



gTLD Marketplace Health Index: Advisory Panel Meeting

20 June 2017

Agenda

1

Review Progress
against Timeline
and Scope

2

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

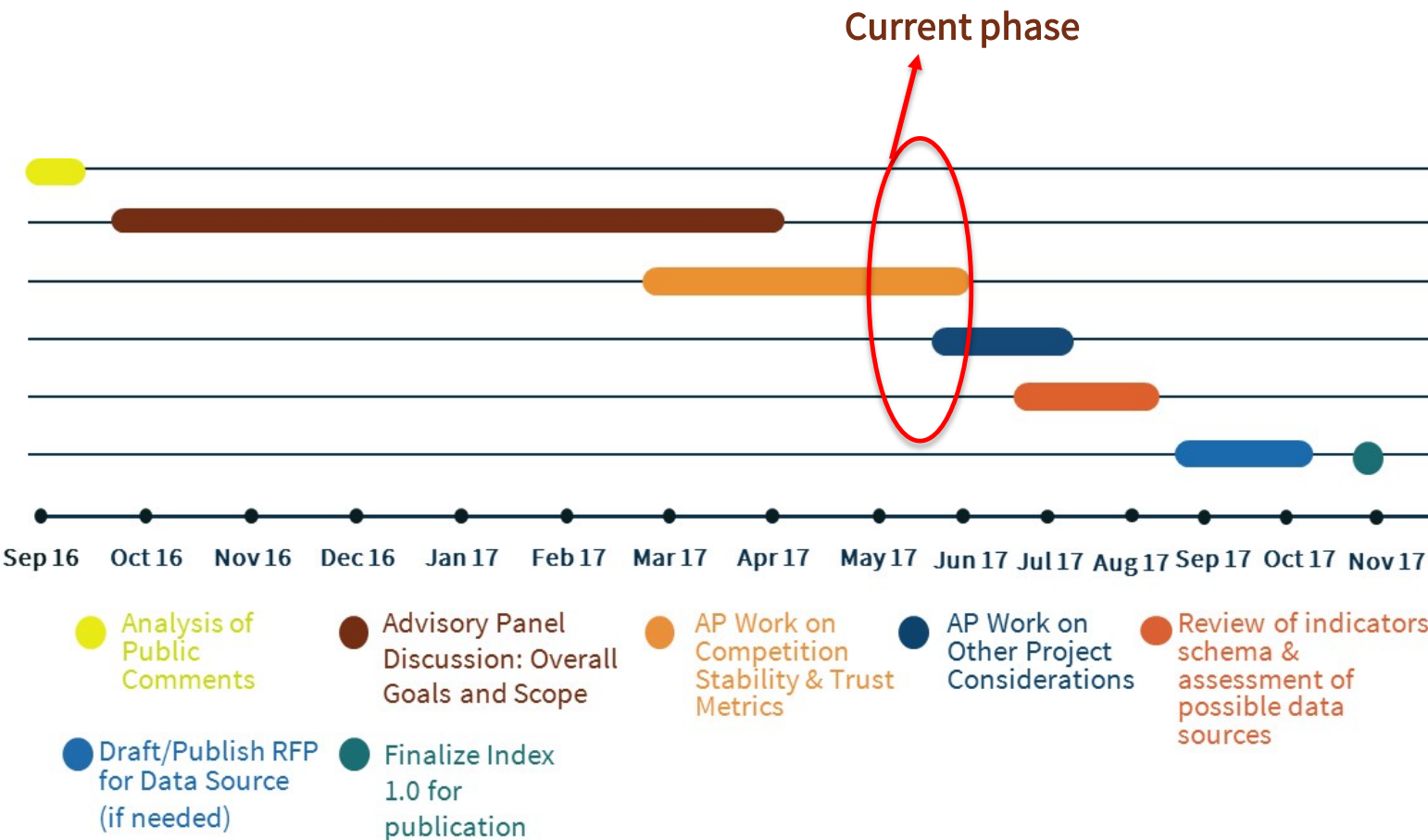
3

Evaluate metrics
previously
suggested but not
published in 'beta'
report

4

Next Steps


gTLD Marketplace Health Index 1.0: Proposed Timeline



- Upcoming meeting planned for 4th week of July
- Doodle poll on ideal dates/times forthcoming
- Beta report providing coverage of 2H 2016 data planned for release mid-2017

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
 - 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.

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.

