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To: amy.bivins@external.icann.org
Subject: [Ext] Adobe Connect - Chat Transcript from Marketplace Health Index Advisory Panel
Date: Tuesday, May 30, 2017 1:56:21 PM

John McCormac - HosterStats.com: (5/30/2017 12:57) Evening all.
Mukesh Chulani: (12:57) Welcome, John. Glad you could make the call.
John McCormac - HosterStats.com: (12:58) I think that I might have upset a few people on the list by pointing out the actual effect of parking/non-development on renewal rates.
John McCormac - HosterStats.com: (12:59) There's about seven years of historical market survey data in a db here that I can use to test the effects.
Steve DelBianco: (13:10) "Democratically selected"
Steve DelBianco: (13:11) Affordable is distinct from Feasible
Alberto Soto: (13:11) Sorry, my connection is very intermittent. (ISP !!). I have to get out of the call. Then I'll read the report. regards!
John McCormac - HosterStats.com: (13:11) Uniqueness is actually a very easy metric to run.,
John McCormac - HosterStats.com: (13:11) % number of unique domains in a TLD not in another TLD
John McCormac - HosterStats.com: (13:12) ICANN has a lot of the data already.
Steve DelBianco: (13:13) You said you had a lot of slides today, Mukesh. So we are holding our comments till you get to the meaty slides
Michael Graham: (13:14) @Steve -- Exactly
Michael Graham: (13:15) Are the Second-Levels in both the Legacy and New gTLDs?
Steve DelBianco: (13:16) Idea: make these bars "stacked bars" where lower stack is legacy gTLDs; upper stack is new gTLDs (2012 vintage)
Michael Graham: (13:17) Agree with Steve. Would also be useful to compare Second-Level growth with increase in number of gTLDs available?
Phil Buckingham: (13:19) where were these net registrations pulled from ? ntLDstats . Could we break these down further into open and closed second level domains ?
Jim Prendergast: (13:19) Looking forward - we've seen a steady decline in total new gTLDs registered since about mid April - does that downward trend imply there is no Robust competition? I dont think it does so we need to be able to respond to that. see https://urldefense.proofpoint.com/v2/url?u=https-3A__ntldstats.com_&d=DwICaQ&c=FmY1u3PJP6wrcrwl13mSVzgfkbPSS6sJms7xcl4I5cM&r=uerz4ckt1v4Qhbv-TplkjKTey9bgtDWrvLyZDu0mXuk&m=34ZP0QxoLOk-8xY_JmwbMGIInrEyYc_qt5aKxZFsKkI&s=idOK_DlMzRJ2RsAteqtb8f4yp9TRjVdy_K29Eh0TL8s&e= for a graphic on it.
Steve DelBianco: (13:20) the Adds and Deletions are of secondary importance. I think Net Additions (or just Total Domains Registered) is enough
John McCormac - HosterStats.com: (13:20) There's always a spike in deletions in the Spring each year. Seems to be caused by a promotion by big registrars.
Phil Buckingham: (13:20) Ok thanks
Michael Graham: (13:20) I think we need to somehow coordinate/compare New Registrations/Renewals/Deletions.
Mason Cole: (13:21) Agree with Steve's point on secondary importance
Phil Buckingham: (13:21) Agreed Steve .
John McCormac - HosterStats.com: (13:21) Agree with Steve's point.
Michael Graham: (13:22) Agree with Steve's point and suggestion as well.
Steve DelBianco: (13:23) I am not a fan of year-over-year growth rates
John McCormac - HosterStats.com: (13:23) The last two years have been exceptional due to Chinese bubble registrations and it might give a misleading view
Phil Buckingham: (13:26) If we break these down further Top 10 , Top 100 etc - they will show different pictures - with many outside top ten very flat in terms of growth
Steve DelBianco: (13:26) CAGR could be overlaid as a Line on the stacked bars. Use right-hand axis for percentage scale
Ivan Rasskazov: (13:26) I think it comes down to again, where do we draw the line. What is the strategic purpose of the report and what data do we leave for the market to extract.
Amy Bivins: (13:26) Sure thing!

Ivan Rasskazov: (13:27) YoY growth numbers can be valid and they can be misleading like all other static data points. No different from investment industry.

Phil Buckingham: (13:27) For closed .brands it is not about growth at all .

Ivan Rasskazov: (13:27) So the question Mukesh is then does this statistic help illustrate this purpose or not?

John McCormac - HosterStats.com: (13:27) .brands should be a separate category

Steve DelBianco: (13:28) dot brands have very few registrations, so I don't think they matter in these registration trend charts

John McCormac - HosterStats.com: (13:28) Include the raw data as well as a possible graph?

