Competition, Consumer Trust and Consumer Choice Review Team Draft Report of Recommendations for New gTLDs

Thomas Busse tjbussesf at gmail.com
Sun Mar 19 01:47:20 UTC 2017

- **Messages sorted by:** [date] [thread] [subject] [author]

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Dear Sir or Madam:

I wish to comment on abuse of the ".org" generic top level domain.

As part of your attempt to restore faith and consumer confidence, this
registry should be limited to verified not-for-profit nongovernmental
organizations (not just limited to public charities, but the various
non-taxable limited liability entities that exist, including political
organizations and trade associations).

I recently viewed the website of an emotional pet support registry using an
.org suffix. It created fake "prescriptions" by unlicensed psychologists
with no consultation.

Knowing ".org" was only available to bona-fide organizations would
tremendously improve consumer confidence in these sites.

Yours truly,
Thomas Busse,
San Francisco
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URL: <http://mm.icann.org/pipermail/comments-cct-rt-draft-report-
07mar17/attachments/20170318/d1a37792/attachment.html>
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More information about the Comments-cct-rt-draft-report-07mar17 mailing list

[Comments-cct-rt-draft-report-07mar17] DotBZH comment on CCTRT on Draft Report of Recommendations for New gTLDs

Matthieu Crédou matthieu.credou at pik.bzh
Wed Apr 12 19:30:34 UTC 2017

- **Messages sorted by:** [date] [thread] [subject] [author]

We welcome the opportunity offered by the CCTRT to share our experience as a new gTLD registry serving a local community, namely the Breton community defined by a geographical (West of France) as well as cultural and linguistic proximity.

We fully agree on the definition of trust suggested by the CCTRT Report : *Familiarity and security. These are the pillars of our value* proposition to our community.

Our daily work is focused on the first one, familiarity. As most community/geographic gTLD, we care about usage of domain names as much as registration numbers. We commonly use as Key Performance Indicators such metrics as number of active domains, number of websites appearing in the Alexa Top 1 million ranking and number of pages under .bzh indexed by Google.

Until recently, we mainly addressed security though our restricted registration policy, our pricing policy (our wholesale price is 35€) and our relatively small domain space coupled with a proximity to most actors within the region which allow us to closely monitor new registrations. Since late 2016, with the help of Afnic, our technical backend and abuse monitoring service provider, we have turned our contractual obligation to comply the Specification 11-3b into of one our main selling point. On top of notifying registrars upon detection of an abuse, we decided to notify registrants. This feature has been active for a few months but has been promoted for only a few weeks. Nonetheless, the results of our new service have already been very positive.

Our very first cases allowed to follow-up the abuse mitigation directly with the registrant (Have you received the notice? Do you understand it ? Do you know how to solve the issue ? [a week later] Is everything okay now ?). We do not resolve the issue for them but we make sure their webmaster has the correct information. In all cases, the problem was solved within a few of days. Registrants were all grateful for the proactive help we provided.
On a larger scale, we find this new service very useful in explaining the higher pricing of our local gTLD compared to our market leaders. We now put forward this feature of .bzh as one of our key selling points. Given the current popularity of the topic of "cyber security", our new feature announcement was very well received by the local media.

We firmly believe that establishing consumer trust through familiarity and security is essential to the success of our gTLD. As a non-profit organization, it is our first goal. We hope our actions will help illustrate the advantages brought to consumers by most of GeoTLD, creating a new level of proximity in the domain name industry.

Background on .bzh

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The .BZH registry is a non-profit organization which aims at serving the
Breton community. Our activities are mainly based in Bretagne, France.
Our application was supported by the Regional Council of Brittany as
well as the French Government.
Our organization is a member of the RySG.

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