W-I-P Metrics for 'Robust Competition'

Based on Category Def'n Number	Metric Description
1a	Registrant Distribution by Geographic Region
1b	Total number of second-level domain names registered in Internationalized gTLDs/IDNs.
1b	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	Compound annual growth rate (CAGR) of second-level domain names registered in Internationalized gTLDs/IDNs.
1c	- To be determined-
1d	- To be determined-
2	Total number of second-level domain names registered in Legacy gTLDs, New gTLDs, ccTLDs, .brands, geographic gTLDs
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	Compound annual growth rate (CAGR) for second-level domain names registered in Legacy gTLDs, New gTLDs, ccTLDs, .brands, geographic gTLDs

Legend:

Published in 'beta' report

Recommended in 'beta' report

New suggestion from Advisory Panel

W-I-P Metrics for 'Robust Competition'

Based on Category Def'n Number	Metric Description
3	Percentage of gTLD registrars that are distinct entities (counting one per family).
3	Average number of gTLD registrar accreditations per registrar family.
3	Percentage of gTLD registry operators that are distinct entities (counting one per family).
3	Average number of gTLD registries held by each gTLD registry parent company.
4	Number of Registrars Accredited and De-accredited (Voluntary and Involuntary)
4	Number of Registries Accredited and De-accredited (Voluntary and Involuntary)

Legend:

Published in 'beta' report

Recommended in 'beta' report

New suggestion from Advisory Panel

Definition for ‘Marketplace Stability’

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

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

W-I-P Metrics for 'Marketplace Stability'

Based on Category
Def'n Number

Metric Description

1

- To be determined-

Legend:

Published in 'beta' report

Recommended in 'beta' report

New suggestion from Advisory Panel

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.

W-I-P Metrics for 'Trust'

Based on Category Def'n Number	Metric Description
1	Number of involuntary gTLD registrar terminations, related to accreditations revoked involuntarily
1	Number of involuntary gTLD registry terminations, related to accreditations revoked involuntarily
1	WHOIS Accuracy rates detected by ICANN WHOIS Accuracy Reporting System.
1	Number of UDRP and URS complaints decided against second-level gTLD registrants - annual total plus percentage of cases filed.
2	- To be determined-

Legend:

Published in 'beta' report

Recommended in 'beta' report

New suggestion from Advisory Panel

Evaluating metrics previously suggested but not published in beta report

- ICANN staff circulated an online survey on May 24th to members of the Advisory Panel (AP) to obtain input on the relevance of metrics previously suggested but not published in beta report, given that changes have been made to the category definitions.
- AP volunteers had the option to indicate whether they recommended including, excluding, or remained unsure of the relevance of these suggested metrics which were noted in the ‘beta’ report appendix. Opportunity to indicate any further questions was also made available.
- Twelve AP volunteers provided their feedback as of June 20th. Survey results are being presented as a basis for further discussion.

Evaluating Robust Competition metrics previously suggested but not published in beta report

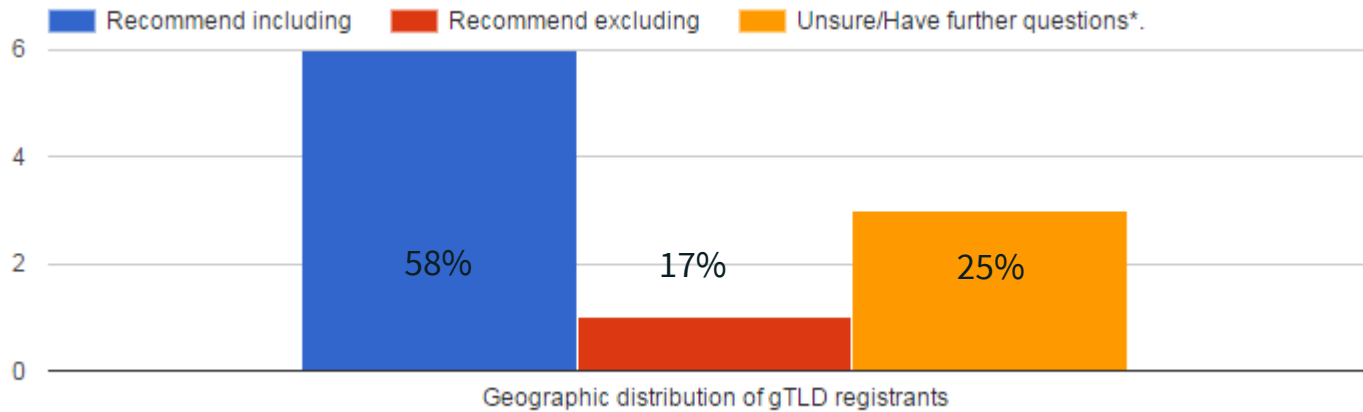
CATEGORY 1: ROBUST COMPETITION

Registrants should have a choice for which domains they can purchase and where they can purchase them, as characterized by:

'Beta Definition': Geography

Revised Definition: Geographical spread of registrants

Evaluating Robust Competition metrics previously suggested but not published in beta report



I'm still not sure the geographic distribution of buyers indicates increased competition. A registry could very well have achieved a high level of competition against, say, an incumbent TLD, with registrants only in one region.

