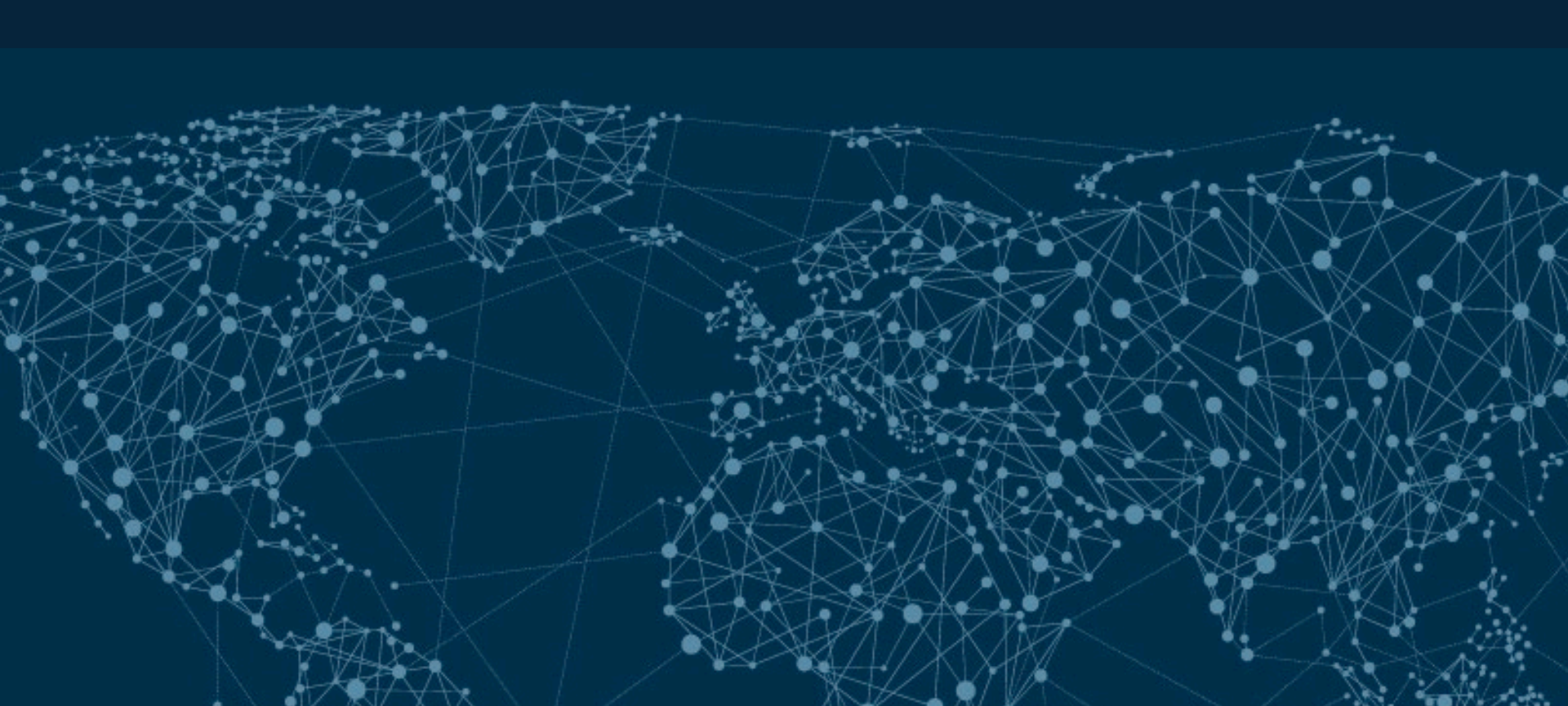


ICANN|56 | POLICY  
HELSINKI | FORUM  
27-30 June 2016





# Update on Competition, Consumer Choice & Consumer Trust Review

Briefing to GAC | 27 June 2016

# Competition, Consumer Trust & Consumer Choice Review (CCT-RT)

Evaluate how New gTLD Program has promoted competition, consumer trust and consumer choice

Evaluate effectiveness of application and evaluation processes

Evaluate effectiveness of safeguards

## *Affirmation of Commitments [signed with US D.O.C in 2009]*

*If and when new gTLDs (whether in ASCII or other language character sets) have been in operation for one year, ICANN will organize a review that will examine the extent to which the introduction or expansion of gTLDs has promoted competition, consumer trust and consumer choice, as well as effectiveness of (a) the application and evaluation process, and (b) safeguards put in place to mitigate issues involved in the introduction or expansion.*

# Procedural Objectives

Where possible...

1. Quantitative, Evidence Based Findings
2. Recommendations with measurable success metrics
3. Implementation support

Of course, not always possible.

# Three Subteams

Competition &  
Consumer  
Choice

Safeguards &  
Trust

Application &  
Evaluation  
Process

# Competition & Consumer Choice

Has the expansion of New gTLDs been effective at promoting price competition between TLD operators?

Has the expansion of New gTLDs been effective at promoting non-price competition between TLD operators?

Competition among registrars/resellers

Is segmentation/regulation valuable to consumers?

