Domain Name Marketplace Indicators: Advisory Panel Meeting

26 July 2017

ICANN

Agenda

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Review Progress against Timeline and Scope

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Recap: Work-in-Progress Metrics Shortlisted for v1.0 report

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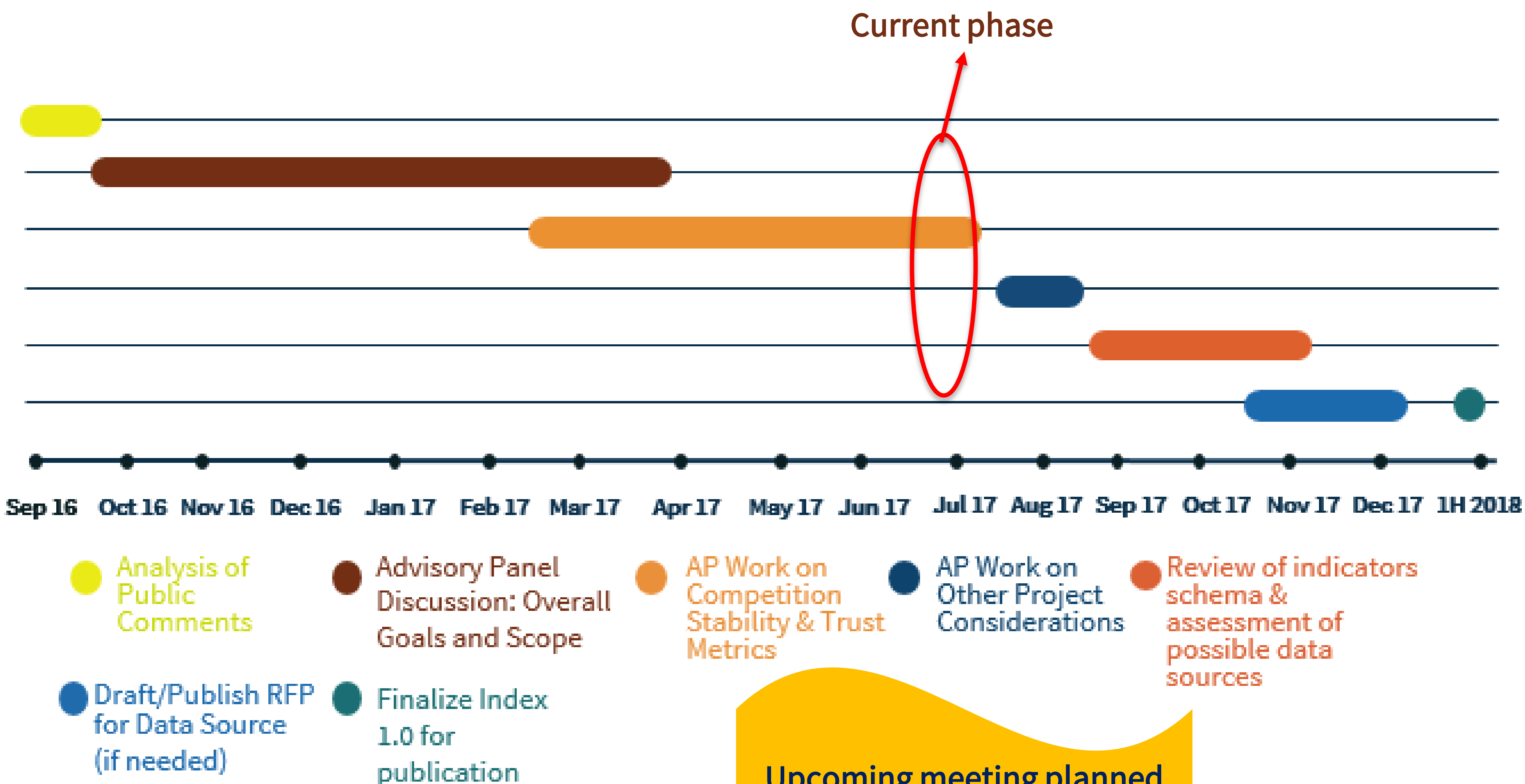
Next Steps

Timeline



Upcoming meeting planned for last week of August. Doodle poll on ideal dates/times forthcoming.

Revisiting Overall Scope (Today's Discussion Areas)

Goal: track progress on ICANN objective 2.3, "Support the evolution of domain name marketplace to be robust, stable and trusted."

