers thrown out when the program was coming out, and everybody perceives that those numbers didn't come to pass. But there's obviously big blocks of Donuts selling or [XXX] are selling it where people are doing blocking. And so getting a sense of that cost, we may not have another way, other than

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asking what the costs are. And so we've talked with them about doing it. They talked about surveying. And we've even talked to them about helping, at least to pay for it out of our research budget to make it happen sooner.

JORDYN BUCHANAN: [inaudible] someone to drive the creation of [inaudible].

ELEEZA AGOPIAN: We have been working with [inaudible]. Karen and I have both been working –

JONATHAN ZUCK: In theory, David Taylor is our liaison. He's not really part of this group.

JORDYN BUCHANAN: Eleeza and David will...

ELEEZA AGOPIAN: [inaudible] [tag line].

JORDYN BUCHANAN: Okay. And then I will cross out [inaudible] registration. Another topic that I have flagged is how much fraud is enabled by New gTLD. I assumed that the other group [inaudible] ---

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UNIDENTIFIED FEMALE: Yeah, I think – yeah, exactly.

JORDYN BUCHANAN: So I'm going to just put a placeholder to see what they're doing. I'm going to commission our homework.

Benefits. Do [inaudible] find it easier to get something [inaudible]? That might be something useful for the registrant survey also.

JONATHAN ZUCK: Generally, or the one that you want? What are you asking?

JORDYN BUCHANAN: Yeah, like if you're a registrant, compared to three years ago, if you went to buy a domain name, would your life be easier or harder than... I don't know how we're going to [inaudible] that up.

UNIDENTIFIED FEMALE: I thought there was a general question in the Nielsen study on how you could register a domain name. Yeah, the first thing. It may not be as specific as what you were looking [inaudible] –

JORDYN BUCHANAN: Yeah, the problem is we're not going to have the baseline before the program to compare it to. So maybe my question is not as good. I really have no idea how we would get the baseline.

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UNIDENTIFIED FEMALE: We did ask the question, “How would you describe the process of registering a domain [inaudible]?” And this was – we had a comparison to last year.

JONATHAN ZUCK: We did too. We had [inaudible] –

STAN BESEN: [inaudible] that comparison. That was to registrants.

JORDYN BUCHANAN: So [inaudible] –

JONATHAN ZUCK: But you’re just asking just generally, as opposed to getting one that... Again, speaking from my own anecdotal experience, I’ve got a new business. And very often, what I feel like, if I’m going to end up naming the business based on what domain I’ll be able to get for it, it’s a very interesting exercise that I – before even naming the business, I’m going to go out and see what I can do, domain-wise. And so that varies dramatically in the time I spent potentially then and now, because the options that are available to me for business name have completely [vanished].



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JORDYN BUCHANAN: My question would be, the real question that I would like to ask [inaudible] would be, “On average, how easy is it to get a domain name you are satisfied with?”

JONATHAN ZUCK: Right, that’s what I [inaudible] –

JORDYN BUCHANAN: [inaudible] number of moves. I like this idea of a question. I have no idea where we would get the baseline.

JONATHAN ZUCK: Unfortunately, the survey is probably the only place. My hypothesis is that it is in fact easier, because when I go and look now, the number of suggested alternatives is much greater than it used to be. In other words, just the sheer volume of, “Oh, we don’t probably have the one you’re looking for. Oh, that variation,”” some of that’s technology, probably, but some of it is also just the number that are available.

JORDYN BUCHANAN: [inaudible] how we actually quantify it. Look at the Nielsen. The Nielsen might actually be the closest we have.

UNIDENTIFIED FEMALE: There are quite a few in there about how satisfied you are with options for you now that you [inaudible] what we have now.

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JORDYN BUCHANAN: For me, that's [inaudible]. Then my other question is, "Are there more registrations?" Which may be a good proxy for [inaudible]. Assuming that they're not forced to do it [inaudible] registration, are receiving more registrations in the past, which might be a sign that it's easier. There's more stuff to buy in the market.