The geographical spread of registrants of .cat is limited due to the nature of the TLD. However, the TLD is well used and renewed. So the distribution of registrants is not an indicator for robust competition. I still recommend to keep the former definition of "Geographic distribution of gTLD registrars and TLDs".

Recommend including provided privacy/proxy registrations can be excluded

Should be included but data should be provided by registrars/registries.



Evaluating Robust Competition metrics previously suggested but not published in beta report

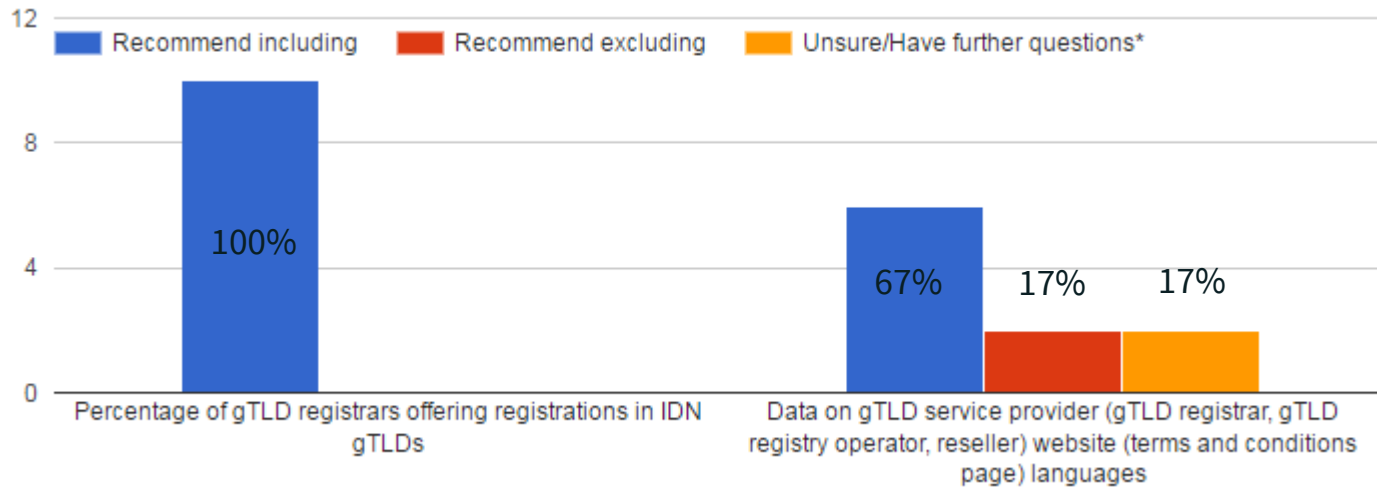
CATEGORY 1: ROBUST COMPETITION

Registrants should have a choice for which domains they can purchase and where they can purchase them, as characterized by:

'Beta Definition': Scripts offered

Revised Definition: (a) Domain names are available across languages and character scripts (b) Suppliers' terms & conditions are available across languages and character scripts

Evaluating Robust Competition metrics previously suggested but not published in beta report



I just don't see how the terms and conditions aspect helps. This is a business decision by the operator based on where their market is, or where they choose to market.

Website terms and conditions means a lot of collection and processing work. It may also be going beyond the remit of the report.