- ✓ Coverage: Look to include ccTLD data, where available and relevant
- ✓ Initiative Name: Rename project to Domain Name Marketplace Indicators
- ✓ Revisit metrics category definitions for 'robust competition', 'marketplace stability' and 'trust'
- Identify appropriate metrics
  - ✓ a) Re-evaluate metrics already published in 'beta' report
  - ✓ b) Evaluate metrics previously suggested but not published in beta report
  - WORK IN PROGRESS c) Identify other relevant metrics to capture for factors not yet covered

Others: Revisit considerations on publication frequency, report design and language, academic review, explore other relevant, recurring, reliable and rigorous datasets, evaluate extent to which indicators can be delivered via ICANN's Open Data Initiative. etc.

Recap: Work-in-Progress Metrics Shortlisted for v1.0 report

‘Robust Competition’ Category Definition

1. Registrants should have a choice for which domains they can purchase and where they can purchase them, characterized by:
   a) Geographical spread of registrants
   b) Domain names are available across languages and character scripts
   c) Suppliers’ terms & conditions are available across languages and character scripts
   d) Variety of payment methods.

2. Demonstrated by registrant adoption of new TLDs and across all TLDs

3. The TLD marketplace is open to new providers, including back-end technology service providers, registries, registrars, and resellers.

4. The TLD marketplace as a whole is not subject to control by a small number of providers, including back-end technology service providers, registries, registrars, and resellers.

To see discussion notes on this item, refer to Tracking Doc, Section 8

‘Robust Competition’ WIP Metrics

1. Registrants should have a choice for which domains they can purchase and where they can purchase them, characterized by:
   a) Geographical spread of registrants
   b) Domain names are available across languages and character scripts
   c) Suppliers’ terms & conditions are available across languages and character scripts
   d) Variety of payment methods.

Shortlisted Metric #	Metric Description
1a.1	Registrant Distribution by Geographic Region
1b.1	Total number of second-level domain names registered in Internationalized gTLDs/IDNs.
1b.2	Net change in number of second-level domain names registered in Internationalized gTLDs/IDNs (showing gross adds & deletions as a further level of detail in appendix)
1b.3	Compound annual growth rate (CAGR) of second-level domain names registered in Internationalized gTLDs/IDNs.
1b.4	Percentage of gTLD registrars offering registrations in Internationalized gTLDs/IDNs
1c.1	Percentage distribution of languages available in gTLD service provider (gTLD registrar, gTLD registry operator, reseller) website terms and conditions pages
1d	**- To be determined-**

Legend:

Published in ‘beta’ report | Recommended in ‘beta’ report | New suggestion from Advisory Panel

‘Robust Competition’ WIP Metrics

2. Demonstrated by registrant adoption of new TLDs and across all TLDs

Shortlisted Metric #	Metric Description
2.1	Total number of second-level domain names registered in Legacy gTLDs, New gTLDs, ccTLDs, .brands, geographic gTLDs
2.2	Net change in number of second-level domain names registered in Legacy gTLDs, New gTLDs, ccTLDs, .brands, geographic gTLDs (showing gross adds & deletions as a further level of detail in appendix)
2.3	Compound annual growth rate (CAGR) for second-level domain names registered in Legacy gTLDs, New gTLDs, ccTLDs. , .brands, geographic gTLDs
2.4	Percentage renewal rates of second-level domain names

Legend:

Published in ‘beta’ report | Recommended in ‘beta’ report | New suggestion from Advisory Panel

‘Robust Competition’ WIP Metrics

3. The TLD marketplace is open to new providers, including back-end technology service providers, registries, registrars, and resellers.

Shortlisted Metric #	Metric Description
3.1	Percentage of gTLD registrars that are distinct entities (counting one per family).
3.2	Average number of gTLD registrar accreditations per registrar family.
3.3	Percentage of gTLD registry operators that are distinct entities (counting one per family).
3.4	Average number of gTLD registries held by each gTLD registry parent company.
3.5	Number/percentage of unique gTLD resellers by ICANN region
3.6	Percentage of gTLD registry operators that are also affiliated with a gTLD registrar

Legend:

Published in ‘beta’ report | Recommended in ‘beta’ report | New suggestion from Advisory Panel

‘Robust Competition’ WIP Metrics

4. The TLD marketplace as a whole is not subject to control by a small number of providers, including back-end technology service providers, registries, registrars, and resellers.

