

**Recommendation 6:** Collect secondary market data.

**Rationale/related findings:** The presence of price caps in certain TLDs frustrates efforts to comprehensively analysis competitive effects. The true market price may very well be above the caps. Accordingly, the secondary market is the best place to see price movement.

**To:** ICANN organization

**Prerequisite or Priority Level:** High

**Consensus within team:** Yes

**Details:** ICANN should engage with the secondary market community to better understand pricing trends. Ideally, ICANN would be able to be able to obtain long-term transactional data that would allow it to evaluate whether the price of similar domain names was increase or decreasing over time, and whether there was any relationship to the introduction of new gTLDs. Given that it may be difficult to obtain such data, aggregated data that show per-TLD trends or overall trends in market pricing that take into consideration the introduction of new gTLDs would still be an improvement over the current limited insights into pricing dynamics in legacy gTLDs.

**Success Measures:** The availability of relevant data for use by the ICANN organization, contractors and the ICANN community for its work in evaluating competition in the DNS space.