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Subject: [EXTERNAL] Adobe Connect - Chat Transcript from Marketplace Health Index Advisory Panel
Date: Monday, December 05, 2016 10:58:34 AM

John McCormac - HosterStats: (12/5/2016 09:56) Afternoon all.
Mukesh Chulani: (09:56) Good afternoon, John.
Mukesh Chulani: (09:56) G'morning Andy, Amy.
Andy Simpson: (09:57) Thanks, and good afternoon to you as well.
John McCormac - HosterStats: (09:58) got to reconnect. Will be back in a few seconds.
Alberto Soto: (10:01) Hello all, hola a todos!!
Amy Bivins: (10:01) Welcome, all!
Cyrus Namazi: (10:02) Greetings everyone!
Jim Prendergast: (10:07) just check that date against date for NamesCon. might impact attendance
Mason Cole: (10:07) NamesCon Jan 22-25
John McCormac - HosterStats.com: (10:09) Suggestion: delete the term 'stable' as an early market is not stable.
John McCormac - HosterStats.com: (10:09) Limit the cctlid comparisons to geo gTLDs only. Otherwise it is not a good comparison.
Steve DelBianco [BC]: (10:10) The comment summary makes it clear there is wide support to include ccTLDs
Amy Bivins: (10:10) Hi all, if you wish to raise your comments on the phone, please feel free to raise your hands in the Adobe Connect room
John McCormac - HosterStats.com: (10:10) Including ccTLD data is one thing. Knowing how to compare it properly is another thing entirely.
Michiel Henneke: (10:10) My input on the first question: competitive metrics should always be measured from the consumer/end userperspective. In my opinion this includes ccTLDs.
Michiel Henneke: (10:12) On the second: CENTR, APTLD, etc... would be the sources to go to.
John McCormac - HosterStats.com: (10:12) Just get periodic ccTLD zone counts/registration base counts and don't try simplistic comparisons?
John McCormac - HosterStats.com: (10:13) ok
Phil Buckingham: (10:13) we should look at all other TLDs cc legacy and then break down by markets ie IDNs , geos . brands for example
John McCormac - HosterStats.com: (10:13) clustering with geo gtlds is an easier thing to do than a full spectrum comparison
John McCormac - HosterStats.com: (10:14) IDNS would be geos for this purpose
Phil Buckingham: (10:14) yes clearer
John McCormac - HosterStats.com: (10:15) Could do that immediately for the UK market - as in today
Sam: (10:16) At Dataprovider.com - we have already indexed TLD data - in terms of usage and grouped by ccTLD, gTLD, sTLD, nTLD etc by country as well
Michiel Henneke: (10:16) Or we could cooperate for the Dutch market
John McCormac - HosterStats.com: (10:17) It is not an index and doesn't measure health
John McCormac - HosterStats.com: (10:18) and without resellers/hosters it doesn't even have relevance beyond registrars
Steve DelBianco [BC]: (10:19) "TLD Marketplace Indicators" ?
John McCormac - HosterStats.com: (10:19) Yep Steve - a better compromise
Sam: (10:20) "indexed: is our technical term - so just wanted to clarify. We analyze website content and extract at least 100+ data variables for each website and structure it. We have the data by TLD. Just clarify if the comment on "index" was made to my statement above.
Sam: (10:20) Health - should be defined - right?
John McCormac - HosterStats.com: (10:21) No. Health should not be in the title.
Steve DelBianco [BC]: (10:21) Sam -- your last name isn't appearing on the participant list.
Andy Simpson: (10:22) If it is just a collection of data, how is it different than existing ICANN reports that are readily accessible or even the future plans for the open data initiative? The amount of overlap begins to create quite a bit of confusion.
John McCormac - HosterStats.com: (10:22) It would assume a qualitative measurement that is not being carried out.

alain Durand: (10:22) note: we have started a public comment period on the ITHI sister project to define Health from a technical aspect, not a business aspect

Phil Buckingham: (10:23) an index implies there is a base (of 100) . So what is this base . Com registrations at the start of new gTLDs ? , so we can track growth rates .- although this is very simplistic !

