

Recommendation 13

Recommendation	To	Prerequisite or Priority Level
Conduct a study to identify: (1) which new gTLDs have been visited most; (2) the reasons users identify to explain why they visited certain new gTLDs more than others; (3) what factors matter most to users in determining which gTLDs to visit and (4) how users' behaviors indicate to what extent they trust new gTLDs.	ICANN Org Future CCT	Prerequisite

Rationale/Related findings:

The Nielsen studies indicate the relationship between trust of a gTLD and several other factors, including familiarity, reputation and security. Specifically, the two surveys (ICANN Global Consumer Surveys) undertaken first in 2015, and repeated in 2016 revealed the following that consumer awareness of and visitations to new gTLD sites was lower than those for legacy gTLDs.

However, further information is needed on why and to what extent the public trusts new gTLDs. In particular, in addition to repeating surveys that gather the respondents' subjective views about trustworthiness, ICANN, relevant stakeholders and future Review Teams should assess what objective information can be gathered and measured that relates to trustworthiness. A further study could provide useful information for future gTLD applicants.

Success Measures:

A success measure would be information for new gTLD applicants in regards to what factors may lead to increased visitation and trustworthiness for new gTLDs.

Public Comment Feedback/Community Reactions

- 3 in favor
 - 3 against
 - 1 neutral
 - 14 no indication of stance/silent
- Total: 22 submissions.

Stakeholder Group/Commenter	Support/Against	Other notes

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Comment [G1]: •Consumer awareness of new gTLDs is lower than awareness of legacy gTLDs. In 2015, consumer awareness of legacy gTLDs stood at 79% against 14% for new gTLDs
 •Average visitations to new gTLD sites did not take place as often as visits to the legacy gTLDs. The highest average visitation rate was 71% in 2015 and 81% in 2016 for legacy gTLDs, while for new gTLDs it was at 15% and 12% for the two years respectively.

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Comment [G3]: (While this may not be enforceable in their contracts, it would be certainly worthwhile for them to have such information).

Stakeholder Group/Commenter	Support/Against	Other notes
ALAC	Supported this recommendation.	
Registries Stakeholder Group (RySG)	<ul style="list-style-type: none"> Supported the recommendation* itself, but not priority level. Also suggested lack of trust indicators. 	Questioned the priority level of pre-requisite.
Com Laude	Supported the recommendation, but not the priority level. Suggested that over and above the suggested items, there should be questions specific to Brand TLDs.	Questioned the priority level of pre-requisite.
DomainMondo.com	This is a general comment. Perhaps the most specific part of this comment is where the Commenter expresses their lack of understanding of the components of "Consumer Trust"	
NCSG	They do not perceive it to be a prerequisite, not do they see the justification for such a study to be taken at the expense of ICANN organisation.	NCSG does not support the recommendation.
ICANN Org	ICANN Organisation details the estimated resources that may be necessitated by the implementation of the recommendation, and calls the CCT Review Team to consider convergence of efforts with the gTLD Marketplace Index.	
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 [G4]: Concluding thoughts

In summary, there have been a few key recurring themes emanating from the 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 lack of trust (to be carried over to the Recommendation 15)
- Define more articulately the components of consumer trust.
- Include questions specific to Brand TLDs.

Prerequisite or Priority Level:

Revised from to **High Priority** from Prerequisite.

The revised recommendation thus will be:

Recommendation	To	Prerequisite or Priority Level
Conduct a study to identify: (1) which new gTLDs have been visited most; (2) the reasons users identify to explain why they visited certain new gTLDs more than others; (3) what factors matter most to users in determining which gTLDs to visit and (4) how users' behaviors indicate to what extent they trust new gTLDs.	ICANN Org Future CCT	High Priority

Consumer awareness of new gTLDs are lower than awareness of legacy gTLDs – sometimes by a margin as much as 46%.

Visitations to new gTLD sites did not take place as often as visits to the legacy gTLDs (approximate margins of around 56%), which was comparable to the lesser known legacy gTLDs.^[LK1]