Shortlisted Metric #	Metric Description
4.1	Number of Registrars Accredited and De-accredited (Voluntary and Involuntary)
4.2	Number of Registries Accredited and De-accredited (Voluntary and Involuntary)
4.3	Average number of gTLD registrars that offer each gTLD (average across all gTLDs and segmented by category)
4.4	Percentage of second-level domain name registrations by resellers
4.5	gTLD registry operator and gTLD registrar market share
4.6	Concentration index (e.g. Herfindahl Hirschmann Index) for back-end technology service providers, registry operators, registrars, and resellers

Legend:

Published in ‘beta’ report | Recommended in ‘beta’ report | New suggestion from Advisory Panel

‘Marketplace Stability’ Category Definition

1. Registries and registrars consistently deliver against their contractual obligations and are not responsible for marketplace instability that would result in harm to registrants.

To see discussion notes on this item, refer to Tracking Doc, Section 9

‘Marketplace Stability’ WIP Metrics

1. Registries and registrars consistently deliver against their contractual obligations and are not responsible for marketplace instability that would result in harm to registrants.

Shortlisted Metric #	Metric Description
1.1	Number of registrar and registry complaint volume received by ICANN contractual compliance, across types of activity
1.2	Number of unique second-level domain names in gTLDs that had valid abuse complaints filed against them
1.3	Number of second-level domain names in gTLDs suspended for valid abuse
1.4	Number of gTLD registrar security breaches reported to ICANN
1.5	Number of reported cases of phishing
1.6	Availability of gTLD registrar, registry, and reseller services (e.g. uptime of website, uptime of WHOIS service, services are reachable and responsive)
1.7 **(?)**	Survey data (from gTLD registrants, Intellectual Property holders, law enforcement and others) regarding levels of service from gTLD registry operators, gTLD registrars and resellers **(?)**

Legend:

Published in ‘beta’ report | Recommended in ‘beta’ report | New suggestion from Advisory Panel

‘Trust’ Category Definition

To see discussion notes on this item, refer to Tracking Doc, Section 10

1. Demonstrated by operational success of domain name industry safeguards for registrants, Internet users and the global community (including law enforcement and intellectual property holders)

2. Users can register and use a domain name in any TLD within widely-distributed web browsers and mobile apps, and when setting up online accounts, can use any email address for service and use any name server regardless of the written script, length, and newness of the TLD.

‘Trust’ WIP Metrics

1. Demonstrated by operational success of domain name industry safeguards for registrants, Internet users and the global community (including law enforcement and intellectual property holders)

2. Users can register and use a domain name in any TLD within widely-distributed web browsers and mobile apps, and when setting up online accounts, can use any email address for service and use any name server regardless of the written script, length, and newness of the TLD.

Shortlisted Metric #	Metric Description
1.1	Number of involuntary gTLD registrar terminations, related to accreditations revoked involuntarily
1.2	Number of involuntary gTLD registry terminations, related to accreditations revoked involuntarily
1.3	WHOIS Accuracy rates detected by ICANN WHOIS Accuracy Reporting System.
1.4	Number of UDRP and URS complaints decided against second-level gTLD registrants - annual total plus percentage of cases filed.
1.5	Number of valid issues with gTLD registry services detected by ICANN SLA Monitoring (SLAM) system
1.6	Percentage utilization of DNSSEC for second-level gTLDs
1.7	Percentage of second-level gTLD domain names that utilize privacy or proxy registration services
2	**- To be determined-**

Legend:

Published in ‘beta’ report | Recommended in ‘beta’ report | New suggestion from Advisory Panel

Bluesky'ing New Metrics

Blue-sky'ing New Metrics

- ICANN staff circulated an online survey on July 13th to members of the Advisory Panel (AP) to obtain input on any other metrics not already discussed for possible inclusion in work-in-progress shortlist.

- AP volunteers had the option to indicate whether they recommended including, excluding, or remained unsure of the relevance of various suggestions for entirely new metrics provided during our various working meetings + suggest any other metrics for discussion. Opportunity to indicate any further questions/concerns was also made available.

- Ten AP volunteers provided their feedback as of July 25th. Survey results are being presented as a basis for further discussion.

Legend:

Published in 'beta' report | Recommended in 'beta' report | New suggestion from Advisory Panel

Bluesky'ing 'Robust Competition #1 & #3' Metrics

#1: Registrants should have a choice for which domains they can purchase and where they can purchase them, as characterized by: Variety of payment options – No metrics shortlisted thus far.

