Working Meeting: gTLD Marketplace Health Index

5 December 2016

Agenda

1 Inclusion of ccTLD data?

2 Suggestions to Rename Project

3 Review 'Robust Competition' Category Definition

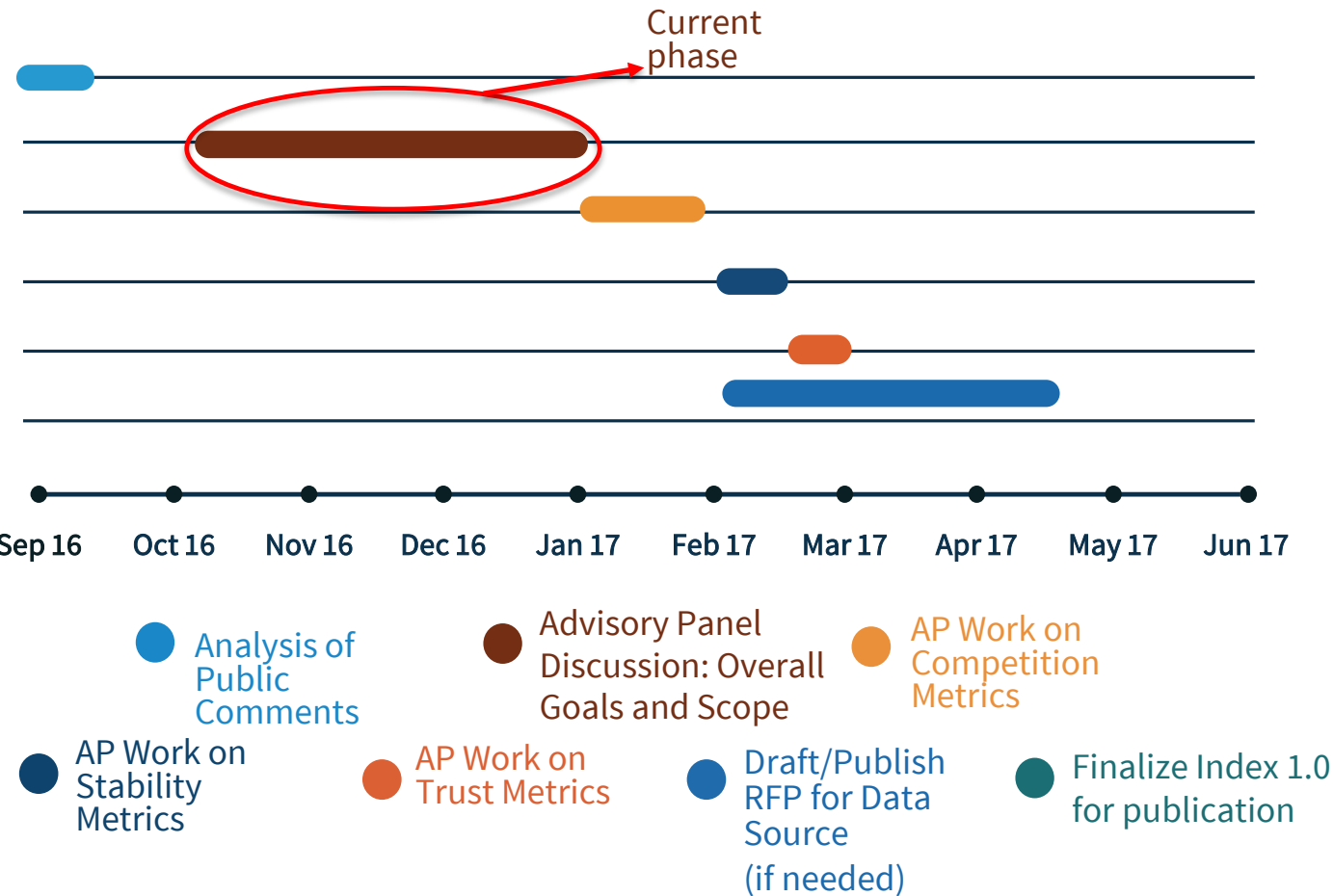**4** Review 'Marketplace Stability' Category Definition