Sam: (10:23) I agree - "health" should be avoided - because it could have a subjective meaning for some - some measure usage v. number of registrations - which is healthier? not all TLD's can be compared equally, in my opinion.

Andy Simpson: (10:23) Thanks, Mukesh. That clarification is helpful.

John McCormac - HosterStats.com: (10:23) At least it should not include any of the insanely optimistic awareness material from CTT.

John McCormac - HosterStats.com: (10:24) Go with Steve's idea.

Steve DelBianco [BC]: (10:24) "TLD Marketplace Indicators" ?

Phil Buckingham: (10:24) +1 Sam . the word health is far too subjective

Phil Buckingham: (10:25) + 1 Steve

John McCormac - HosterStats.com: (10:25) Are there any hosters/resellers on the panel?

Amy Bivins: (10:27) John, a list of individuals on the panel is available on the wiki,

https://urldefense.proofpoint.com/v2/url?u=https-3A__community.icann.org_display_projgtdmarkthealth_gTLD-2BMarketplace-2BHealth-2BIndex-2BAdvisory-2BPanel&d=DgICaQ&c=FmY1u3PJP6wrcrwl13mSVzgfkbPSS6sJms7xcl4I5cM&r=uerz4ckt1v4Qhbv-TplkjKTey9bgtdWrvLyZDu0mXuk&m=8mraL2zRis1e_VMYVP91zFFBV9w5pvf406iACdE_X-s&s=Nnz33eYzsMCUGX8iaCKzKHBbtfIqV1sCP-h60iUeb1k&e=

John McCormac - HosterStats.com: (10:28) I would not. A ccTLD will dominate its market and force .com to go legacy when the market matures. Robust competition is a very misleading phrase.

John McCormac - HosterStats.com: (10:28) Thanks, Amy.

Mason Cole: (10:29) +1 Steve

John McCormac - HosterStats.com: (10:29) Web developers tend to register more for their clients rather than end users. The focus on end-users might be a bit of a distraction.

Steve DelBianco [BC]: (10:29) @John -- "end user" means registrant, right? I'm not talking about the end user

Phil Buckingham: (10:29) +1 Steve , geography is not important ,. Perhaps actual location of the registrant where he / she / it actually operates (for tax purposes)

Andy Simpson: (10:30) My opinion is that the first point is too generic to properly scope it. The choice of a generic "service provider" is so open ended it is impossible to come up with a comprehensive set of metrics to characterize this. Can we be any more specific about the who needs to be able to select a provider to accomplish what to help guide metric selection? Something akin to: "Registrants should have a choice for which domains they can purchase and where they can purchase them" would significantly reduce the number of ways to interpret this.

John McCormac - HosterStats.com: (10:31) Geography can be a nightmare to sort out even with all the data. Then there are markets with more than one language and strong overlap between countries.

Sam: (10:32) +1 Andy

John McCormac - HosterStats.com: (10:32) In mature domain markets, approx 80% of the market can be on the top ten hosters in that market.

Michiel Henneke: (10:32) The EU is a single market, so do French registrars form part of the German geography?

Phil Buckingham: (10:32) As to my point - can we/ ICANN get this info re registrant because of whois privacy ??

Sam: (10:33) Good point Michiele..

John McCormac - HosterStats.com: (10:33) .eu would be a classic gTLD and a good comparison as it has the country level breakdowns

Phil Buckingham: (10:33) Exactly , Steve

Michiel Henneke: (10:33) .eu (two characters) is the most hybrid domain out there (is it a cc or g)?

John McCormac - HosterStats.com: (10:34) It is a cctld that acts like a gTLDs.

John McCormac - HosterStats.com: (10:34) you can see the country level dynamics in .eu registrations

John McCormac - HosterStats.com: (10:35) point 4 is a bit weird. No market except a monopoly is fair.

Phil Buckingham: (10:36) Point 2 . Just because it is growing , doesnt imply that it is thriving .

