Recommendation 15

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

Background

The background of this recommendation is that while several factors (familiarity, security, awareness, reputation, trustworthiness) were identified as the key drivers of visitation to new gTLDs, it is important to interrogate this further to get more granular data. This would then guide the next round of new gTLDs, to ensure that such factors are provided for in the Terms and Conditions (Agreements with ICANN), and so that the Compliance Department can then have a basis to point out where and when those factors are not adhered to. This is not only important for the new gTLDs, but the effects of such data could ripple into other aspects of the DNS industry as a whole. This is the basis on which this recommendation has been given its Prerequisite Status.

Indicators of Success

- Reported increase in familiarity with new gTLDs.

- Reported or observed rates of visitation to new gTLDs

- Increased perceived trustworthiness towards new gTLDs

- Number of instances of discontinued visitation to a new gTLD website due to experiences such as misdirects or other factors that may cause confusion or affect the perception towards website, and thus decisions about visitation.

- Correlations between the level of perceived trustworthiness versus rates of visitations in new gTLDs.

The importance of such data, similar to that of Recommendation 13, is its relevance to any subsequent rounds, and the results thereof could inform requirements and policies for the next rounds.

Related to Recommendation 13, this recommendation seeks to guide the future review teams on previously identified factors that drive *familiarity*, *visitation* and *trustworthiness*. It would be worthwhile to assess the increase in these three factors with regards to consumer end users and registrants with new gTLDs as more new gTLDs are delegated and take up space in the DNS (perhaps determined by different marketing approaches to reach audiences, which we are not suggesting to measure).

It would also be important for the 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.

The latter point has been buttressed by the INTA in their public comment on this recommendation, which also suggests that factors that increase a user's disposition towards trusting a particular new gTLD must be explored.

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)	• 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 being at prerequisite level.
ICANN Org	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 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. That said, the implementation of this recommendation can thus be "posted" to the gTLD Marketplace Index.	
INTA	Asserts that CCTRT focuses on a narrower sense of consumer trust. 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.	
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.

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.