5 Review 'Trust' Category Definition

6 Next Steps

gTLD Marketplace Health Index 1.0: Proposed Timeline

Current phase

Timeline (Sep 16 – Jun 17):

- Analysis of Public Comments
- AP Work on Stability Metrics
- Advisory Panel Discussion: Overall Goals and Scope
- AP Work on Trust Metrics
- AP Work on Competition Metrics
- Draft/Publish RFP for Data Source (if needed)
- Finalize Index 1.0 for publication

- Upcoming meeting planned for 3rd week of January

- Doodle poll on ideal dates/times forthcoming

- Beta report providing coverage of 1H 2016 data planned for release ~ end of 2016

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."

1. Should we look to include ccTLD data, where relevant? Or focus exclusively on gTLDs?

2. Initiative Name: Should we rename this project? If so, what should it be called and why?

3. Metrics category definitions for 'robust competition', 'marketplace stability' and 'trust' to be revisited

4. *Beta metrics to be revisited, exploring external sources for relevant, recurring, reliable and rigorous datasets*

5. *Others: Revisit considerations on publication frequency, report design and language, academic review, etc.*

Discussion Item # 1. Inclusion of ccTLD data

- Should we look to include ccTLD data, where relevant? Or focus exclusively on gTLDs?

- If we include ccTLD data, are there any sources of this data that you would consider to be relevant, recurring, reliable and rigorous?

Refer to Tracking Doc, Section 18

Discussion Item # 2. Suggestions to Rename Project

- Should ICANN consider changing name of this project from gTLD Marketplace Health Index?

- If so, what do you recommend it should be called and why?

Refer to Tracking Doc, Section 1

Discussion Item # 3: Revisit Definition for 'Robust Competition'

1. Diversity exists in the choice of a service provider, including:
   a) – Geography
   b) – Scripts offered
   c) *– Service model**
   d) *– Languages offered**

   Refer to Tracking Doc, Section 8

2. The commercial marketplace is thriving – demonstrated by growth in new gTLDs and across all gTLDs.

3. The marketplace is open to new players.

4. *Marketplace competition is perceived to be fair.**

5. *The marketplace is not dependent on one or a small number of players.**

*The gTLD Marketplace Health Index (Beta) does not include metrics for these goals.

1. More gTLD registrars and gTLD registry operators are entering the gTLD marketplace than are leaving.

2. *Service providers are reliable, setting consistent expectations and meeting levels of service for: gTLD registrants, Internet users and the global community (including gTLD registry operators, gTLD registrars, law enforcement and intellectual property holders).**

Refer to Tracking Doc, Section 9

*The gTLD Marketplace Health Index (Beta) does not include metrics for these goals.

1. Service providers, gTLD registry operators, gTLD registrars and gTLD registrants are:
   a) Compliant with their contractual obligations
   b) *Perceived to be trustworthy**

Refer to Tracking Doc, Section 10

*The gTLD Marketplace Health Index (Beta) does not include metrics for these goals.

Next Steps and Action Items

Next Steps

Actions

- Generate Beta report refresh covering 1H 2016 data, where available/relevant

ICANN: Share with AP prior to wider publication

- 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 by Friday prior to next meeting

- Plan for next conference call, ideally to finalize all category definitions, and begin review of 'robust competition' metrics

ICANN: Circulate Doodle Poll for next conference call
Advisory Panel: Provide input on convenient timeslots

Questions?

Engage with ICANN

Thank You and Questions
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Please submit feedback on metrics to
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Appendix—Robust Competition Metrics in Beta

1. Percentage of distinct ICANN-accredited gTLD registrars, by ICANN region.
2. Number of jurisdictions with at least one ICANN-accredited registrar.
3. Percentage of distinct ICANN-accredited gTLD registry operators, by ICANN region.
4. Number of jurisdictions with at least one ICANN-accredited registry operator.
5. Percentage of gTLD registrars that are distinct entities (counting one per family).
6. Average number of gTLD registrar accreditations per registrar family.
7. Percentage of gTLD registry operators that are distinct entities (counting one per family).
8. Average number of gTLD registries held by each gTLD registry parent company.
9. Total number of second-level domain names registered in gTLDs.
10. Year-over-year growth rates in second-level domain names registered in gTLDs.