Ivan Rasskazov: (13:28) I don't think that net additions in aggregate are indicative of robust competition

Michael Graham: (13:29) @John & Steve -- Agree -- though we might have Gross figures and Important breakdowns?

John McCormac - HosterStats.com: (13:29) Yes, Mukesh. Even include the raw data as an appendix.

Ivan Rasskazov: (13:29) If we use net additions, we probably would have to break it down by types of TLDs.

Phil Buckingham: (13:30) +1 Ivan what is the strategic purpose here .

Phil Buckingham: (13:35) what is the definition of "distinct "

Michael Graham: (13:35) Would like to hear what further questions there might have been.

Michael Graham: (13:36) Looking at the Unsure/Have further questions response to 20

John McCormac - HosterStats.com: (13:36) The number of dropcatcher registrars accredited for a TLD could show market interest

Michael Graham: (13:36) Thanks!

Ivan Rasskazov: (13:37) John, there are few players dominating that market. Plus I am not so sure Dropcatching will survive in current form in the long run as domains become more tradeable.

Jim Prendergast: (13:37) @john - does that number of dropcatchers per TLD exist? I think it would be interesting for sure

John McCormac - HosterStats.com: (13:37) Probably not, Ivan, But it is an interesting metric.

Ivan Rasskazov: (13:37) True

John McCormac - HosterStats.com: (13:38) It is possible to do by counting new regs on dropcatcher registrars (kind of a reverse-engineering) or check the accreditation against TLD list.

John McCormac - HosterStats.com: (13:39) It would need some work, Jim. Not difficult but tedious.

Ivan Rasskazov: (13:39) You would have to also be able to group some of those registrars, as some DropCatchers operate a few effective ones.

Steve DelBianco: (13:40) note:

Steve DelBianco: (13:40) "consumer safeguards" was a term invented in the AoC.

Phil Buckingham: (13:41) +1 Steve

Steve DelBianco: (13:41) "safeguards" were brought into the bylaws to describe the former AoC Review of expansion of the gTLD space. So it pre-dates the GAC "Safeguards"

Steve DelBianco: (13:42) "number of Breach notices" -- Jim

Jim Prendergast: (13:46) see slide 23 of this presentation - https://urldefense.proofpoint.com/v2/url?u=https-3A__www.icann.org_en_system_files_files_presentation-2Dslam-2D13may17-2Den.pdf&d=DwICaQ&c=FmY1u3PJP6wrcrwl3mSVzgfkbPSS6sJms7xcl4I5cM&r=uerz4ckt1v4Qhvbv-TplkjKTey9bgtdWrvLyZDu0mXuk&m=34ZP0QxoLOk-8xY_JmwbMGlinrEyYc_qt5aKxZFsKkI&s=8LrSly8Yse8xSQXzRC5u-IhfqPxaDgxKGHAlfgeoWCU&e=

Jim Prendergast: (13:46) this is the event where it was presented - https://urldefense.proofpoint.com/v2/url?u=https-3A__www.icann.org_resources_pages_agenda-2Dids-2D2017-2D05-2D14-2Den&d=DwICaQ&c=FmY1u3PJP6wrcrwl3mSVzgfkbPSS6sJms7xcl4I5cM&r=uerz4ckt1v4Qhvbv-TplkjKTey9bgtdWrvLyZDu0mXuk&m=34ZP0QxoLOk-8xY_JmwbMGlinrEyYc_qt5aKxZFsKkI&s=53JEGA31EZ8XeENOSZENE5oGmq4bNGXWFJl8pb1K7s&e=

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Ivan Rasskazov: (13:47) ty

Jim Prendergast: (13:47) ok

Steve DelBianco: (13:48) With apologies for being late, I did complete the latest survey this morning

Jim Prendergast: (13:49) I was one who was not able to get to it - but with an extension I will

Phil Buckingham: (13:49) Me too

Jim Prendergast: (13:49) with only 10 - I can tell

Ivan Rasskazov: (13:51) Should work

Steve DelBianco: (13:51) in the latest survey, I rated many data metrics as worth having (per my ODI comment earlier). But I am not as certain that all those metrics should be part of a "health" report. In fact, I am still not convinced we need to publish a "health" indicator.

John McCormac - HosterStats.com: (13:52) Uniqueness as a metric. It is a simple one and should indicate uptake on a TLD.

Michael Graham: (13:52) +1!

John McCormac - HosterStats.com: (13:53) Agree with Steve.

Ivan Rasskazov: (13:53) +1, we also have to support such efforts on our end by raising our voices continuously

Jim Prendergast: (13:53) and Amy too

Steve DelBianco: (13:54) ODI = Data repository + APIs. It is optional for you (ICANN) to build a presentation layer

Ivan Rasskazov: (13:55) Will do, thank you