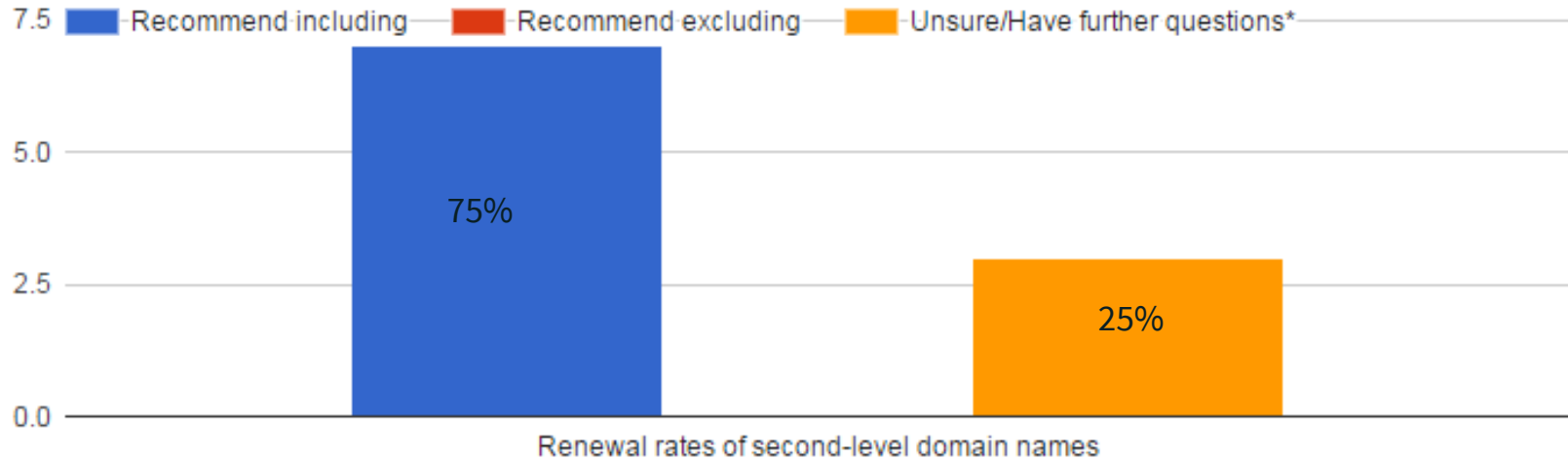


Evaluating Robust Competition metrics previously suggested but not published in beta report

'Beta Definition': The commercial marketplace is thriving—demonstrated by growth in new gTLDs and across all gTLDs.

Revised Definition: Demonstrated by registrant adoption of new TLDs and across all TLDs.

Evaluating Robust Competition metrics previously suggested but not published in beta report



This may have been covered in a prior discussion but the rates themselves are a function of a number of factors including "heat" index of the TLD as well as pricing. An overall index might not be that useful.

...Renewal rates ignores the fact that renewals may be automatic and not reflect the importance of the domain names. I would therefore include a Metric that measures the number of Registered and Renewed domain names that direct to a unique website vs. those that either (a) direct to an existing .com or other Legacy registry site, or (b) are parked and direct either to a parking site or nowhere. This is intended to measure the number of renewed domains that are registered purely defensively, and therefore do not indicate a thriving marketplace, but a trapped set of registrants.

Include but where will the data come from? (ICANN registry reports etc)

