

GROUPING OF SUNRISE DATA COLLECTION TASKS
Prepared by ICANN staff following RPM Working Group call on 9 August 2017

I. Data collection tasks that can be started immediately by staff (note that some items will still require additional input from WG, as noted further below):

1. Staff compilation of INTA Cost Impact Study results

Purpose: determine if Sunrise and/or Premium Pricing affected ability of trademark holders to participate in Sunrise (Sunrise Charter Question #2)

2. Staff compilation of a sampling of registrars' retail pricing of Sunrise registrations, corresponding to pre-identified "buckets" of new gTLDs (e.g. geo TLDs; open TLDs; community TLDs)

Purpose: determine if Sunrise and/or Premium Pricing affected ability of trademark holders to participate in Sunrise (Sunrise Charter Question #2)

Notes:

- Need to first determine which registrars and which gTLDs to sample (solicit suggestions from Sub Team and/or full WG?)

3. SO/AC/SG/Constituency outreach via letter enclosing specific questions (questions can be in the form of a survey)

Purpose: obtain community input as to:

- 1) Charter Question #4 (use of Reserved Names lists); and
- 2) Charter Question #5 (efficacy of 30-day mandatory minimum Sunrise period, and whether or not to continue to make Sunrise mandatory, either as an alternative to or in tandem with a TM Claims service).

Notes:

- Need to draft outreach letter (WG co-chairs?)
- Need to develop survey questions (should we use professional survey designer if request for such is approved by GNSO Council?)
- Need also to consider if community feedback on Sunrise Charter Question #12 (whether Sunrise or other rules should apply to specialized gTLDs) should be solicited as part of this outreach effort

4. Staff compilation of which registry operators ran ALP, QLP and LRP

Purpose: compile factual data for WG analysis of efficacy of these mechanisms (Sunrise Charter Question #8)

5. Staff compilation of IDN gTLD registry Sunrise numbers

Purpose: determine efficacy of Sunrise for TMs in non-Latin scripts (Sunrise Charter Question #11)

6. Staff compilation of investigative journalists' and other media reports as well as coverage from industry blogs and publications

Purpose: obtain information on Sunrise Charter Question #5 (mandatory/optional Sunrise and efficacy of 30-day mandatory minimum Sunrise period); and #12 (any need for priority or special rules for specialized gTLDs)

Notes:

- May need additional sources for industry blogs (solicit suggestions from Sub Team and/or full WG?)
- For media reports, staff to search LexisNexis

II. Collation of remaining data collection suggestions by target group and format

1. Survey of registry operators:

Purpose: obtain anecdotal evidence to facilitate review of:

- 1) Sunrise Charter Questions #2 (whether Sunrise and/or Premium Pricing limits TM holders' ability to participate in Sunrise);
- 2) Charter Question #4 (whether registry use of Reserved Names lists limits TM holders' ability to participate in Sunrise);
- 3) #5 (mandatory/optional Sunrise and efficacy of 30-day mandatory minimum Sunrise period);
- 4) #8 (on ALP, QLP, LRP); and
- 5) #12 (any need for priority or special rules for specialized gTLDs)

Notes:

- Need to develop survey questions (should we use professional survey designer if request for such is approved by GNSO Council?)
- WG Co-Chairs to consider if, for registry operators, this can be bundled with outreach request to this stakeholder group under I(3) above

2. Survey of registry operators in jurisdictions where profane or other words/strings are prohibited:

Purpose: obtain feedback on Sunrise Charter Question #4 (use of Reserved Names lists)

Notes:

- Need to determine list of jurisdictions and relevant registry operators (solicit suggestions from Sub Team and/or full WG?)

3. Survey of TM/brand owners:

Purpose: obtain feedback on Sunrise Charter Question #2 & #4 (Sunrise, Premium Name and Reserved Name pricing).

Notes:

- Need to agree on outreach method and target group (e.g. IPC? INTA? Others? If IPC, WG Co-Chairs to consider if this can be bundled with the outreach request from I(3) above)

- Need to develop survey questions (again, should we use a professional survey designer if a request for such is approved by GNSO Council?)
- Bear in mind that INTA has already done a comprehensive survey of its members, though responses were limited

4. Survey of non-TM and non-brand-owner registrants:

Purpose: obtain feedback on Sunrise Charter Question #4 (Reserved Names)

Notes:

- WG needs to agree on outreach methods and target groups
- Need to develop survey questions (again, should we use a professional survey designer if a request for such is approved by GNSO Council?)

5. Outreach to public interest groups trade associations

Purpose: obtain feedback on Sunrise Charter Question #5 (mandatory/optional Sunrise and efficacy of 30-day mandatory minimum Sunrise period)

Notes:

- WG needs to agree on outreach methods and target groups (WG Co-Chairs or Sub Team to suggest?)
- WG needs to agree on format (survey?)
- Need to develop questions (should we include a request for professional help here to GNSO Council?)

III. List of tasks for which a professional survey designer and/or other professional resources (e.g. for analytics when results are received) may be useful

Scope: Sunrise Charter Questions #4 (Sunrise and Premium pricing practices), #5 (Reserved Names lists), #8 (ALP, QLP, LRP review), #12 (different rules and possible prioritization for specialized gTLDs)

Nature: Anecdotal evidence plus opinion/prescriptive feedback

Target Groups: All ICANN SO/ACs, GNSO SG/Cs, trademark/brand owners, non-trademark/non-brand owner registrants, industry groups/trade associations and public interest groups

How to Request: WG Co-Chairs to draft request to GNSO Council with staff assistance, using prescribed form in the GNSO Operating Procedures

Timeline Impact: Yes; request and approval will take additional time, to be followed by work with the professional survey designer to develop robust questions, with need to allow for sufficient time for responses