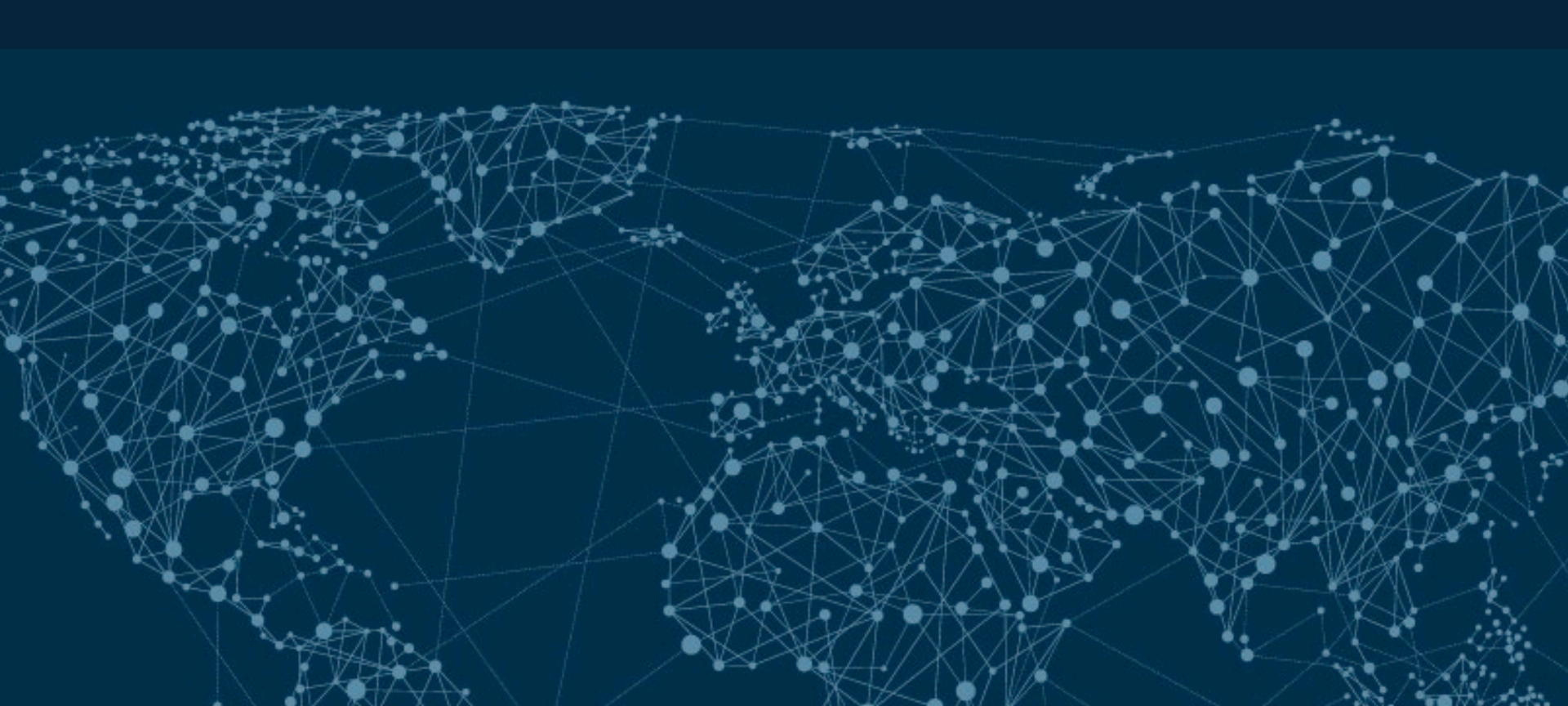


A photograph of the Charminar in Hyderabad, India, at night. The monument is illuminated with warm yellow lights, highlighting its intricate architectural details, including its four tall minarets and multiple levels of arches. The sky is a deep blue, and the foreground shows blurred lights from a busy street, suggesting a long-exposure shot. The overall mood is serene yet vibrant.

ICANN|57 HYDERABAD



gTLD Marketplace Health Index Initiative

Mukesh Chulani | ICANN 57 | 7 November 2016

gTLD Marketplace Health Index

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Project Background

- gTLD Marketplace Health Index Project launched 2015
- Health Index will track progress on ICANN objective 2.3, “Support the evolution of domain name marketplace to be robust, stable and trusted.”
- Metrics are being developed in consultation with a community Advisory Panel.

gTLD Marketplace Health Index In Context

- One piece of a broader, cross-organizational ICANN Key Performance Indicator (KPI) Dashboard, now in beta (<https://www.icann.org/progress>) .
- In line with ICANN's values of accountability, transparency, and operational excellence, this KPI Dashboard will be a living management tool to track progress of Objective 2.3.
- Data reported in Health Index could be used to track industry trends, inform future policy work and outreach
- This is one of several metrics projects underway at ICANN. This focuses on the marketplace itself (others are focused on technical health of the domain name system, consumer trust, etc).

