



Working Meeting: gTLD Marketplace Health Index

18 January 2017

Agenda

1

Proposed Timeline

2

Suggestions to
Rename Project

3

Review 'Robust
Competition'
Category Definition

4

Review
'Marketplace
Stability' Category
Definition

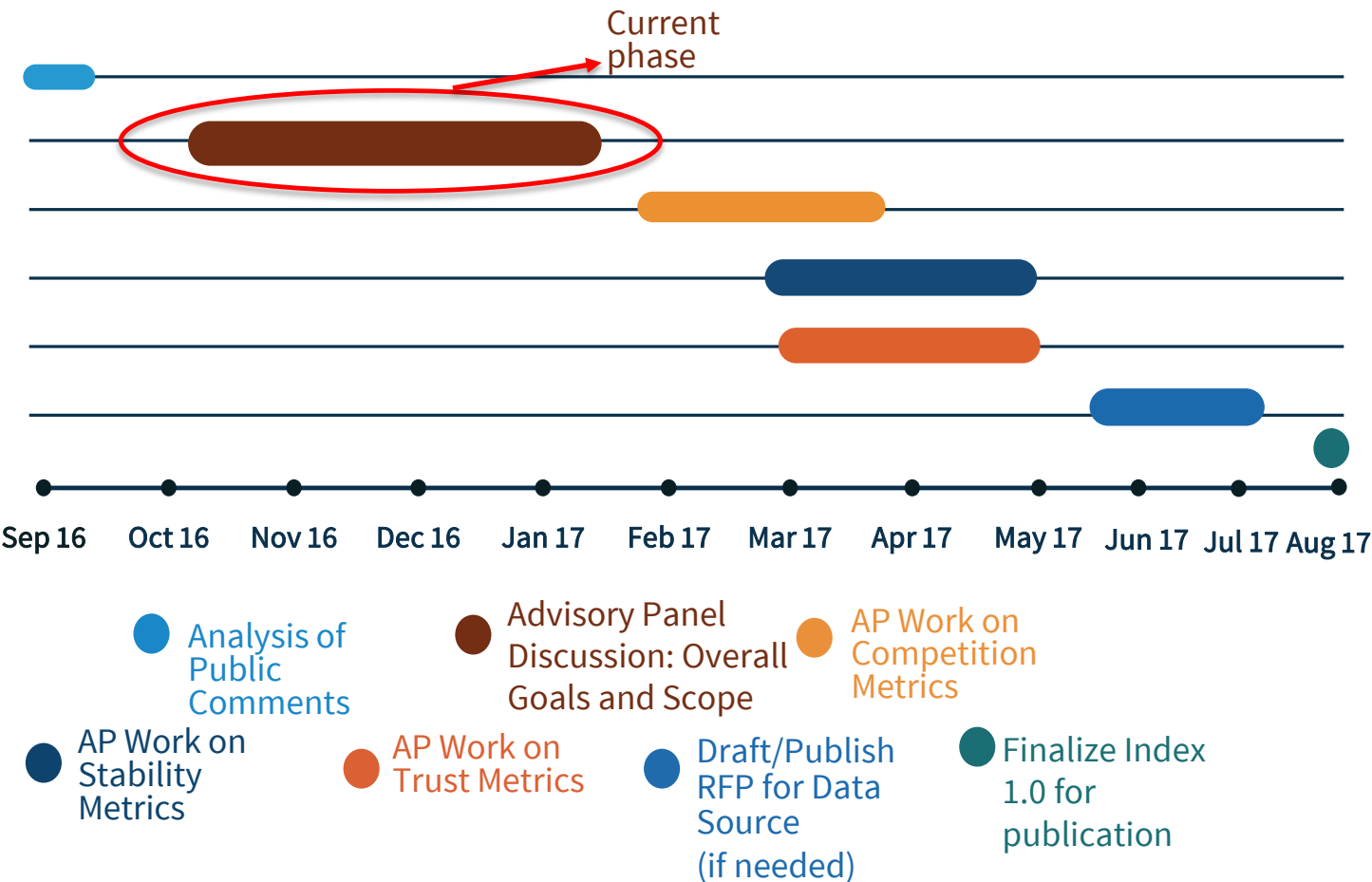
5

Review 'Trust'
Category Definition

6

Next Steps

gTLD Marketplace Health Index 1.0: Proposed Timeline



- Upcoming meeting planned for 3rd week of February
- Doodle poll on ideal dates/times forthcoming
- (If necessary) 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.”



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

1. Initiative Name: Renaming this project
2. Metrics category definitions for ‘robust competition’, ‘marketplace stability’ and ‘trust’ to be revisited
3. *Beta metrics to be revisited, exploring external sources for relevant, recurring, reliable and rigorous datasets*
4. *Others: Revisit considerations on publication frequency, report design and language, academic review, etc.*

Discussion Item # 1. Suggestions to Rename Project

- ICANN will be changing the name of this project from **gTLD Marketplace Health Index** to reflect the input we have received.
- Based on suggestions and internal discussions to date, we are considering to rename this initiative to **Domain Name Marketplace Indicators**
- Comments?

Refer to
Tracking Doc,
Section 1

Discussion Item # 2: Revisit Definition for ‘Robust Competition’

Original Category Definition used in Beta Report

#1: Diversity exists in the choice of a service provider, including:

- a) Geography
- b) Scripts offered
- c) *Service model**
- d) *Languages offered**

Revised Definition (W-I-P; As of 2017-1-18)

#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) Service availability across languages and scripts
- c) Variety of payment methods
- d) Variety of pricing options

Discussion Item # 3: Revisit Definition for ‘Marketplace Stability’

Original Category Definition used in Beta Report

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

Feedback Received to-date

“An increase in market participation by providers is a laudable goal, but *in isolation, such a metric has the potential to be misleading.*” (DON)

“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)

Discussion Item # 4: Revisit Definition for ‘Trust’

Original Category Definition used in Beta Report

#1 Service providers, gTLD registry operators, gTLD registrars and gTLD registrants are:

- a) Compliant with their contractual obligations
- b) *Perceived to be trustworthy**

Feedback Received to-date

“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.” (VS)

“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)

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

- Share proposed category definitions via mailing list for any final comments



Advisory Panel: Review and provide feedback prior to next meeting

- Plan for next conference call to 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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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.

Appendix—Robust Competition Metrics in Beta (cont.)

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.

Appendix—Marketplace Stability Metrics in Beta

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).

Appendix – Sample Input provided: Robust Competition

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)

Appendix - Sample Input provided: Marketplace Stability

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)

Appendix - Sample Input provided: Trust

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)