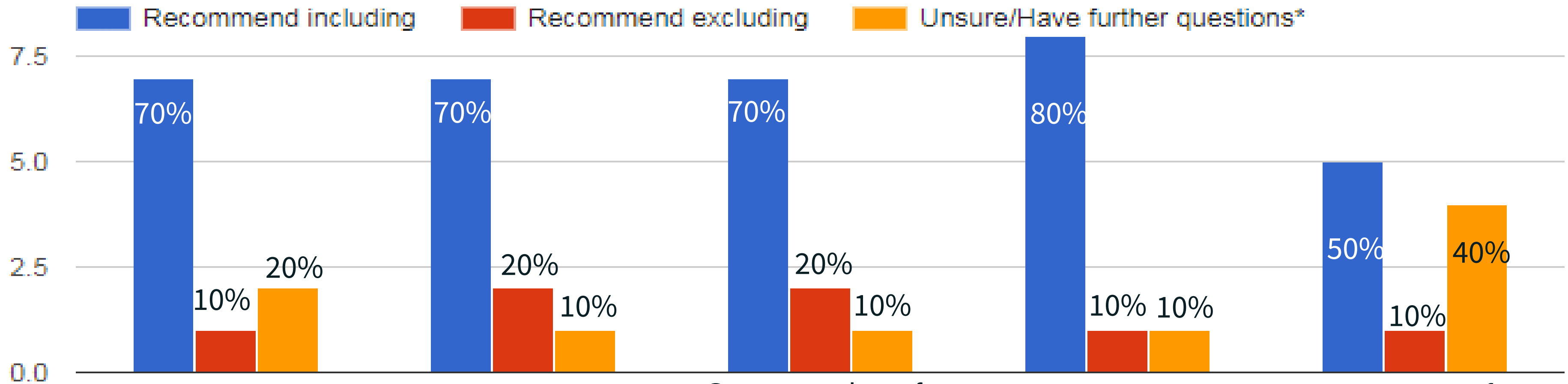
- Variety of payment methods currently shows no metric. I think it is a very important metric.

#3: The TLD marketplace is open to new providers, including back-end technology service providers, registries, registrars, and resellers: 6 metrics shortlisted thus far

- Development rate - what percentage of the TLD is actually developed?
- We really need to track the back end tech providers. If a metric is already in place there, that's fine

Blue-sky'ing New 'Robust Competition #2' Metrics

Demonstrated by registrant adoption of new TLDs and across all TLDs: 4 metrics shortlisted thus far



Registered and Renewed domain names that direct to a unique website vs. those that (a) direct to an existing .com or other Legacy registry site, or (b) are parked and direct either to a parking site or nowhere.

Churn and burn rate for TLDs (i.e. grand total number of domains registered in a TLD from start of tracking, and the subset of currently active domains versus deleted domains over the same period)

Concentration of registrants (i.e. how many domains are registered per registrant)

Average number of years of registration length

Percentage of non-renewed domain names purchased by new buyers

NEW METRICS SUGGESTIONS:

- **Actual businesses, by geo location, that register and use a new TLD beyond a defensive registration;**
- **Domain age of deleting domains grouped by percentage and year**

Comments on ‘Robust Competition #2’ Metrics

Demonstrated by registrant adoption of new TLDs and across all TLDs: 4 metrics shortlisted thus far

- Not sure about including the usage data due to the complexity of the task, the unreliable categorisation (CCT effort) and lack of understanding of the dynamics of the webscape. Some of the metrics require a lot of processing but ICANN may be able to produce the data.

- The Churn and Burn metric will show that some of the smaller and newer gTLDs have low numbers of deleted/not reregistered domains but the legacy gTLDs will have millions of deletions. As the new gTLDs go through their early renewal anniversaries (Junk Dumps), the numbers of non-renewed domains will spike. If it is zonefile or domain name list based, some kind of timeline would need to be established. The 2005-2010 Domain Tasting period had massive numbers of daily registrations and deletions so a day based timeline might be a computability problem. Probably best worked out on the mailing list than this survey.

