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Subject: [Ext] Adobe Connect - Chat Transcript from Marketplace Health Index Advisory Panel
Date: Wednesday, July 26, 2017 12:59:27 PM

John McCormac - HosterStats.com: (7/26/2017 11:56) Evening/morning all.
Mukesh Chulani: (11:56) Hi John, good evening, welcome!
John McCormac - HosterStats.com: (11:57) The Churn and Burn thing might be easily doable for ICANN, Mukesh. (posted to the list on this)
John McCormac - HosterStats.com: (11:58) Just watching the xyz drops at the moment. Approx 3.2 million of the June 2016 new xyz regs have been deleted from the zone. Renewal rate is below 5% as expected.
Mukesh Chulani: (11:58) i saw that John, i appreciate you pointing that out. It would be good to discuss with the rest of the group as well, to assess its suitability under the current category definition.
John McCormac - HosterStats.com: (12:00) Yep. It needs to be worked out with the group. Basically the last few years have been abnormal for the legacy gTLDs and the new gTLDs so there are spikes not seen since the domain tasting years (2005-2010) in the legacy gTLDs.
Mukesh Chulani: (12:00) John, u previously sent a message to the mailing list with such a ratio, am i right?
John McCormac - HosterStats.com: (12:01) yep. In June, I think.
Mukesh Chulani: (12:01) indeed, i will refer the group to that as well
John McCormac - HosterStats.com: (12:02) Was reading some of the CCT stuff on the DNS abuse and there's a bit of a link there on the C&B figures with disposable domains being dropped after use.
John McCormac - HosterStats.com: (12:03) yep
Katrin Ohlmer | DOTZON: (12:03) Yes
Andy Simpson: (12:03) yes
John McCormac - HosterStats.com: (12:10) No PDF visible.
Berry Cobb: (12:11) The charts for Robust Competition (pages 2,3, &4, should match the same date scope as the gTLD totals starting on page 5. It will be beneficial to see those prior to the 2012 round.
Steve DelBianco: (12:11) I see the text
Mason Cole: (12:11) No, I can see it.
Katrin Ohlmer | DOTZON: (12:11) I see a slide deck, but cannot download it.
Olivier MJ Crépin-Leblond: (12:11) I can see the pdf here
Andy Simpson: (12:11) slides are visible
John McCormac - HosterStats.com: (12:13) Must be a Windows10 feature.
John McCormac - HosterStats.com: (12:14) hosters will be bringing it the counts up from a few hundred registrars to almost a million hosters.
Steve DelBianco: (12:14) perhaps, 1b could be "Domain names and hosting services are available ..."
John McCormac - HosterStats.com: (12:15) payment methods might be described as creditcard/debitcard, wire transfer, bank transfer, or paypal or similar.
Olivier MJ Crépin-Leblond: (12:15) The problem of payment is widespread in a lot of the developing world
Olivier MJ Crépin-Leblond: (12:16) this is also something which has been raised by At-Large Structures in Africa
Olivier MJ Crépin-Leblond: (12:16) There are a wide variety of payment methods that are now available, like electronic wallets, in African countries, like M-PESA, to pay
John McCormac - HosterStats.com: (12:18) Agree with Steve
Olivier MJ Crépin-Leblond: (12:18) ironically these alternative payment methods are widely accepted in developing countries, yet not needed in the Global North since we have wide availability of credit card payment
Katrin Ohlmer | DOTZON: (12:18) How about "Acceptance of different payment methods"
Steve DelBianco: (12:19) Acceptance of alternative payment methods by registrars, resellers, and hosting services serving registrants in developing economies.
Mason Cole: (12:20) I like Steve's language.
John McCormac - HosterStats.com: (12:21) Many German registrars offer bank transfer options as well as creditcards.
Steve DelBianco: (12:21) true, Olivier. The "unbanked" in the USA sometimes use cards that are not accepted here
Steve DelBianco: (12:21) okay with me
John McCormac - HosterStats.com: (12:21) would multiple be better than 'alternative'?

Katrin Ohlmer | DOTZON: (12:21) Good idea!

Steve DelBianco: (12:21) yes -- Multiple

Andy Simpson: (12:22) i agree with the suggestion to remove the developing economies piece

Steve DelBianco: (12:22) Acceptance of multiple payment methods by registrars, resellers, and hosting services

Olivier MJ Crépin-Leblond 2: (12:23) acceptance of alternative payment methods?

