

From: amy.bivins@external.icann.org
To: amy.bivins@external.icann.org
Subject: [Ext] Adobe Connect - Chat Transcript from Marketplace Health Index Advisory Panel
Date: Tuesday, June 20, 2017 12:59:34 PM

Steve DelBianco: (6/20/2017 11:58) docs to review for today's call? Last email from Mukesh was 9-Jun and there was an attachment for Metrics.

John McCormac - HosterStats.com: (12:01) Evening all.

John McCormac - HosterStats.com: (12:06) Can the new beta be held off for about 2 months? There is going to be a very big hole in XYZ due to the 1c drops and the new gTLD landscape is going to be very different after the next few months.

Amy Bivins: (12:07) Hi John, the update will add data for 2H 2016

John McCormac - HosterStats.com: (12:07) ok, thanks.

Phil Buckingham: (12:09) sorry I am a little late

Steve DelBianco: (12:11) Keep going

Steve DelBianco: (12:13) breach notices against registrars and registries; complaints by registrants; etc.

Steve DelBianco: (12:14) agree -- separate those 2 data points

Andy Simpson: (12:15) What sort of analysis is going to be performed to evaluate whether these interesting metrics that describe activity in the industry actually provide any meaningful correlation to the definitions that have been outlined?

Jim Prendergast: (12:16) Can you define 3rd party? or identify them?

Andy Simpson: (12:16) Excellent, thanks. I look forward to that process.

John McCormac - HosterStats.com: (12:17) The 3rd party reviewer has to be clueful about the domain industry. No clueless spoofers should be considered.

John McCormac - HosterStats.com: (12:17) thanks.

John McCormac - HosterStats.com: (12:21) The registries and registrars are the best sources.

John McCormac - HosterStats.com: (12:21) Yes. The RAA may be an issue and some registrars /registries may not want to provide data.

John McCormac - HosterStats.com: (12:21) what it will show is that there is a geography to the gTLDs.

Andy Simpson: (12:22) Private registrations is an obvious limitation as well.

Samantha Frida: (12:22) Whois info input by Registrants - for geo location v. Content of website which displays an indication of location. (whois v. content)

Andy Simpson: (12:23) your addition of "proxy" is a relevant one as well

John McCormac - HosterStats.com: (12:23) the other option is to use the registrar density from ICANN reg reports to build a kind of geography for each gTLD based on country of registrar. Again the problem is that the distribution of registrars is not uniform.

Samantha Frida: (12:23) Whois accuracy should be taken into account as well - how to verify and determine location of registrant

Samantha Frida: (12:24) If there is a proxy - but content indicates location, then shouldn't the content prevail?

Andy Simpson: (12:24) Sam's point is valid that registrant location and intended audience may not always be aligned

Andy Simpson: (12:24) Sam, it may be relevant but the current definition is explicit with regards to the registrant

Samantha Frida: (12:26) If a website has content and has a business address of USA but the whois information - indicates that the registrant is in India OR there is a proxy - how do you determine location?

Andy Simpson: (12:27) I would say that it depends on your intent. But, who is to say the address on the site isn't the address for the developer of the content and not the business or vice-versa?

John McCormac - HosterStats.com: (12:27) Semantics/syntax, Sam. It gets increasingly weird when it goes into analysing the content. But there is also a kind of quick solution in that the hoster/reseller may be India based but using US servers.

Samantha Frida: (12:28) Why shouldn't a website content prevail to indicate location since it's public data and not needed Registry or Registrar to provide the info? Just asking out loud. I think it's important to not just focus on source of location - be able to gather different sources and decide how we want to define and categorize the info.

Mason Cole: (12:28) Is it just me or did audio for Mukesh cut out?

John McCormac - HosterStats.com: (12:28) audio seems ok here.

Andy Simpson: (12:28) Clear on my end.

Amy Bivins: (12:28) I can hear him, you may want to dial back in

Steve DelBianco: (12:28) I hear Mukesh

Samantha Frida: (12:28) How is it weird? Its public content made available?

Phil Buckingham: (12:28) ok here

Samantha Frida: (12:29) John - look at all variables- nor one, is my point.

Phil Buckingham: (12:29) absolutely not

Samantha Frida: (12:29) not one (not "nor")

John McCormac - HosterStats.com: (12:29) It is weird when you have to apply linguistic filters to every website with content. With some sites, it is possible to draw inferences from their hosting because each country has its own characteristics in how it deals with out of country hosting.

John McCormac - HosterStats.com: (12:30) It is a macro approach whereas checking the content only is a micro approach.

John McCormac - HosterStats.com: (12:30) Sometimes it is an easy win on the hosting side.

Samantha Frida: (12:30) John - content is NOT the only source. I am saying look at all variables, not just one.

John McCormac - HosterStats.com: (12:31) I do, Sam. One of the things I do each month is classify, where possible, resellers by country.

Samantha Frida: (12:32) John - business address v. hosting country v. whois info - all 3 diff, then what? Look at all 3 and decide....