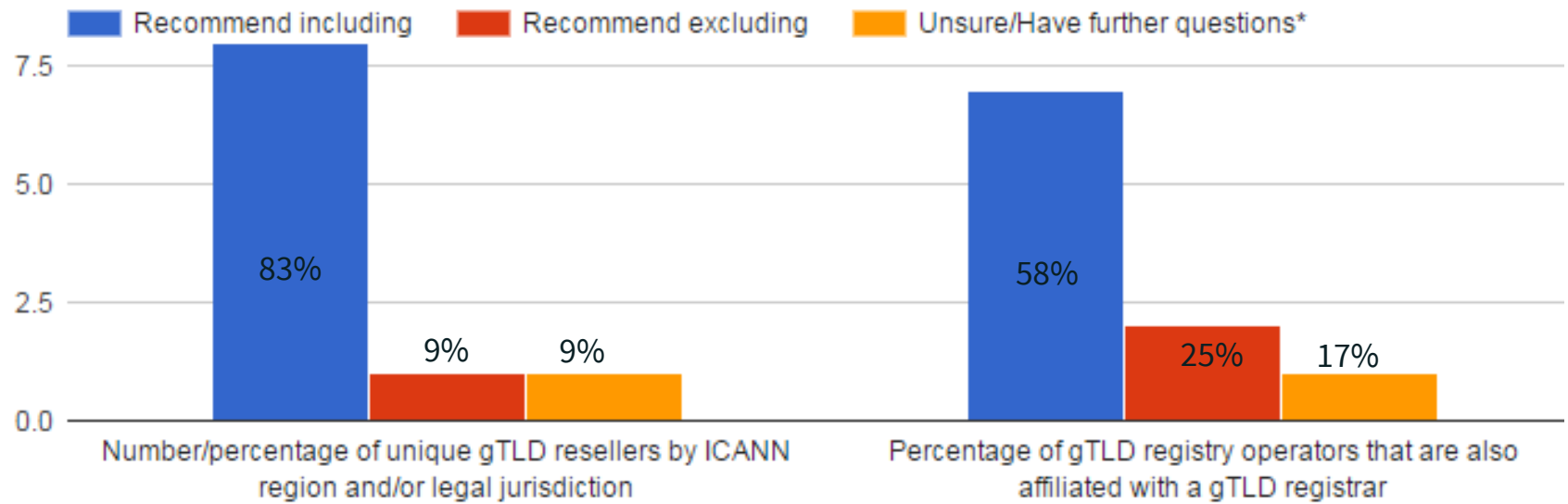


Evaluating Robust Competition metrics previously suggested but not published in beta report

'Beta Definition': The marketplace is open to new players.

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

Evaluating Robust Competition metrics previously suggested but not published in beta report



I would like to discuss what this metric would actually mean.

I can supply/publish estimates for this but 'ICANN regions' are rather meaningless in the bigger picture.

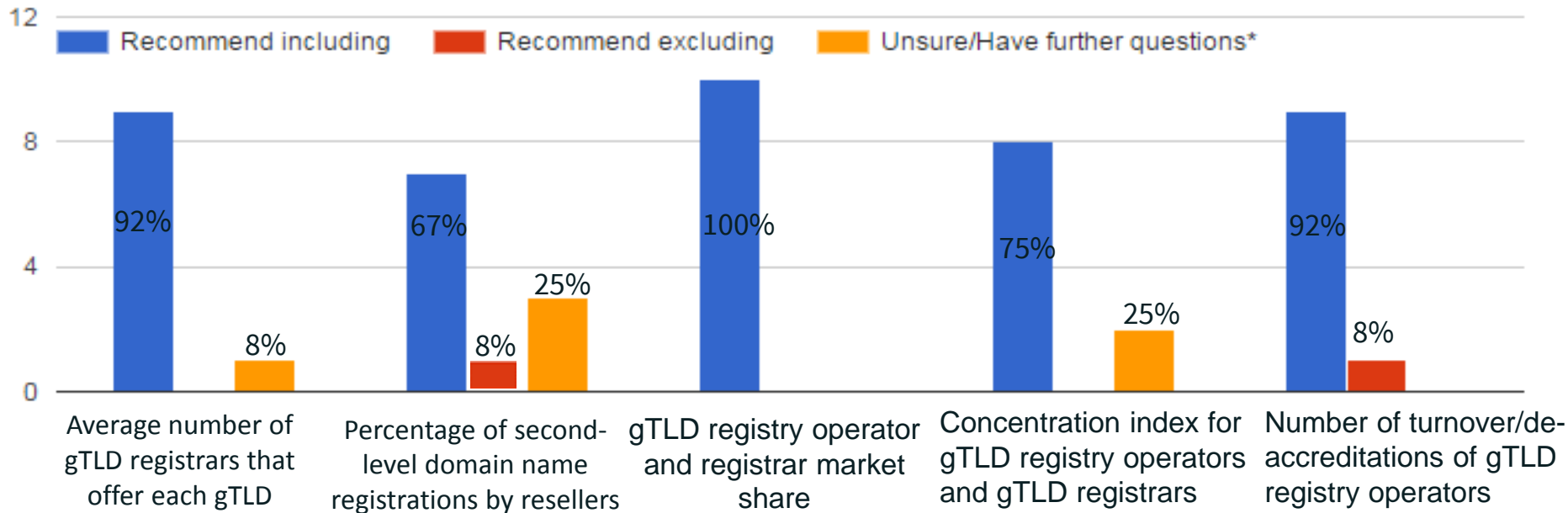


Evaluating Robust Competition metrics previously suggested but not published in beta report

'Beta Definition': The marketplace is not dependent on one or a small number of players.

Revised Definition: 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.

Evaluating Robust Competition metrics previously suggested but not published in beta report



Average number of gTLD registrars that offer each gTLD -> amend to: Average number of gTLD registrars that sell regularly each gTLD (There are many registrars which are accredited with all new gTLDs to have a good image to the public but do not sell them actively).

Percentage of second-level domain name registrations by resellers -> Those data are not public, and registrars will most likely not provide them.

ICANN can produce registrar volume/% from reports. Going to resellers requires a lot more work. (It is actually an ongoing process.)