Olivier MJ Crépin-Leblond 2: (12:23) as in "alternative" rather than "more than 1"

Olivier MJ Crépin-Leblond 2: (12:23) or alternative rather than multiple

John McCormac - HosterStats.com: (12:24) Many registrars I've seen offer multiple options including bank/wire, cheque and creditcard. A

John McCormac - HosterStats.com: (12:24) smaller hosters tend to use creditcard only as they are reselling services.

Olivier MJ Crépin-Leblond 2: (12:25) +1 Steve -- re: improvement

Steve DelBianco: (12:26) Survey data indicating improvement in levels of service provided by fTLD registry operators, regisrtrars, resellers, and hosting services, as shown by surveys of

John McCormac - HosterStats.com: (12:28) On the universal acceptance, could ICANN look at common e-mail parsing libraries for websites to see if the new gTLDs are included in these classes/modules.

John McCormac - HosterStats.com: (12:28) This might be a way to track it.

Steve DelBianco: (12:28) The ISPCP is keen about universal acceptance, so they may have ideas about metrics

Katrin Ohlmer | DOTZON: (12:28) How about including at 1.4 also registrars, since many trust complaints we hear from registrants relate to registrars

Phil Buckingham: (12:29) Apologises for my lateness . Sub Pro Leadership WG overrun.

John McCormac - HosterStats.com: (12:30) Link the MHI to the ODI via URLs?

Andy Simpson: (12:33) How would non-development indicate that the marketplace is not open to new providers?

Mason Cole: (12:33) Andy has a good question.

John McCormac - HosterStats.com: (12:33) The CCT stuff is not really suitable and gives a misleading view of development in gTLDs. IT really is a very complex thing to measure.

Andy Simpson: (12:33) albeit with way too many negatives... sorry

Steve DelBianco: (12:34) "developed" = resolving to a site with content, right?

John McCormac - HosterStats.com: (12:34) Apparently, Steve.

John McCormac - HosterStats.com: (12:35) One of the things I've noticed is that some PPC parking companies are creating pseudo content sites using feeds from various blogs and news publications.

Phil Buckingham: (12:35) yes good idea to track back end providers . This needs to be tracked against the EBERO stats / SLAs. (we are discussing these issues in the Sub Pro WT1) . Can explain further on email.

Andy Simpson: (12:35) Studying development will likely illustrate a very diverse ecosystem of providers

John McCormac - HosterStats.com: (12:36) Yep. Some hosters have good dev rates but others don't.

John McCormac - HosterStats.com: (12:36) Some countries have different dev characteristics.

Phil Buckingham: (12:37) Usage as dintinct from parked

Andy Simpson: (12:37) I still don't really agree that parking means a domain is not in use

Katrin Ohlmer | DOTZON: (12:37) I think we've covered it.

John McCormac - HosterStats.com: (12:37) Not really suitable for the MHI.

John McCormac - HosterStats.com: (12:38) The parking thing is a rubbish numerology metric from CCT

Phil Buckingham: (12:38) Think we need to drill down further than we currently doing

John McCormac - HosterStats.com: (12:38) basically without understanding the function of redirects, it is into guessing the intentions of registrants

Mason Cole: (12:38) I would tend to agree with Andy on usage.

Katrin Ohlmer | DOTZON: (12:38) Use can be redirecting, setting up a new site or other.

John McCormac - HosterStats.com: (12:39) gTLDs don't exist in isolation.

John McCormac - HosterStats.com: (12:40) some redirects (brand protection) are incredibly sticky in terms of renewals and are good for the health of a TLD.

Katrin Ohlmer | DOTZON: (12:40) correct

Michael R Graham: (12:42) Most redirects, however, are due to the establishment of a POS and use of the domain to prevent third parties from using it or because the domain provides increased traffic for any reason.

John McCormac - HosterStats.com: (12:43) Many redirects are actually internal.

Katrin Ohlmer | DOTZON: (12:43) I would amend the first metric to ... (a) direct to an existing site (delet the .com and legacy stuff), or (b)

Phil Buckingham: (12:43) what is the fifth one trying to prove ?

Steve DelBianco: (12:44) w/r/t the first one: a) redirect to legacy domain or b) does not resolve

John McCormac - HosterStats.com: (12:44) Basically non-renewed doms are either business attrition or non-developed regs. Reregs are typically valuable generics of short.

John McCormac - HosterStats.com: (12:44) or short domain names.