Andy Simpson: (12:32) @Sam, I agree that content location may present a differing perspective on geography.

John McCormac - HosterStats.com: (12:32) some countries have their favourites hosters/set of hosters outside their own hosting infrastructure.

John McCormac - HosterStats.com: (12:33) They can be misleading, Sam. Sometimes the whois privacy thing covers the reg and a postbox is used for the business address.

John McCormac - HosterStats.com: (12:35) Sam, the 4th is the hosting service provider and the markets in which it operates. A purely content based approach will miss all the PPCed/holding pages sites.

Steve DelBianco: (12:36) I guess I don't see the need to distinguish between auto-renewal and manual renewal. We can just count total Renewals, I think

John McCormac - HosterStats.com: (12:37) getting close to trying to guess the intentions of the registrant.

Samantha Frida: (12:37) John- I am not saying content alone. Thats it. Thanks.

John McCormac - HosterStats.com: (12:37) No site doms tend to drop at a higher rate than doms with sites.

Steve DelBianco: (12:37) I would definitely like to see data on redirects and parked domains !

John McCormac - HosterStats.com: (12:38) The CCT stuff is not reliable in this kind of thing. PPC/holding/sales page doms also drop at a higher rate than doms with content

Phil Buckingham: (12:39) How do we know if a domain is registered defensively ?

John McCormac - HosterStats.com: (12:39) The gtlds have their own characteristics so we will end up with a field for each gtld.

John McCormac - HosterStats.com: (12:40) Phil, it is either not used or pointing to a primary brand site and has a presence on other gTLDs/ccTLDs.

John McCormac - HosterStats.com: (12:41) Build a keyscore table of all domains across legacy gTLDs and new gtlds to derive the frequency for each domain name term. NIC was the most common domain. :)

John McCormac - HosterStats.com: (12:41) Approx 150 million unique terms.

Phil Buckingham: (12:41) prior

Andy Simpson: (12:41) Is there are clear definition of what you mean by reseller here?

Amy Bivins: (12:42) I don't believe so, just a sec will look

John McCormac - HosterStats.com: (12:42) reseller = a hosting/domain registration provider who is not a registrar.

Andy Simpson: (12:42) registrars and domain resellers both can participate in many different markets

Phil Buckingham: (12:42) this one - RO to affiliated Registrars - we need this , but need to break down further re Spec 13 / Spec 9 for .brands

Amy Bivins: (12:43) RAA Def: 1.24 A "Reseller" is a person or entity that participates in Registrar's distribution channel for domain name registrations (a) pursuant to an agreement, arrangement or understanding with Registrar or (b) with Registrar's actual knowledge, provides some or all Registrar Services, including collecting registration data about Registered Name Holders, submitting that data to Registrar, or facilitating the entry of the registration agreement between the Registrar and the Registered Name Holder.

Samantha Frida: (12:45) some ICANN registrars are resellers of TLD's - I think it would be interesting to explore resellers beyond the confined definitions we know it as within the industry - eg. CMS providers, for example - looking at the overall intent of this effort.

John McCormac - HosterStats.com: (12:46) Wordpress is generally the most common CMS (end user) followed by Joomla. Drupal is there too. Then there are the registrar CMSes like Godaddy's and others.

Andy Simpson: (12:47) but many resellers ultimately resell wordpress, this is a complex space to map out

Samantha Frida: (12:47) Not just the CMS's, information companies as well (like a yellow pages etc) etc

John McCormac - HosterStats.com: (12:47) Andy, many of those resellers are web developers using WP as a content tool as they used to use Dreamweaver about 5 to 10 years ago.

John McCormac - HosterStats.com: (12:48) WP is also on most of the registrar's blocks of software for use on shared hosting.

Andy Simpson: (12:48) @john - good question. that's part of the challenge

Phil Buckingham: (12:49) " Levels of service " ??

John McCormac - HosterStats.com: (12:50) @Andy, it can be hard trying to figure out which is a genuine reseller and which is a web dev providing hosting because some of those web devs operate mainly in ccTLDs and the gTLD count might be underestimating their true size.

John McCormac - HosterStats.com: (12:51) @Sam, we might be getting into the realm of being an alternative to Google in classifying end use of sites rather than categories.

Phil Buckingham: (12:51) Correlation coefficients

Phil Buckingham: (12:52) Exactly - chew more

John McCormac - HosterStats.com: (12:54) On the last one, what's the source for privacy or proxy regs?

John McCormac - HosterStats.com: (12:56) SSAC brought up the problem of CZDS access and that seemed to have data on the SLA queries/issues.

Phil Buckingham: (12:57) FYI - The Sub Pro WG is (also) requesting the SLA data on an ongoing basis .

Steve DelBianco: (12:57) Sorry -- but did you mention whether we are getting together in Joburg?

Steve DelBianco: (12:58) Ah, okay

Phil Buckingham: (12:58) thanks

John McCormac - HosterStats.com: (12:59) thanks

Andy Simpson: (12:59) thanks, goodbye

Mukesh Chulani: (12:59) bye evryone