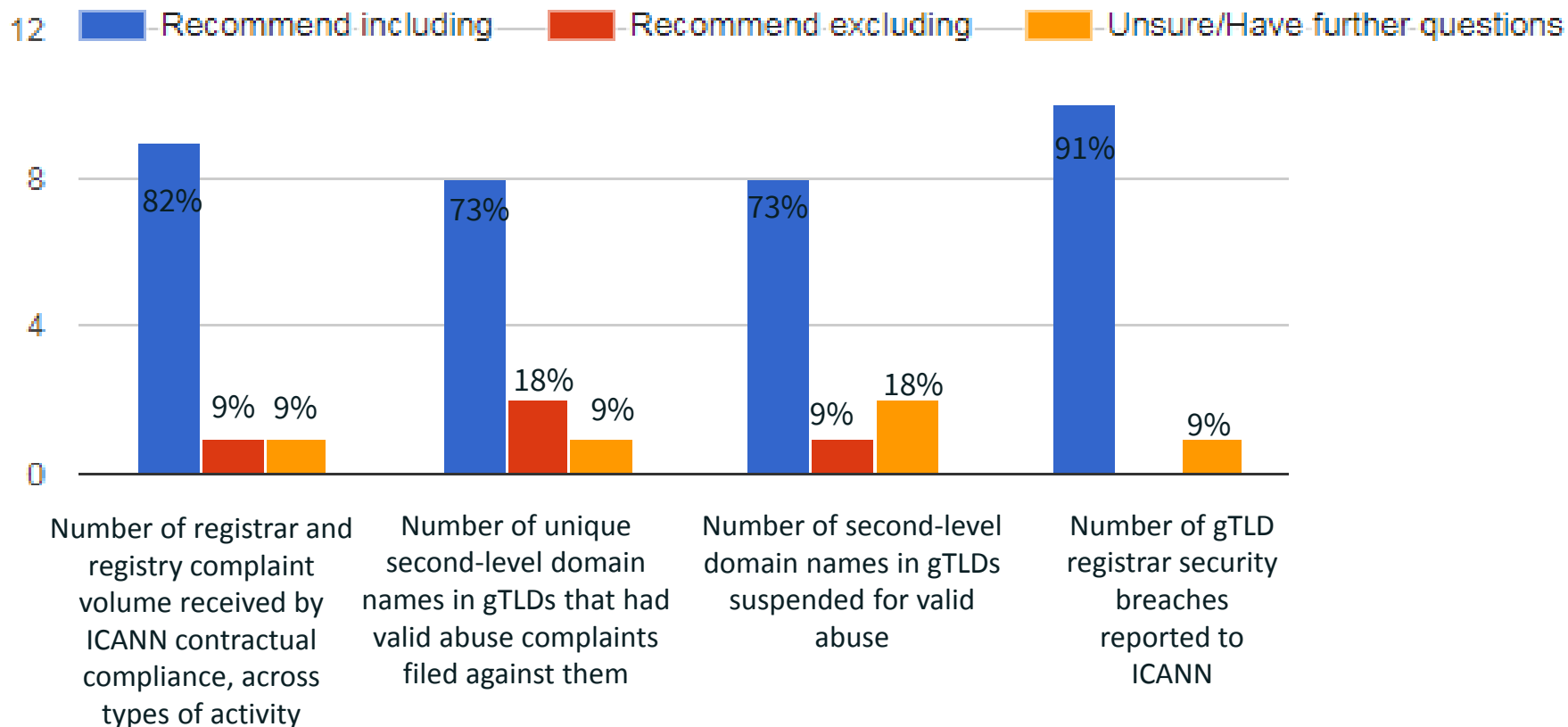
Evaluating Marketplace Stability metrics previously suggested but not published in beta report

CATEGORY 2: MARKETPLACE STABILITY

'Beta Definition': 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).