STAN BESEN: Registrants. The registrant [inaudible] –

JONATHAN ZUCK: The amazing thing is there's more unique registrants. I think in a way, the number of registrants has gone up, rather than the number of registrations.

STAN BESEN: By the way, you can register multiple domains for reasons that are different than defensive. It makes you easier to find in a [inaudible] –

JORDYN BUCHANAN: I register domains all the time. I don't choose them just for [inaudible]. You know with eBay, when we had the [inaudible] –

UNIDENTIFIED FEMALE: [inaudible] –

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JORDYN BUCHANAN: Like when we were at the ICANN GDD Summit, we had a session on [premier pricing] registration, .how, registering [inaudible] .how. When somebody says, “Where’s that document?” [inaudible] –

UNIDENTIFIED MALE: How many do you own?

JORDYN BUCHANAN: [inaudible]

UNIDENTIFIED FEMALE: On the question of registration, we are tracking. At looking how many strings are there that replicate [inaudible] TLDs and what is the percentage of that?

JORDYN BUCHANAN: That would be like [inaudible] the trademark is [inaudible] filter on the trademark.

UNIDENTIFIED FEMALE: Right.

UNIDENTIFIED FEMALE: Yeah.

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JONATHAN ZUCK:                    So that's –

UNIDENTIFIED FEMALE:            [inaudible] string, but it's numbers. It gets pretty [inaudible].

JONATHAN ZUCK:                    The other piece of it that maybe not before the break, but it's probably worth going through, the competition and choice flagged metrics, to see how they template into these questions. Because obviously, we didn't have these questions when we were deciding metrics, but we may have just inadvertently come up with metrics that would help to answer some of those questions.

JORDYN BUCHANAN:                All right. So the registration group, so I said [inaudible] gTLDs before and after, gTLDs growth or ccTLD growth may be in the proxy to see if New gTLDs [inaudible] which will get captured by your question earlier. But this is [inaudible] different numerator [inaudible].

UNIDENTIFIED FEMALE:            The ccTLDs have certainly not increased overall, I think certainly from the CENTR. They either stay static or [inaudible] –

STAN BESEN:                        [inaudible] names.

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UNIDENTIFIED FEMALE: Domains.

JORDYN BUCHANAN: We don't have any way to measure numbers.

UNIDENTIFIED FEMALE: Yeah, domains.

JORDYN BUCHANAN: New gTLDs for sure, and probably [inaudible].

UNIDENTIFIED MALE: No one country [inaudible].

UNIDENTIFIED FEMALE: The name. We count individual registrants.

JORDYN BUCHANAN: [inaudible] individuals. We just don't have that [inaudible].

UNIDENTIFIED MALE: [inaudible]

UNIDENTIFIED FEMALE: At least a month for CENTR.

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[crosstalk]

JORDYN BUCHANAN: And then also look at [GW] growth for [inaudible]. I think that might be another. We'll look to see if [inaudible] the updated gTLDs.

UNIDENTIFIED FEMALE: Exactly.

JORDYN BUCHANAN: All right. Real increase in choices, number, language, local, regional, [inaudible]. I think we decided –

UNIDENTIFIED FEMALE: That was mine.

JORDYN BUCHANAN: And then the real increase in choice, what to do [inaudible] there?

UNIDENTIFIED FEMALE: The real increase in choice, I think I was meaning, for example, if you are going to use .bank, you probably have to be able to read .bank in English, or at least in Latin letters.

JORDYN BUCHANAN: So it's like this.

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UNIDENTIFIED FEMALE: Exactly. And so it falls into 6, but it also [relieves] it into 5, because you talked about the [inaudible].

JORDYN BUCHANAN: Right.

UNIDENTIFIED FEMALE: So they're linguistic class, regional class, etc. If you want to use a bank in India when you live in Washington, etc. And that's too esoteric.

JORDYN BUCHANAN: Do you have a project?