Phil Buckingham: (12:45) Agreed Steve

John McCormac - HosterStats.com: (12:45) redirects are a separate class. Needs a lot more discussion.

Andy Simpson: (12:46) directing to an existing domain can be adoption and should not necessarily be characterized as non-adoption. the most compelling example will be a registrant using a new domain to redirect to content developed in a more established space

John McCormac - HosterStats.com: (12:46) Agree with Andy.

Michael R Graham: (12:46) As I understand -- we should seek separate figures for parked domains, non-resolving domains, and unique pages.

John McCormac - HosterStats.com: (12:47) Olivier - it wasn't well understood. CCT made a complete mess of its definitions.

Mason Cole: (12:47) The issue with that Olivier, to me, is that this interprets user intent in some way when we don't know the intent. It may be parked temporarily until another use.

Mason Cole: (12:47) Correct, Mukesh.

John McCormac - HosterStats.com: (12:48) Oh No! Legitimate usage? :)

John McCormac - HosterStats.com: (12:48) No. Basically this is trying to guess the intention of the registrant.

John McCormac - HosterStats.com: (12:49) The speculation angle is far smaller than people think. Most new regs are auto parked on holding/PPC pages by registrars.

Phil Buckingham: (12:49) it certainly opens a can of worms., so we need to be ABSOLUTELY clear on our definition.(s)

John McCormac - HosterStats.com: (12:50) The frequency of the MHI reports makes it completely useless as a dev survey is a snapshot of development at a particular time.

Katrin Ohlmer | DOTZON: (12:50) Speculation varies widely per TLD - special interest vs. open vs. Geo vs. brands

Michael R Graham: (12:51) "parked" can be resolving to Generic PPC page, "under construction", or non-resolving.

John McCormac - HosterStats.com: (12:51) Most parked pages are not speculative.

John McCormac - HosterStats.com: (12:51) they are parked by registrars as undeveloped domains.

John McCormac - HosterStats.com: (12:52) The search engines tend to remove parked/PPC pages from their indices.

Andy Simpson: (12:52) part of the challenge is the connection that is inferred here between adoption (in the definition) and development (the metric)

John McCormac - HosterStats.com: (12:53) Yep, Andy. It really should not be included in the MHI as it is a very complex issue.

Michael R Graham: (12:53) Disagree with the somewhere or nowhere split because domains directing to Generic PPC pages are not the same as "actual" websites

John McCormac - HosterStats.com: (12:53) Steve - non-resolving is very different from parked.

Steve DelBianco: (12:54) I must drop off this call in a few minutes

John McCormac - HosterStats.com: (12:54) Olivier - I don't think that your definition is accurate and is at variance with reality.

John McCormac - HosterStats.com: (12:55) Olivier - most domain names are not developed -- even in .COM.

Andy Simpson: (12:55) An end user has secured them even if they are parked. We need to be careful putting down a bias about which end user should have the domain.

Mason Cole: (12:56) Yes, amenable.

Olivier MJ Crépin-Leblond 2: (12:56) John -- I am not disputing the statistics -- but I feel that the statistics should be there for all to see

John McCormac - HosterStats.com: (12:56) Larger retail registrars automatically park their undeveloped domains on PPC landers.

Phil Buckingham: (12:57) maybe we do it the other way around and prove that a site is in use .

Olivier MJ Crépin-Leblond 2: (12:57) even if more domain names are not developed

Michael R Graham: (12:57) @Andy -- But I don't think domains parked to Generic PPC pages are signs of healthy marketplace.

John McCormac - HosterStats.com: (12:57) Olivier - it is a very complex issue that doesn't break down into simple developed/parked binary views.

John McCormac - HosterStats.com: (12:58) Michael - there is a development curve for TLDs where doms are

developed over a period. They may have no development initially.

Olivier MJ Crépin-Leblond 2: (12:58) @John -- so are you saying we need to keep clear of any metrics that are not binary?

John McCormac - HosterStats.com: (12:58) Olivier - No. It is just development is a very complex subject.

Olivier MJ Crépin-Leblond 2: (12:58) If a metric is complex, perhaps could we think of ways to make it easy to follow

Mason Cole: (12:58) Thanks Mukesh!

Katrin Ohlmer | DOTZON: (12:59) Thanks All!

Olivier MJ Crépin-Leblond 2: (12:59) Thanks Mukesh. Thanks all

Phil Buckingham: (12:59) thanks

Mukesh Chulani: (12:59) bye everyone!