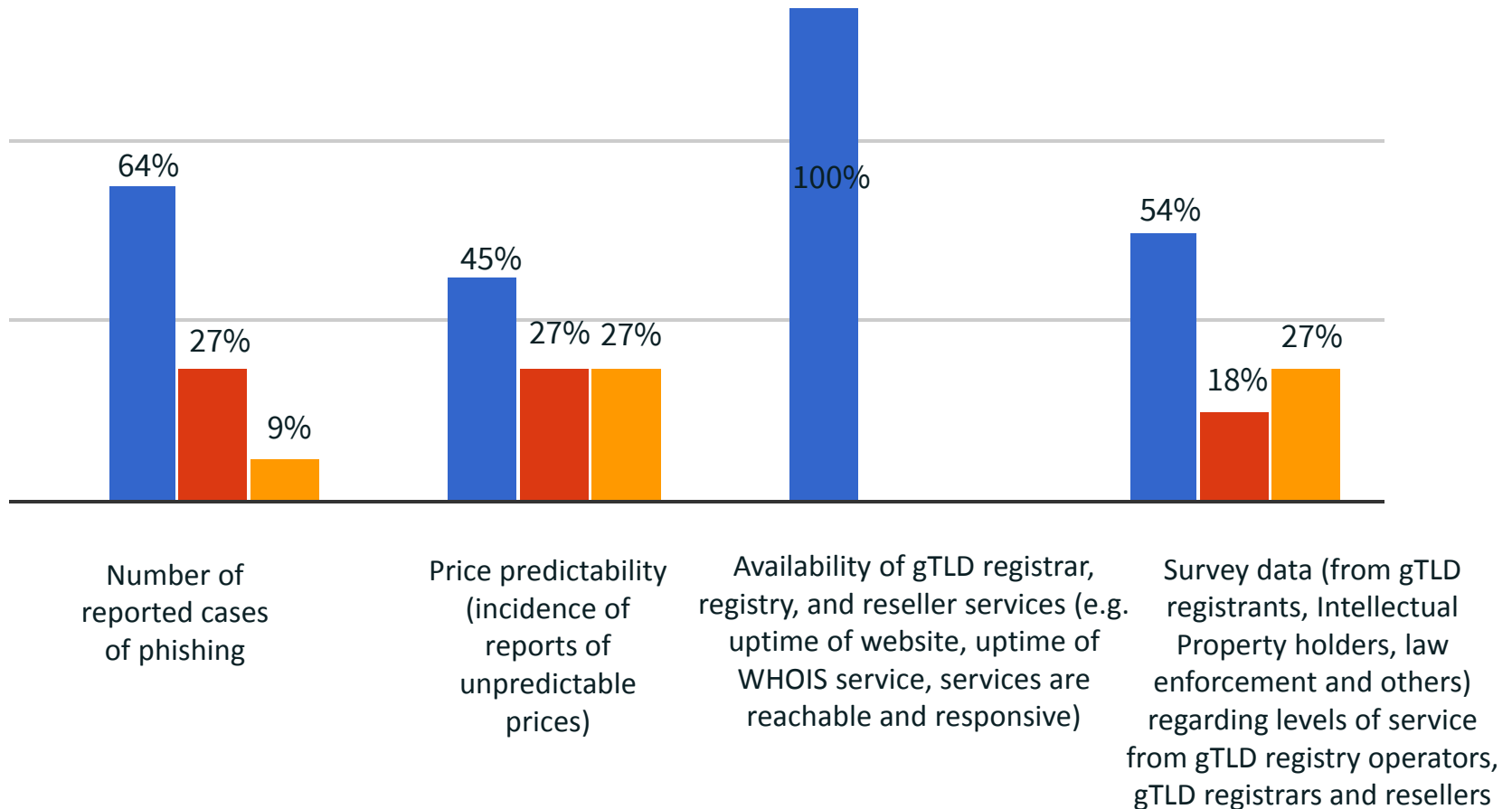
Revised Definition: Registries and registrars consistently deliver against their contractual obligations and are not responsible for marketplace instability that would result in harm to registrants.

Evaluating Marketplace Stability metrics previously suggested but not published in beta report



Evaluating Marketplace Stability metrics previously suggested but not published in beta report

