

New gTLD Impact Study Status Report

Friday, March 10, 2017

Snap Shot of Who Answered

- **Opened: January 9, 2017**
- **Closed: February 28, 2017**
- **Sent to 1000 INTA regular members (large corporate, small and emerging, not profits)**
- **Questions (based on CCT-RT input) and Worksheet**
- **33 Responses – 32 For Profit/1 Nonprofit**
- **Still analyzing raw data**

Challenges with Completion

- 93 entered the survey
- 33 completed
- 48 suspended
- 9 did not qualify
- 3 were in the survey when it closed and unable to complete (we were strict on time due to extension)

Anecdotal Feedback

- **Too long/time consuming (5-10 hrs.)**
- **Some staff given strict time allocations**
- **We don't keep numbers this way**
- **Information is too confidential to share even with NDA/3rd party provider**
- **Information dispersed throughout company**
- **Worksheet did not correspond to all of the questions that required data**

Regions Represented (from Sample Record)

Region	31
East Asia and Pacific	1
European Union	7
Non-European Union	1
Latin America and Caribbean	2
North America (US and Canada)	20

Respondents by Number of Employees

Total	33
25 to 49 employees	1
250 to 499 employees	3
1,000 to 4,999 employees	3
5,000 to 24,999 employees	13
25,000 or more employees	13

Respondent's Total Annual Revenue – will be broken down more in final report

Total	33
Less than \$10 Million USD	1
\$100M to less than \$250M	1
\$250M to less than \$500M	1
\$500M to less than \$1B	1
\$1B to less than \$5B	9
\$5B to less than \$10B	5
\$10B or more	12
Don't Know	3

Type of Business on Which Respondent Focuses

Total	33
Business to Business Sales (B2B)	4
Business to Consumer Sales (B2C)	13
Some combination of above	16

Primary Type of Business at Respondent's Location

Activities of Head Office, Management Consulting	2
Arts, Entertainment, Recreation	1
Computer Programming, Consultancy and Related Activities	1
Food and Beverage Service Industries	1
Information Service Activities	2
Insurance, Reinsurance and Pension Funding	1
Legal and Account	1
Manufacturing	3
Motion Picture, Video and Television Programming, Sound Recording and Music Publishing Activities	5
Programming and Broadcasting Activities	1
Real Estate Activities	1
Retail Trade, except of motor vehicles and motorcycles	5
Scientific Research and Development	1
Telecommunications	2
Travel Agency, Tour Operator, Reservation Services and Related Activities	1
Veterinary Services	1
Wholesale Trade, except of motor vehicles and motorcycles	1
Other (specify)	3

Next Steps

- **Raw Results delivered to INTA – 3/7/2017**
- **Nielsen Analyzes Prepares Report – now - 3/23/2017**
- **INTA Reviews and Provides Feedback –3/24-3/27/2017**
- **Final Report to INTA – 4/3/17**

Questions?

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