CCT-RT DISCUSSION PAPER WORKSHEET

HIGH LEVEL QUESTION: Has the introduction of new gTLDs enhanced non-price competition?

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SUB-QUESTIONS: Do registrants pick new gTLDs even when an equivalent SLD is available in .COM?

FINDINGS:
For a given combination of SLD.TLD (in the case of "GOOD.EXAMPLE" SLD would be "GOOD" and TLD would be "EXAMPLE"):
- In 18% of the registraitons in new gTLDs, SLD.COM was available (e.g., GOOD.COM)
  - Of 414 TLDs with at least 1000 registrations, 32 had less than 1% of their registrations available in the form SLD.COM.
  - IDNs tend to have more equivalent SLDs available in .COM. The three TLD with the largest number of SLDs available in .COM are .संगठन, .москва, and .рус, all with greater than 60% of SLDs available in .COM. Overall, 30% of the SLDs registered in IDN gTLDs were available in .COM.
- In 92% of the registrations, SLDTLD.COM was available (e.g., GOODEXAMPLE.COM)

CAUSES:
In some cases, users prefer to register in new gTLDs even when the SLD is available in .COM. The vast majority of new gTLD registrations could have been registered in .COM instead in the form SLDTLD.COM.

In general, it appears that new gTLD registrants prefer the shorter form SLD.TLD over the longer SLDTLD.COM. For many gTLDs, this is true despite the fact that the retail price for the gTLD is typically higher than for .COM.

Overall, registrations at the second level in new gTLDs tend towards common terms already registered in .COM.

PRIORITY TO ADDRESS: *N/A*

RECOMMENDATIONS: *N/A*

REVIEW: Future reviews may wish to investigate whether duplicate SLDs are registered by the same registrant in both the new gTLDs and .COM.