John McCormac - HosterStats.com: (10:36) zone stuffing is a big problem with domain counts.

Andy Simpson: (10:36) There are many factors contributing to growth or lack of it. I think tying this marketplace characterization's interpretation of health to growth is going to be challenging.

Sam: (10:36) In my opinion - growth should not be measured by numbers alone - i think diversity in usage is important as well - eg e-commerce website etc.

Michiel Henneke: (10:37) Alternative for 4: Marketplace choice is perceived to be sufficient for registrant needs
John McCormac - HosterStats.com: (10:37) Ecommerce is a very misleading metric. Some people can't tell the difference between a hacked/warez site and a genuine e-comm site.

Phil Buckingham: (10:37) eg xyz is "selling regs at \$1 which are parked . It is growing for sure . but

Sam: (10:38) @John - whe you can detect a shopping cart, payment method, payment provider etc - analyzing content you can

John McCormac - HosterStats.com: (10:38) I know a lot about this kind of work Sam.

Sam: (10:39) OK. My point is usage v. numbers - to Phil's point above

Phil Buckingham: (10:40) Exactly Sam - many many many factor s- not just numbers(even though I am a numbers man !)

John McCormac - HosterStats.com: (10:40) E commerce in a new TLD is minimal (<5%) and often is non-native domains not using 301/302 redirects. They often are sites from other TLDs.

John McCormac - HosterStats.com: (10:41) Most active websites are brochureware sites.

Phil Buckingham: (10:43) This is about supply and choice to the registrant . Demand side doesnty come into it .

John McCormac - HosterStats.com: (10:44) Basically it could use the nameservers count in the ICANN reg reports to create a hoster/nameserver metric for a domain density function compared with .com

Phil Buckingham: (10:44) +1 Mason

Phil Buckingham: (10:45) Take out 4 ?

Andy Simpson: (10:45) A general comment on point 3: Similar scoping that narrows the defintion to registries/registrars for "The marketplace is open to new players" would be helpful.

Sam: (10:45) Another point to consider (just a thought): considering how the different Registries are "investing" into Registrars in regions where there is a lack of wareness for that TLD - also contributing to growth of a TLD which can be unfairly analyzed between service providers in different regions - which does indirectly affect the growth of a TLD.

John McCormac - HosterStats.com: (10:46) @Andy - that might be related to the number of accredited registrars per gTLD

John McCormac - HosterStats.com: (10:46) Best to keep politics out of this report/index

Phil Buckingham: (10:46) Murkesh can you repeat Q

John McCormac - HosterStats.com: (10:46) Agree with the perception point

Phil Buckingham: (10:47) yes

Phil Buckingham: (10:47) Agree with that .

John McCormac - HosterStats.com: (10:48) With the perception thing, you can be grouping a 2% usage gTLD with a 20% usage gTLD. Very unfair comparison/groupings.

John McCormac - HosterStats.com: (10:49) Opinion polling does not work well.

Phil Buckingham: (10:49) perception - measure apples and apples . not apples and pears

Phil Buckingham: (10:53) Mukesh - we are currently discussing "categories " in Sub Pro WG (Round 2) - we need to be coterminus on this

Phil Buckingham: (10:55) sure offline - I ll explain !

John McCormac - HosterStats.com: (10:55) Can we keep the insanely optimistic awareness stuff from the CTT out of this report? Rather than nebulous opinion polls, we need to concentrate on the data.

Amy Bivins: (10:55) Thank you, Phil!

John McCormac - HosterStats.com: (10:56) It is the awareness thing that is not backed by registration data and trends.

John McCormac - HosterStats.com: (10:56) we should concenrate on what we can prove with the data.

John McCormac - HosterStats.com: (10:56) that way we get industry credibility for the report.

John McCormac - HosterStats.com: (10:57) Including awareness would be duplicating the CTT.

Phil Buckingham: (10:57) thanks

Mukesh Chulani 2: (10:57) thanks all!

Cyrus Namazi: (10:57) bye all.