CCT DRAFT REPORT UPDATES

1

Draft Report

Clean Word version will be saved on the wiki and shared on CCTRT List

2

Draft Report Edits

RT Members use the latest version to include their suggested edits. **Edits must be inserted in track changes or in comments boxes**

3

Compilation of Edits

RT members send their edited version of report to cct-review@icann.org. Support staff will be the penholder and will mirror/compile all comments in a master version

4

First Reading / Plenary Call

Support staff will walk through the master document and its suggested edits on plenary calls and seek RT's decision on edits to be incorporated or dismissed

5

Second Reading /Plenary Call

On Thursday following the plenary call, support staff will send the revised master version along with a shopping list of all incorporated edits

6

Communication

The approved and incorporated edits will be reconfirmed on a plenary call (or via email)

Change in Draft Report: Versions will be tracked on the Wiki at:
https://community.icann.org/pages/viewpage.action?pageId=58727456

COMPILING EDITS

58% of the *increase* in the number of registrations in gTLDs and approximately 43% of the *increase* in the number of registrations in all TLDs over this period.[42] According to these data, registrations in new gTLDs currently account for about 12% of registrations in all gTLDs and about 7% of registrations in all TLDs. These data, which are for a point in time about nine months later than those reported above, indicate somewhat greater new gTLD penetration.

A question that naturally arises is how to interpret the observed share of registrations currently captured by new gTLDs.[43] There are at least three reasons why one might expect that share initially to be smaller than the level that it will eventually reach. First, there are costs to registrants of switching from a legacy to a new gTLD that impart inertia to the process. These costs can be fairly mundane, such as the costs of repainting trucks or issuing new business cards, but they can be significant, for example, the costs of assuring that customers and others are made aware of the change and these costs may well exceed any direct costs related to the registration of a domain name. Second, there are what might be called "network" effects. Here, a potential registrant might be reluctant to register in a new domain because the domain has a small subscriber base and thus users are generally unaware of its existence. Although a "bandwagon effect" – where a new gTLD's increased popularity may motivate more users to register names after it has reached a given size – is unlikely to occur during the early part of its operations.[44] Third, a registrant might wait for the expiration of its registration term with a legacy gTLD before switching to a new gTLD or, at least for a time, register in a new gTLD while maintaining its registration in a legacy domain. Given the low cost of renewal and the high likelihood of remnant links and traffic, there may be very little incentive to drop an old domain registration immediately. Future surveys of gTLD registrants may provide evidence of this type of behavior.

Together, these factors suggest that new gTLDs are unlikely to reach their full potential immediately. In fact, a study performed by KPMG for ICANN found that the new gTLDs that had been introduced after

Jean-Baptiste Deroulez 46 minutes ago
Edit from **Laureen** on April 28, 2017:
"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua"

Comment from **Jonathan** on April 29, 2017:
"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua"

Reply Resolve