Recommend including Recommend excluding Unsure/Have further questions*



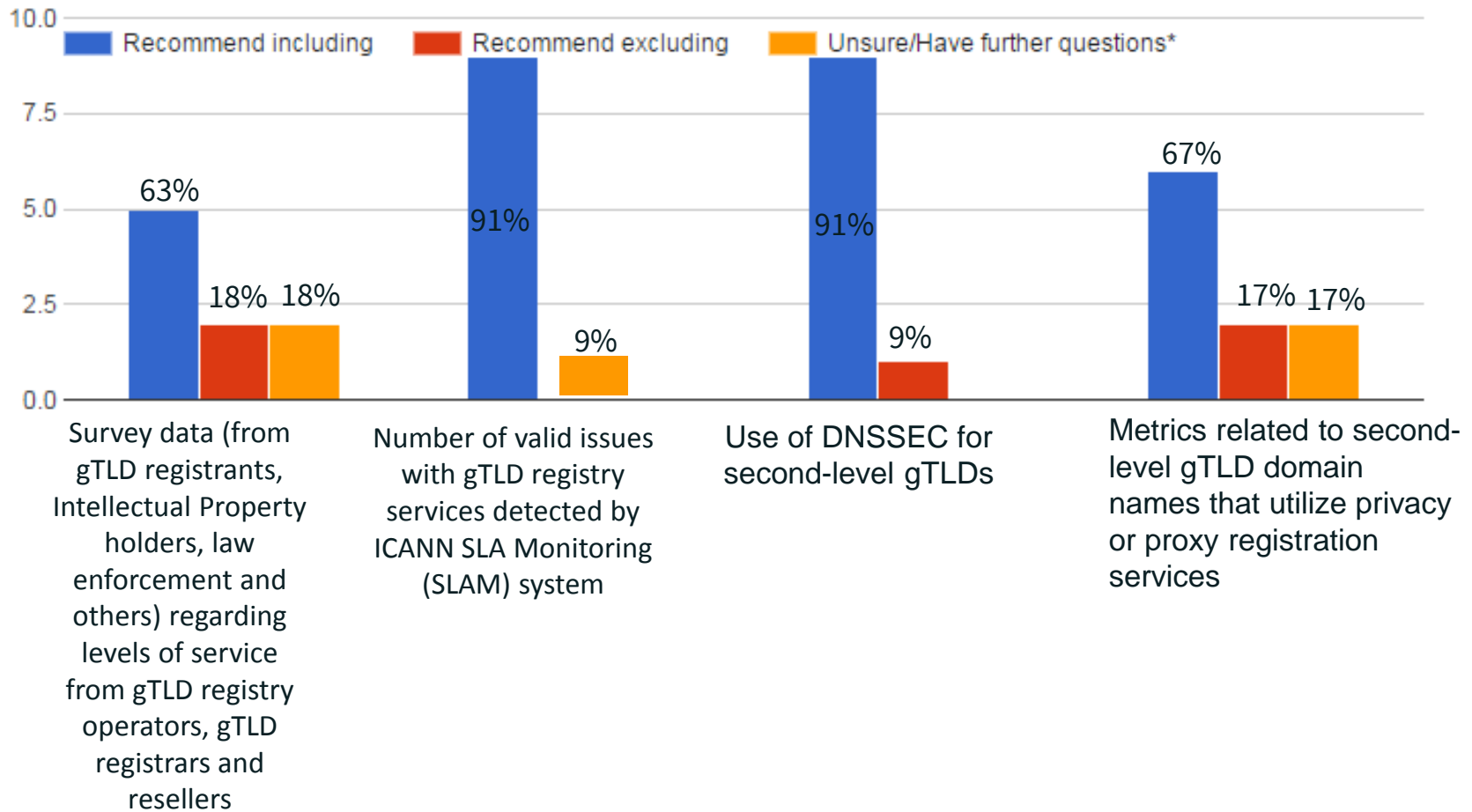
Evaluating Trust metrics previously suggested but not published in beta report

CATEGORY 3: TRUST

'Beta Definition': Service providers, gTLD registry operators, gTLD registrars and gTLD registrants are compliant with their contractual obligations

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

Evaluating Trust metrics previously suggested but not published in beta report



Evaluating Trust metrics previously suggested but not published in beta report

Phishing may be difficult to actually determine, especially with spoofed email addresses.

With regard to Category 2, I don't favor inclusion of independently reported breaches, as self-anointed experts frequently are not reliable and abuse the ICANN reporting system.

What about metric relating to ICANN's DART (Domain Abuse Reporting Tool)?

This gets back to the issue of data collection, limited or unreliable data, problematic methodology and unreliable, for the requirements of this report, analysis based on limited understanding of data or the market and or dynamics. (The MEACDNS/LACDNS reports, the CCT surveys of New gTLD awareness, the CCT "Parking" stuff etc.) This report has to be reliable and verifiable so that it can be used as a reference document by the domain name industry. That may mean restricting some of the data definitions to things that are provable from open ICANN data (the registry reports, the SLA data etc) rather than making a mess of things with the "awareness" stuff that just didn't stack up. Proxy whois stats may be crossing over into the WHOIS group territory. If the report can get accurate whois proxy data from registrars/registries, only then include it.



Next Steps and Action Items

Next Steps

- 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

- Seek input on additional metrics to capture any factors not yet covered



ICANN: Create online survey for brand new metrics

Advisory Panel: Provide inputs

- Schedule July working meeting



ICANN: Create Doodle Poll

Advisory Panel: Provide inputs

Questions?

Engage with ICANN



Thank You and Questions

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Please submit feedback on metrics to
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