UNIDENTIFIED FEMALE: I decided [inaudible].

[crosstalk]

JORDYN BUCHANAN: Come on, write up a description. Come on.

[crosstalk]

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JORDYN BUCHANAN: Is the [TSH] reducing the cost of possible [inaudible]? Could we get that from the...

JONATHAN ZUCK: I think so.

UNIDENTIFIED MALE: [inaudible] mine.

JORDYN BUCHANAN: Right. I think in order to answer this cost versus – to Jonathan’s point, this is basically like earlier today, Larry said, “This is basically what you’re trying to answer.” We obviously have to incorporate all this stuff from the other group in order to...

UNIDENTIFIED FEMALE: But I have another idea.

JORDYN BUCHANAN: Okay.

UNIDENTIFIED FEMALE: I just struck me. Was the benefit the choice also remained to the cost of application? For example from the benefit of new gTLD owners. Exceed the cost that they have incurred.



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JORDYN BUCHANAN: So you're saying what are the costs is the cost of [inaudible].

UNIDENTIFIED FEMALE: Setting up the application process itself. I don't mean just the [inaudible].

JORDYN BUCHANAN: All the –

UNIDENTIFIED FEMALE: Everything that goes. The whole baggage.

UNIDENTIFIED FEMALE: Perhaps that's a better way of looking at it.

JORDYN BUCHANAN: I think we've [inaudible] in the past and then [we've] a better understanding of the registries' costs.

UNIDENTIFIED FEMALE: Okay.

JORDYN BUCHANAN: Okay. So we should find out if the other group is trying to answer this question already.

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ELEEZA AGOPIAN: Which question [are we talking about]?

JORDYN BUCHANAN: The is the TMCH predicting the costs of –

DEJAN DJUKIC: We think that they might be –

JORDYN BUCHANAN: We think they might be addressing this already.

DEJAN DJUKIC: How is connected [inaudible]?

JORDYN BUCHANAN: They're looking at safeguards which the TMCH [inaudible]. So let's ask them before we – ask the other group.

DEJAN DJUKIC: Would they be interested in costs [inaudible] the costs [inaudible].

JORDYN BUCHANAN: Well, I think the definition from a trademark holder perspective, I would imagine, the definition of effective would be reducing your costs. [So you could] always go through the court or something like that but that's expensive. So I guess there's two [inaudible].

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JONATHAN ZUCK: But we can also compare Trademark Clearinghouse registrations to resolution procedures. That's pretty easy to get to.

JORDYN BUCHANAN: We'll see what they're working on.

[crosstalk]

Let's start with what they're doing. It could be that this is just totally something they're already looking at, in which case we can [inaudible].

DEJAN DJUKIC: [inaudible] question will be point of view.

JORDYN BUCHANAN: I assume that they're looking at this.

Percentage of new registrations that are part of old address.

JONATHAN ZUCK: Pointed to old address.

JORDYN BUCHANAN: Oh, pointed to old address.

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JONATHAN ZUCK: Yes, that was again another kind of measure of defensive registration is looking at whether or not there's a new website is located –

JORDYN BUCHANAN: Is that a [cold] address or...?

JONATHAN ZUCK: Well, I know the question you were bringing up were related to Amazon, so I guess identical would be the –

JORDYN BUCHANAN: Right.

JONATHAN ZUCK: So maybe the issue is a non-subdirectory address, right? Or just pointed to an existing root address.

JORDYN BUCHANAN: Right. So would you consider your [inaudible] of your two domains were incomplete.

JONATHAN ZUCK: Right. I don't know the best way to track this. So we changed from competitivetechnology.org to actonline.org and so what's significant – and I don't know how to measure – is the fact that we updated our stationery, business cards, and everything to say actonline.org. What we didn't do was drop competitivetechnology.org. So the old one in fact

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now redirects to the new one – is the artifact of that – so I guess the idea that people just bought a bunch of stuff up – blocking, I think makes this less relevant because I think more and more [pieces] are getting blocked instead of actually pointer domains. But the idea when we're looking at this metric was that that one proxy for a defensive registration – and not [as responded] to, but one proxy per defensive registration was [that this] just points to an old site.