Recent Developments/Next Steps

- ✓ Public comments summary posted February 2016
- ✓ ICANN refined project plan and draft metrics in consultation with Advisory Panel and consultant
- ✓ ICANN published gTLD Marketplace Health Index (Beta) for public comments July to September 2016
- ✓ ICANN working to develop next-generation metrics in consultation with Advisory Panel based on input received during public comment period
-  ICANN aims to finalize next metrics by year's end, and publish updated metrics 1H 2017

Metrics Category Definitions

Robust Competition:

diversity in choice of service provider (including geography, service model, languages and scripts offered, etc); a commercially thriving marketplace (demand for gTLDs is demonstrated by growth in new gTLDs and across all gTLDs); the market is open to new players and competition is fair among existing players; the market is not dependent on one or a small number of players

Trust:

the perception of marketplace risks and quantified measures of risk (such as adverse incidents detected and/or reported to ICANN) demonstrate that service providers and registrants are trustworthy and compliant with their contractual obligations



Stability:

a gTLD marketplace environment that is experiencing more market entrances than exits and in which service providers are reliable, giving registrants, internet users, and the global community (including registries, registrars, law enforcement, IP holders, and all others) consistent expectations and levels of service

gTLD Marketplace Health Index (Beta): Sample Metrics

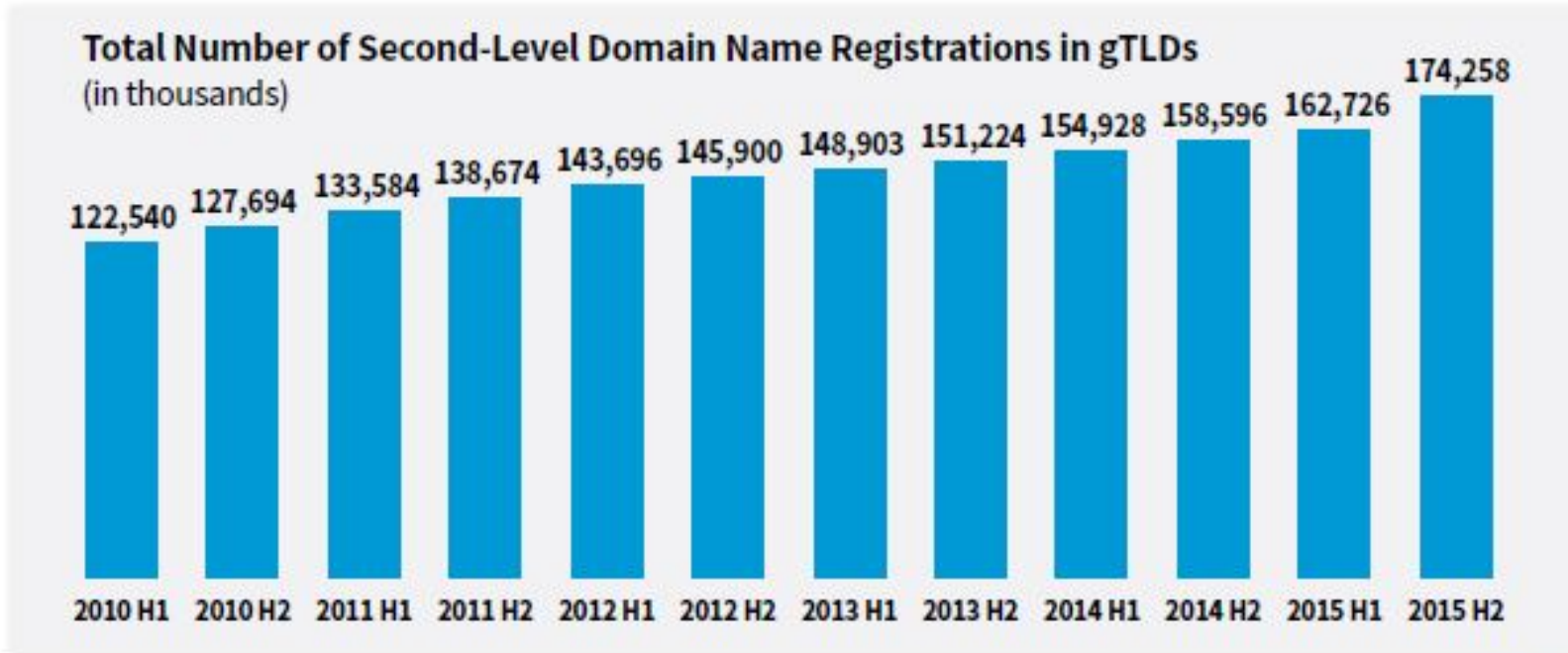


Figure 7

Additional Metrics in gTLD Marketplace Health Index (Beta)

