

Recommendation 15 Review

Recommendation	To	Prerequisite or Priority Level
ICANN should repeat selected parts of global surveys (for consumer end-user and registrant surveys, in addition to necessary baseline and questions – repeat 700, 800, 900, and 1100 series survey questions and questions 775, 1000, 1036, 1050, 155 and 1060) to look for an increase in familiarity with new gTLDs, visitation of new gTLDs and perceived trustworthiness of new gTLDs.	ICANN Org Future CCT	Prerequisite

Rationale

Future review teams can compare these results to prior data to assess whether there has been an increase in familiarity with and trust of new gTLDs.

A Measure of success would be for future Review Teams and the ICANN organisation to see how the levels of trustworthiness correlate with the number of visitations to new gTLDs, and what factors may contribute to the levels of trustworthiness, and these factors can then be embedded in the terms and conditions for all new gTLD applicants. These factors may be related to such things as registration restrictions for example.

Public Comment Feedback/Community Reactions

- 2 in favor
- 3 against
- 2 neutral
- 15 no indication of stance/silent

Total: 22 submissions.

Stakeholder	Summary of Comment	
ALAC	Supported this recommendation.	
Registries Stakeholder Group (RySG)	<ul style="list-style-type: none"> • Wanted to know the Cost benefit analysis of the recommendation, and whether such costs would be justified. 	
ICANN business constituency	Interested in the findings of such a repeat survey, and further recommend there be a particular focus on the Global South. They also suggest that the survey [should be extended to] explore barriers to participation {Need to clarify whether they meant in the program or in relation to use, visitation of consumers to new gTLDs}	Suggested the priority level to be set to Very Important rather than prerequisite.
DomainMondo.com	This is a general comment.	Agrees with the recommendation

Stakeholder	Summary of Comment	
		being at prerequisite level.
ICANN Org	<p>ICANN Organization details the estimated resources that may be necessitated by the implementation of the recommendation, and calls the CCT Review Team to consider convergence of effort with the gTLD Marketplace Index</p> <p>CCTRT: Have no outright disagreements with this suggestion. The idea is for the information to be gathered. We rely on ICANN Organisation for the modalities of how the recommendation can be implemented; the means and approaches are entirely within ICANN organization's prerogative in line with how best they see fit.</p> <p>That said, the implementation of this recommendation can thus be "posted" to the gTLD Marketplace Index.</p>	
INTA	<p>Asserts that CCTRT focuses on a narrower sense of consumer trust.</p> <p>They suggest that data relating to integrity should also be collected on consumers overall experience with new gTLDs, in particular, about being misdirected or confused by misleading sites.</p>	
Neustar Inc.	Their comment questions the practicality of the recommendation as well as whether the benefits would justify the high costs.	Does not agree with the level of priority placed on the recommendation.

Comment [G1]:

Summary of Public Comments

- Reduce the level of priority for the recommendation from being a pre-requisite.
- The perceived costs may outweigh the benefits.
- Implementation to be in convergence with metrics collected under the gTLD Marketplace Index
- Include the perceived indicators of barriers to participation (presumably in visiting new gTLDs and trusting them)
- Include questions specific to Consumer experience in new gTLDs.

Revised Recommendation:

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