Metric 2.8 (IAG)

	PROPOSED METRIC SECTION ***STAFF USE ONLY: PLEASE DO NOT EDIT***	
1	**Metric Description:**	Measure share of Sunrise registrations & domain blocks to total registrations in each new gTLD.
2	**Notes/Comments:**	A defensive registration is not seen as an improvement in choices available to registrants. For purposes of this measure, "defensive registrations" are Sunrise registrations & domain blocks.
3	**AoC Category:**	Consumer Choice (CC)
4	**SO/AC Originator:**	GNSO
	STAFF INFORMATION/ANALYSIS SECTION	
5	**Staff Team:**	Tech Services
6	**Metric Currently Measured?**	No
7	**Computation:** *(e.g., data elements, formula, numerator, denominator, ratio /percent, periodicity/frequency)*	Can compare LORDN files from registries w/zone files. Also number of registrations vs. active names (in zone file) w/in a period of time = blocked registrations. Separate between sunrise and claims registrations.
8	**Data Owner:** *(i.e., party responsible for collecting and publishing metric)*	
9	**Data Reference Source:** *(i.e., how/where is the data collected, tracked, managed, and published/produced?)*	Registries provide reports on all names registered during Sunrise period. May not account for "blocking" services which are unique to a TLD.

<table>
<tr><td>10</td><td>Targets:</td><td colspan="2"><table><tr><td>SLA:</td><td></td></tr><tr><td>3-Year:</td><td>Post-Sunrise registrations > 85% total registrations. post-sunrise registrations should increase over time.</td></tr></table></td></tr>
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| 11 | **Implementation Considerations:**
 (e.g., what new or additional resources, tasks, activities, systems, et al., whether internal or external, would be needed to develop, capture, and report this metric?) | |
| 12 | **Degree of Difficulty/Impact:**
 (i.e., net impact on existing ICANN resources, systems, and capabilities) | |

<table>
<tr><td>13</td><td>Estimated Development Cost ($M):</td><td><table><tr><td>Internal</td><td>External</td></tr><tr><td></td><td></td></tr></table></td></tr>
<tr><td>14</td><td>Estimated Ongoing Production Costs:
<i>(i.e., incremental to existing funded/budgeted expenditures)</i></td><td><table><tr><td>Internal</td><td>External</td></tr><tr><td></td><td></td></tr></table></td></tr>
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| 15 | **Estimated Net Incremental Staff (FTE):**
 (Express as a fraction and/or range, e.g., .25 - .50) | |
| 16 | **Itemization of Staff Work Effort:**
 (i.e., list of tasks/activities to support FTE calculation in Q15) | |

<table>
<tr><td>17</td><td>Rough Implementation Timeframe:
<i>(e.g., indicate major steps and months/years to complete each one)</i></td><td><table><tr><td>Internal</td><td>External</td></tr><tr><td>Baseline: Phase 1, collection March-Sept. 2014

General data: Phase 4A.</td><td></td></tr></table></td></tr>
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18	**Critical Dependencies:**	
19	**Anticipated Challenges/Risks:**	
	METRIC EFFECTIVENESS AND UTILITY SECTION	

20	**Explanation of Metric Effectiveness:** *(i.e., how will success/failure enable conclusions to be drawn concerning the relevant AoC definition?)*	
21	**Metric Effectiveness Assessment:** *(i.e., vis a vis AoC definition)*	
22	**Overall Feasibility Assessment:**	

LEGEND

Poor*: Low Effectiveness - High Cost*
Weak*: Low Effectiveness - Low Cost*
Potential*: High Effectiveness - High Cost*
Optimal*: High Effectiveness - Low Cost*

| | == | |

DETAILED ITEMIZATION & TRACKING OF ISSUES

Category A: **Metric Questions & Issues**

No.	Issue Description	Originator	Status	Comments
1				

Category B: **Metric Effectiveness & Utility**

No.	Issue Description	Originator	Status	Comments

Category C: **Technical/Implementation**

No.	Issue Description	Originator	Status	Comments

Category D: **Financial/Cost/Budgetary**

No.	Issue Description	Originator	Status	Comments

Category E: **Other**

No.	Issue Description	Originator	Status	Comments