STAN BESEN: Could we have the Nielsen Survey ask that question? We're already having them ask did you –

JONATHAN ZUCK: Register this defensively.

UNIDENTIFIED FEMALE: But isn't it too late? It doesn't say [inaudible].

[crosstalk]

STAN BESEN: Specifically you could ask them did you adopt a new domain but in fact just simply point to the old one?

JORDYN BUCHANAN: And then we could look at redirects to –

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JONATHAN ZUCK: Yes, I was looking at redirects as something at a technical level. We can look that [inaudible].

STAN BESEN: Well, yeah. I don't [inaudible] but that seems to be something that you could ask in the registrant survey.

JORDYN BUCHANAN: Compared to legacy [inaudible]. In your example, you're not really registering defensively in .org but still –

JONATHAN ZUCK: They were both .org.

JORDYN BUCHANAN: Right. My point is it wasn't a defensive. You just kept it because....

JONATHAN ZUCK: A more viable example is that I have rockhopperholdings123.com and I've now decided that rockhopper.holdings would be better. But I'm not going to get rid of the other one because it's embedded in e-mails and everything else and so why get rid of it, but I've switched my marketing dollars to the new one.

JORDYN BUCHANAN: We might see both per TLD an interesting thing would be both inbound and outbound redirects. Then your rockhopper123 that would be an

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inbound from .com. So that would be a [inaudible]. They would say I really have coffee.com and that would be much better to holdings. And so the opposite of defensive registration, right?

JONATHAN ZUCK: Exactly. It would be more the outgoing probably.

JORDYN BUCHANAN: Right. So the outgoing to other TLDs would be more of a sign than –

JONATHAN ZUCK: A potential sign that it's defensive, right?

ELEEZA AGOPIAN: We do have a question in the registrant's survey and that is, "Of the X number of domains you've registered, how many are in each [inaudible] category are redirected and used for an active [upgrade] actively used for [inaudible]."

[crosstalk]

JORDYN BUCHANAN: Okay, do consumers have expanded choice? So in the registrant survey are we asking if registrants in various languages and regions use relevant TLDs as being expanded choice? So it's like, "Oh, you speak Thai, here's a Thai TLD." Does having this – we have to figure out how to ask that question, but does the fact that you have a Thai TLD expand the

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– is that a viable choice for you? I don't know if there are any questions like that.

Survey of registrar's websites *or* their websites, what currencies and languages are supported? So this would just be [of] the registrars, which of them support which languages and currencies.

And then lastly, look at registrants and users per region/language.

STAN BESEN:

I'm sorry, could I just go back for a second. I suggested it before, a table that's a sort of comparison across categories – ccTLDs, gTLDs, legacy gTLDs, and the next question then was do they have these particular characters. Isn't this another row in that table?

JORDYN BUCHANAN:

If you're in Thailand, does someone take baht and have a Thai [website].

UNIDENTIFIED MALE:

Is there a registrar you can go to that will let you pay in baht and have –

STAN BESEN:

So we could do the same format as the other table, and you could simply compare... But are we doing it by region or...?



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JORDYN BUCHANAN: By region and/or language. It might be more interesting if you're in Thailand how many registrars will take baht and how many registrants have a Thai version of the website.

DEJAN DJUKIC: So question how many local versions are [inaudible] domain.

JORDYN BUCHANAN: How many registrars have local support for your language and currency? And there might be a third question – How many in region?

UNIDENTIFIED FEMALE: Or resellers, too. Because that might be where you see it.

UNIDENTIFIED FEMALE: And then shouldn't we also... I mean we must have this somewhere. Shouldn't we just look at the new gTLDs that are in new regions and new languages by definition? There must be. Anything that's in Chinese characters by definition is limited to those who understand and read [the languages].