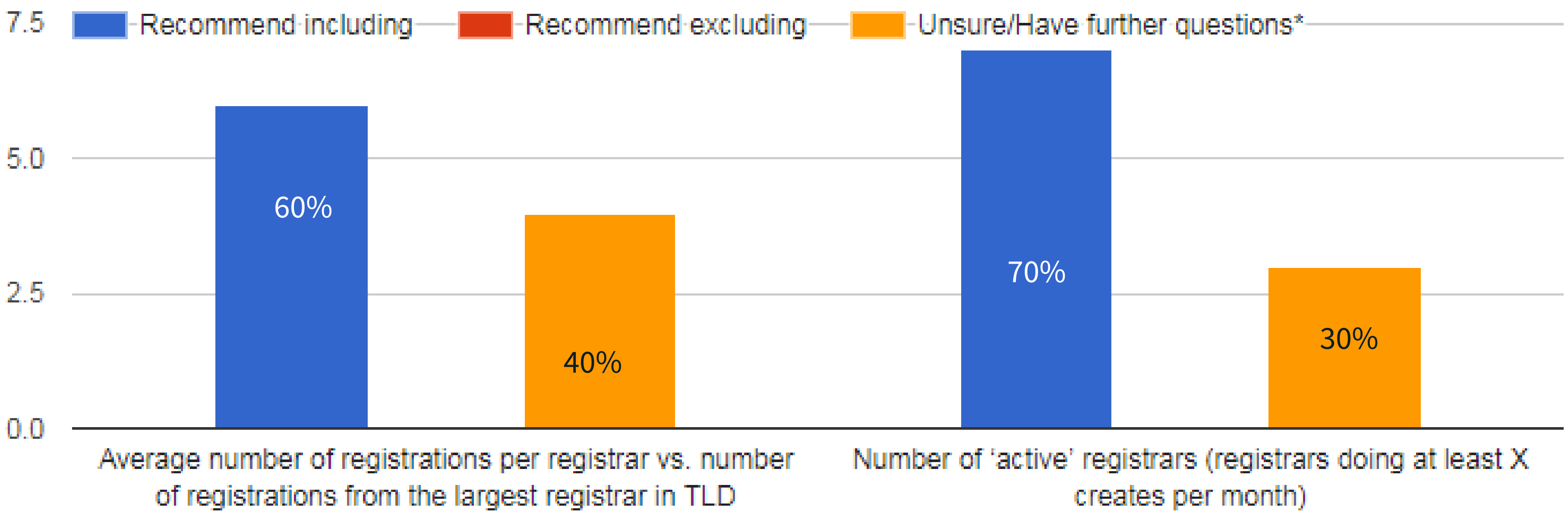
- The domain/registrant concentration is dependent on the registries for data and unless they cooperate, it will be hard for ICANN to measure this.

- Non-renewed domains can be tricky as some registrars shift these to their auction site/partners. This circumvents the traditional domain name life cycle where a non-renewed domain drops and is reregistered.

- What would the percentage of non-renewed domain names purchased by new buyers bring to the table? This could not differentiate between real domain name users and domain speculators

Blue-sky'ing New 'Robust Competition #4' Metrics

The TLD marketplace as a whole is not subject to control by a small number of providers, including back-end technology service providers, registries, registrars, and resellers: 6 metrics shortlisted thus far



NEW SUGGESTIONS:

- **Registrars that do not offer registration until after the close of Sunrise/TM Claims Notice periods.**

Comments on ‘Robust Competition #4’ Metrics

Demonstrated by registrant adoption of new TLDs and across all TLDs: 4 metrics shortlisted thus far

- For both - my comment is that sometimes some of these Registries have their own registrar as well that is dedicated to pushing their TLD as less dependence on the registrar channel. Are we also including resellers too - not just registrars? Some do not have a registrar accredited status but push new TLD's as well (hosting providers for example)

- These metrics are available from the registry reports but as a TLD matures, most of the growth is going to be concentrated on the top registrars. It might be necessary to have some TLD age adujstment or explanation alongside these metrics to explain the differences.

- Metric 1 is better served by HHI

- I would also ask for Registrars that do not offer registration until after the close of Sunrise/TM Claims Notice periods.