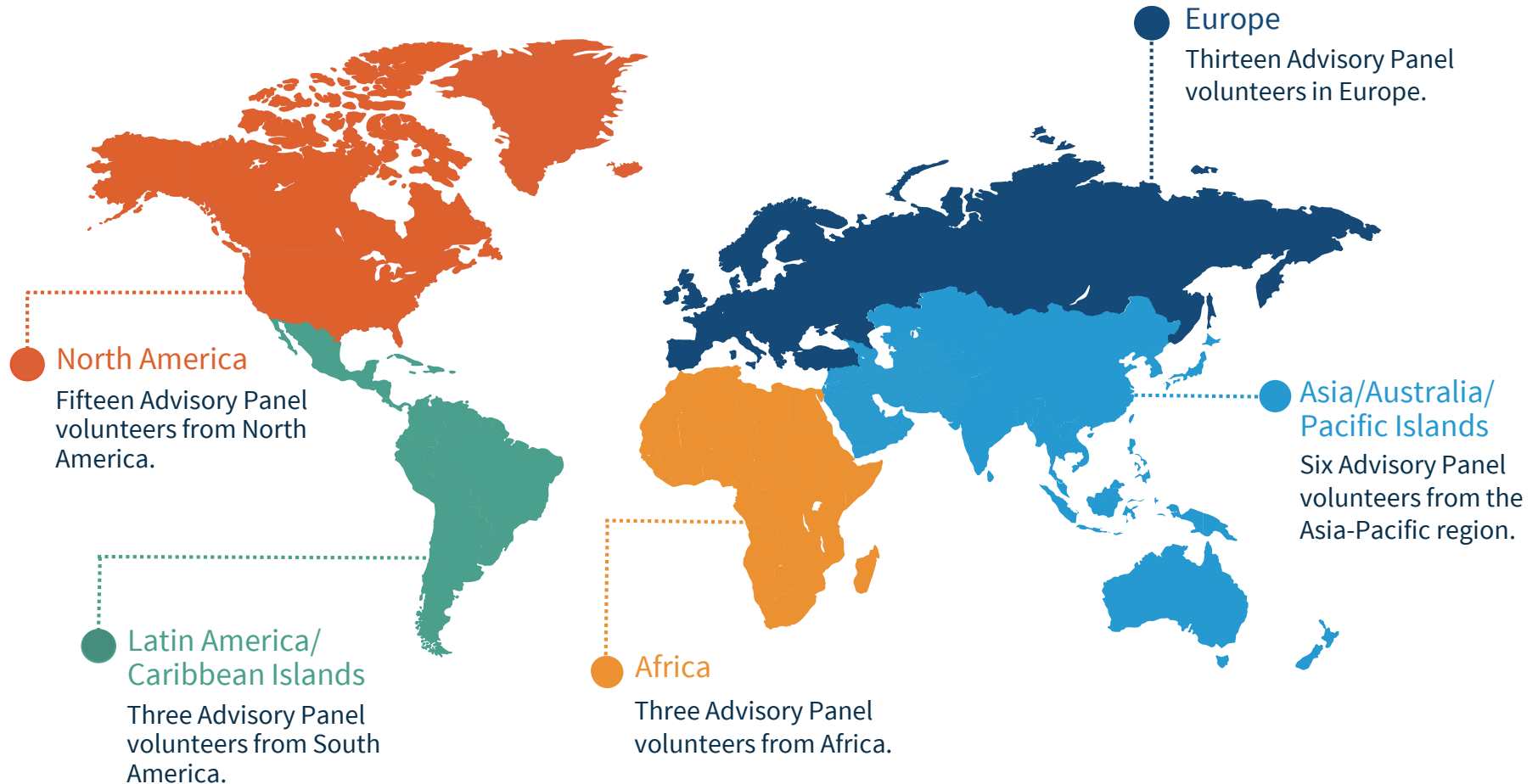
- Total number of jurisdictions with at least one gTLD registry operator/registrar
- Rate of new second-level registrations (adds) and deletions, broken down by gTLD category (legacy, new, “geographic,” IDNs and “brands”)
- The number of gTLD registrars accredited and de-accredited over time (to show marketplace stability, in terms of how many businesses are entering and leaving the marketplace)
- Percentage of UDRP/URS decisions decided against registrants (as a percentage of total cases filed)

Advisory Panel Role



- Advisory Panel volunteers play a different role than PDP Working Group members, Implementation Review Teams, etc.
- More of a conversation than a formal engagement process, Advisory Panel meetings will be held regularly, with additional discussion on the email list
- Staff will request feedback from Advisory Panel as project proceeds in developing/refining metrics
- Advisory Panel will not replace any needed community consultation, serves as a starting point for discussions that may be taken to broader community

gTLD Marketplace Advisory Panel Volunteers



North America

Fifteen Advisory Panel volunteers from North America.

Latin America/ Caribbean Islands

Three Advisory Panel volunteers from South America.

Africa

Three Advisory Panel volunteers from Africa.

Europe

Thirteen Advisory Panel volunteers in Europe.

Asia/Australia/ Pacific Islands

Six Advisory Panel volunteers from the Asia-Pacific region.

Questions?

Engage with ICANN



Thank You and Questions

Email: Mukesh.chulani@icann.org

Please submit feedback on metrics to
gtldmarketplace@icann.org



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