Have benefits of choice exceeded costs?

Do consumers have expanded choice in regions/languages?

# Safeguards & Trust

## DNS Abuse

- Is DNS abuse more or less prevalent in New gTLDs
- What do DNS Abuse policies look like
- What enforcement mechanisms are in place
- ICANN compliance issues
- Abuse complaints

## Impact of Safeguards & Public Interest Commitments

- Technical category/DNS Abuse
- Spec 11 - GAC Advice
- Rights protection mechanisms

## Consumer/end-user behavior

- Awareness
- Trust
- User expectations
- Eligibility requirements
- Awareness of how to report problems

## Effectiveness of procedures to enforce safeguards

- ICANN's role
- Dispute resolution processes

# Application & Evaluation Process

Underserved areas and markets

Equal opportunity for participation in the program

Preventing the delegation of New TLDs that would be confusing or harmful

GAC public policy advice

IDNs

String contention

Rounds



# Applicant Surveys

## Successful Applicants

- Challenges
- What help did you receive?
- Impact of GAC early warnings

## Unsuccessful Applicants

- What happened?
- What help did you have?

## Missing Applicants (developing world)

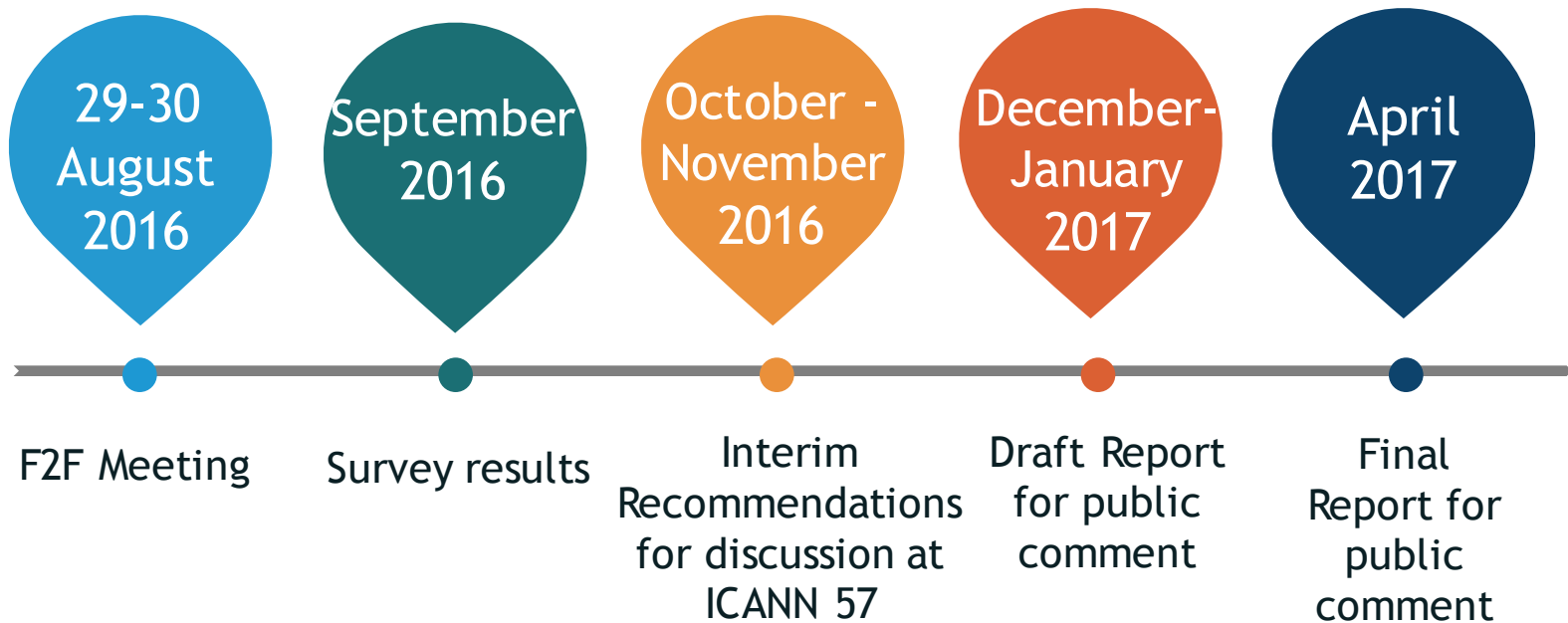
- Why didn't you apply?
- What would need to change for you to apply?



- Available.* - Consumer survey results (Nielsen), Phase 1 and 2
- Sept 2016.* - Registrant survey results (Nielsen)
- Sept 2016.* - Economic study results (Analysis Group)
- Later in 2016* - Survey of new gTLD applicants; research on firms that did not apply from developing world



# Timeline





# Questions?

We welcome your input!

[input-to-cctr@icann.org](mailto:input-to-cctr@icann.org) (public  
list)

A world map where the continents are defined by a complex network of white nodes and connecting lines, set against a dark blue background. The nodes vary in size and are densely packed in some areas, creating a digital or network-like appearance of the globe.

**Thank You!**