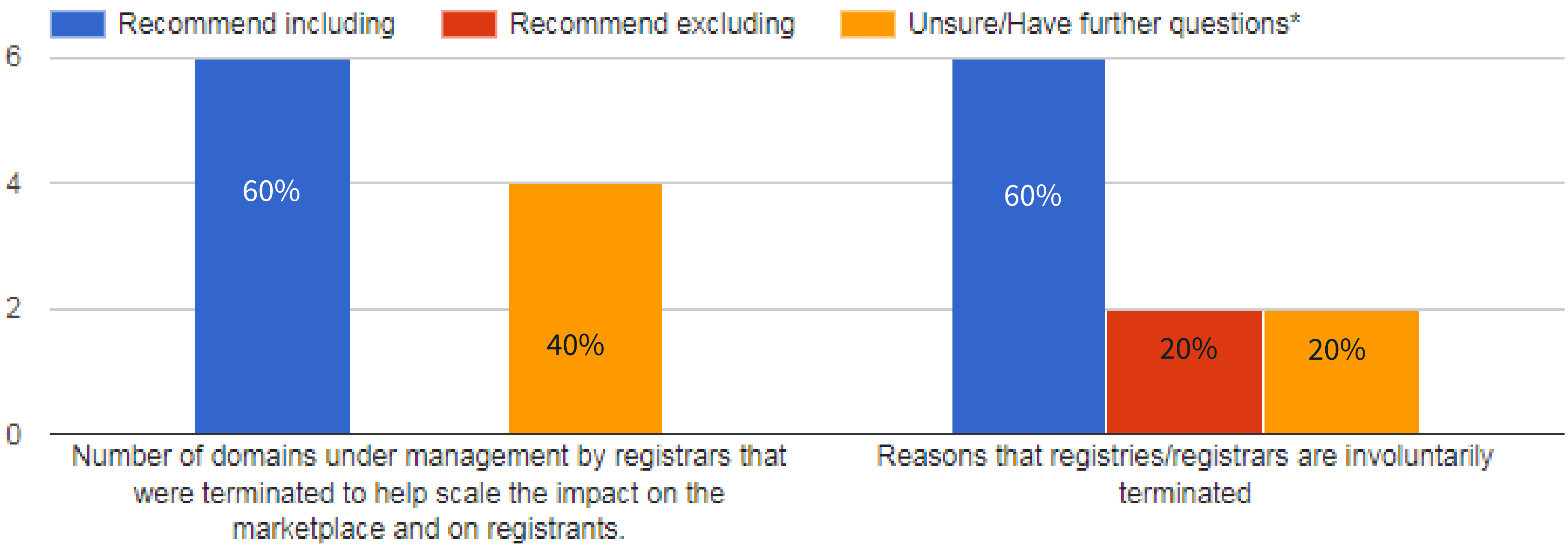
Bluesky’ing New ‘Marketplace Stability’ Metrics

Registries and registrars consistently deliver against their contractual obligations and are not responsible for marketplace instability that would result in harm to registrants: 7 metrics shortlisted thus far

- Percentage breakdown of TLD by domain age.
- Registrars and Registries are not responsible for market instability but overall metric on market instability and volatility are important as these will provide feedback on whether more TLDs should be created and introduced.

Bluesky'ing New 'Trust #1' Metrics

Demonstrated operational success of domain name industry safeguards for registrants, Internet users and the global community (including law enforcement and intellectual property holders): 7 metrics shortlisted thus far



Comments on ‘Trust #1’ Metrics

Demonstrated operational success of domain name industry safeguards for registrants, Internet users and the global community (including law enforcement and intellectual property holders): 7 metrics shortlisted thus far

- Reasons are analysis not metric reporting. Analysis, even if iron clad, has a level of subjectivity ICANN would probably want to avoid

- Again these metrics can be included but would it be considered a name and shame approach?.

Comments on ‘Trust #2’ Metrics

Users can register and use a domain name in any TLD within widely-distributed web browsers and mobile apps, and when setting up online accounts, can use any email address for service and use any name server regardless of the written script, length, and newness of the TLD: No metrics shortlisted thus far

- This has to do with universal acceptance. Frankly, it is really hard to track across so many devices. Especially since we're now speaking of emoticon domains too? I wonder if some specialized agencies on global trends and linguistics and/or the Registries offering IDNs are already tracking this?

- Publish data on complaints received by ICANN that indicate non-acceptance of domain names in online forms, applications, and mobile apps. Data should not reveal personal information about any individual, but should include detail about the domain name and the instance of non-acceptance.

Next Steps and Action Items

Next Steps	Actions
• Capture inputs arising from session today.	**ICANN:** Update tracking document with inputs received and circulate to Advisory Panel **Advisory Panel:** Review and provide any feedback prior to next meeting
• Summarize and circulate our ***proposed*** Domain Name Marketplace Indicators Version 1.0 Schema	**ICANN:** Update shortlisted metrics summary document to reflect discussions today and circulate to Advisory Panel **Advisory Panel:** Provide inputs
• Schedule August working meeting	**ICANN:** Create Doodle Poll **Advisory Panel:** Provide inputs

Questions?

Engage with ICANN

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