11. Total number of second-level domain names registered in Internationalized gTLDs (IDNs).

12. Total second-level domain name additions in all gTLDs.

13. Year-over-year growth rates for second-level domain name additions.

14. Second-level domain name additions, broken down into the following categories: legacy gTLDs, new gTLDs, IDNs, .brands, and geographic gTLDs, plus year-over-year growth rates for each of these categories.

15. Second-level domain name deletions in gTLDs, plus year-over-year growth rates for second-level domain name deletions.

16. Second-level domain name deletion percentages in gTLDs (the percentage of total second-level domain names deleted) broken down into the following categories: total gTLDs, legacy gTLDs, new gTLDs, IDN gTLDs, .brands, and geographic gTLDs.

1. Number of gTLD registrars newly accredited.
2. Number of gTLD registrars disaccredited (divided out by voluntary and involuntary accreditations revoked)

Appendix—Trust Metrics in Beta

1. Number of involuntary gTLD registrar terminations (related to accreditations revoked involuntarily).
2. WHOIS Accuracy rates detected by ICANN WHOIS Accuracy Reporting System.
3. Number of UDRP and URS complaints decided against second-level gTLD registrants (annual total plus percentage of cases filed).

*8.1 "Donuts has reservations about attempting to assign metrics to such subjective matters, particularly those that involve perceptions instead of quantifiable data or demonstrable fact. **Upon what criteria, for example, can a perception of fairness be established?"** (DON)*

*8.3 "The stated goal in the beta report is to determine if "**The commercial marketplace is thriving" and the assumed definition of what this looks like is "growth in new gTLDs and across all gTLDs." This has not been established as an effective measure for measuring the health of the marketplace and is easily influenced by many factors** not captured by the index today as noted by Professor Bhargava." (VS)*

*11.1 "You are measuring such metrics as **"geographic diversity" which may be irrelevant or invalid** for reasons I discussed in my earlier comment and which your "expert" Professor Hemant Bhargava also cited. We live in a global economy." (JP)*

9.1 "As to the [draft metric definition "More gTLD registrars and gTLD registry operators are entering the gTLD marketplace than are leaving"], Donuts does not believe this is necessarily an indicative metric. **An increase in market participation by providers is a laudable goal, but in isolation, such a metric has the potential to be misleading."** (DON)

9.2 "...**While service providers generally do consistently set and meet expectations for service levels,** beyond tools such as service level agreements (which are very specific and technical in nature), **it's unclear how (if at all) ICANN could either point to or develop measurements that would be a reliable representation of "stability" in this context."** (DON)

23.1 "We note that marketplace stability is reported as a measure of the number of gTLD registrars accredited and de-accredited over multiple periods. **There is no reporting of marketplace dependencies and vulnerabilities."** (BC)

10.1 *"Donuts repeats its* **reservation about perceptions***. Donuts agrees that compliance with contractual obligations is a useful and necessary metric (though it's* **doubtful that this is a metric indicative of trust outside the industry—consumers and end-users generally are not literate with ICANN contractual compliance matters***)." (DON)*

10.2 *"***The definitions for both trust and stability need to be defined relative to the audience that needs to trust the marketplace and perceive it to be stable. Evaluating metrics as they relate to trust and stability without a clear audience defined is not possible and will not yield meaningful or reliable data.*** The ambiguity of the current definition allows one to conclude that the metrics are measuring whether ICANN has created a stable set of vendors that it can trust. If the desired goal is to evaluate the perspective of any others in the marketplace, such as domain name users, then the metrics need to be changed to be far more comprehensive." (VS)*