JORDYN BUCHANAN: This particular question is targeted at registrars. So we can get that [inaudible].

UNIDENTIFIED FEMALE: I think that's my question.

JORDYN BUCHANAN: I'm just trying to figure out... Do we have something actionable or do we... So someone could go look at all the registrar websites. So it would be for each language and currency, how many registrars provide support for those things? And the third question is, for each country, how many registrars are present in that country – legally present?

STAN BESEN: The other source says this tells me – this is a particular company but you can do it for any of them – tells me which countries have some registrants –

JORDYN BUCHANAN: Yes, but that's a different question. If you speak English, you can use some websites [inaudible].

UNIDENTIFIED FEMALE: But excuse me, the registrar doesn't have to be based in the country in order to –

JORDYN BUCHANAN: That is a separate question. Because maybe I only want to do [business with] a local company.

STAN BESEN: It sounds to me like that would be very hard data to get.

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JORDYN BUCHANAN: So you would have to go to each registrar's website and look at it.

STAN BESEN: I think that would be very hard.

[crosstalk]

JORDYN BUCHANAN: The reason why is because of resellers. Because even if you found that there were no registrars that were present, there still might be ways to buy domains in that country through the [inaudible]

STAN BESEN: I'd actually vote against it just because of the data requirements are just too hard.

JORDYN BUCHANAN: I agree. It seems very hard. So we're proposing to not do this project.

[crosstalk]

ELEEZA AGOPIAN: We've been with sort of a backwards way of figuring out which registrars offer IDN second level so that's kind of an interesting question of asking that and what percentage it is.

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JORDYN BUCHANAN: Google domains will perfectly happily let you register as IDN at the second level, but it's only in English so you have to be able to use English in order to register your Chinese [inaudible].

UNIDENTIFIED FEMALE: Exactly.

JORDYN BUCHANAN: Alright, we're going to take this one off. Too hard.

Alright, so now we're to, Megan, the last of the [inaudible]. Do you want to explain this?

MEGAN RICHARDS: Well, I can't remember what I wrote, but I think –

JORDYN BUCHANAN: Look at registrants/users per region, language less than new gTLDs launched greater than.

MEGAN RICHARDS: So I think it's what I was saying before, that of the new gTLDs, a certain number are in IDNs and a certain number are by definition region – let's take [inaudible] for example. It's by definition regional, those [Cantonese], Chinese for example are by definition limited to those who either speak, read, or use Chinese. And by comparing those to the

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existing legacy TLDs and ccTLDs we can see if those have increased choice or [consumer] by definition.

JORDYN BUCHANAN: I think this is roughly what we were trying to get at through our market segmentation discussion, and we're segmenting by language, region, geography, and topic. And so we'll basically say like if you're in Osaka, what are your possible choices now, and are you likely to register in .jp or .osaka or .asia.

MEGAN RICHARDS: Exactly. And we have some of that from this [DNE] study that you sent around. Didn't you send this to me? Someone did. I don't know where I got that from. But it already says some interesting things about use, for example, of [inaudible] headlines.com, headlines.in, headlines.info, headlines.news, headlines.mumbai, headlines.today. So I'm just taking this as in India. And so the percentage use of those according to where they were, of which three of those are new gTLDs, the others are either ccTLDs or legacy TLDs.

JORDYN BUCHANAN: So we could use that data and do another survey like that. Right after the break we're going to talk about [other] segmentation stuff. It's really a segue to that conversation. So we're going to take a little break.

STAN BESEN: Are we moving?

MEGAN RICHARDS: I have a proposal. Let's not move because [inaudible].

[crosstalk]

JORDYN BUCHANAN: We have only 38 minutes until we're reconvening in other room, so we're going to take 10 of those 38 minutes to take a break. So it's 4:32. So we'll reconvene here to talk about market segmentation for a little bit.

[END OF TRANSCRIPTION]