Attendees:
Team: Jonathan Zuck, Jordyn Buchanan, Stan Besen, Gao Mosweu, Carlos Raul Gutierrez, Dejan Djukic, Calvin Browne, David Taylor, Drew Bagley, Kaili Kan, Megan Richards, Waudo Siganga, Carlton Samuels

Observers: Finn Petersen, Maria Cecelia Perez Arajuo, Nicolal Benz, Francis Olivier Cubahiro, Crescent Ezekwu, Hector Gonzalez, Sabine Meyer, Feng, Miguel Muñoz

Staff: Pamela Smith, Brenda Brewer, Margie Milam, Alice Jansen, Jean-Baptiste Deroulez, Antonietta Mangiacotti, Eleeeza Agopian, Brian Aitchison

Apologies: Laureen Kapin, Fabro Stiebel

Agenda:
1. Welcome, roll-call, Sol (2 min)
2. Reach final agreement on findings
   i. Trademarks – (5 min)
   ii. Duplicates – (5 min)
   iii. Do consumers trust New gTLDs? – (5 min)
3. Provide overview of amendments - (10 min)
   i. Industry structures
   ii. Basic Market Share Calculations
   iii. Benefits vs confusion
   iv. Concentration ratios
4. High Level Findings Discussion - (30 min)
5. Deliver overview of papers/findings
   i. Registry policies – (15 min)
   ii. Registrar competition with registries – (15 min)
   iii. Price analysis – (15 min)
   iv. Have these efforts had an impact on public perception of DNS – (15 min)
6. A.O.B. (3 min)

Documents:
- TRADEMARKS MB 10102016
- Duplicate Names Summary
- Do consumers trust new gTLDs
- INDUSTRY STRUCTURES MB 10102016
- BASIC MKT STRUCTURES MB 10102016
- Benefits vs confusion v2
- Summary1.4-Basic Market Share Calcs
- Competition and Consumer Choice Findings
- Registry policies - C_C_sub_team_Policy_EA
- Registrar price competition within registries
- PRICE ANALYSIS MB 10102016
- ST-09.Are consumers aware of new gTLDs
- Has consumer trust in the DNS improved overall since the introduction of new gTLDs?

Recordings:
- Adobe Connect
- mp3

Chat Transcript: EN
Transcript: EN

Notes:
- ACTION ITEM: ALL - Raise any issues you may have with Trademarks (Stan), Consumer Trust in New gTLDs (Laureen) and Duplicate Names (Jordyn) papers with paper owners asap.
- ACTION ITEM: ALL - Send comments regarding Benefits vs. Confusion document to Megan who will amend it.
ACTION ITEM: Staff to ask Nielsen for cross-tabs on new gTLD registrants and use of alternative identities

ACTION ITEM: Jordyn to insert narratives placeholder in the high level findings