

Update on Consumer Choice, Competition and Innovation (CCI) WG

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Background

And Goals for Today's Workshop

- Provide update of work since Singapore
- Community wide discussion



Affirmation of Commitments

This document affirms key commitments by DoC and ICANN, including

- Ensure that decisions made related to the global technical coordination of the DNS are made in the public interest and are accountable and transparent;
- Preserve the security, stability and resiliency of the DNS;
- Promote competition, consumer trust, and consumer choice in the DNS marketplace; and
- Facilitate international participation in DNS technical coordination



Affirmation of Commitments

9.3 Promoting competition, consumer trust, and consumer choice

If and when new gTLDs have been in operation for one year, ICANN will organize a review that will examine the extent to which the introduction or expansion of gTLDs has promoted competition, consumer trust and consumer choice, as well as effectiveness of (a) the application and evaluation process, and (b) safeguards put in place to mitigate issues involved in the introduction or expansion



Board Resolution

Competition, Consumer Trust and Consumer Choice

Resolved (2010.12.10.30), the ICANN Board requests advice from the ALAC, GAC, GNSO and ccNSO on establishing the definition, measures, and three year targets for those measures, for competition, consumer trust and consumer choice in the context of the domain name system, such advice to be provided for discussion at the ICANN International Public meeting in San Francisco from 13-18 March 2011



Working Group Task

Focus on establishing

- Definitions
- Measures
- Targets

For

- Competition
- Consumer Trust
- Consumer Choice

Context

- Domain Name System



Working Group Purpose

- To provide ICANN management with guidance on how to manage and measure the effectiveness of the New gTLD Program prior to the convening of the review team
- Not intended to limit the scope of the future review team's work in any way



CCI WG Charter Approved by GNSO

Objectives & Goals

- To produce a report to be given to each of the AC/SOs for their consideration
- The Working Group Report could be considered by GNSO, ccNSO, GAC and ALAC in forwarding advice to the ICANN Board in response to the Board Resolution
- Each AC/SO may act independently on the Working Group Report, and may endorse all, part, or none of the report findings
- The CCI WG is expected to produce an Update Report to the GNSO Council as soon after the ICANN Dakar Meeting as reasonably possible

This Charter is now being considered by the other SO/ACs



Initial Work of CCI Drafting Team Since Singapore

- The CCI Drafting Team has come up with a set of proposed definitions and metrics for evaluating them for discussion in Dakar
- These identified metrics reflect a starting list, and are not exhaustive



Proposed Definition of Competition

Competition

is evident in the quantity and diversity of gTLDs, TLD registry operators, and registrars



Proposed Metrics for Competition

- **Evaluate number of gTLDs before and after**
- **Evaluate number of suppliers before and after new gTLDs**
 - Number of registry operators
 - Number of back end registry providers
 - Number of accredited registrars
- **Evaluate market share of those suppliers before & after launch of new gTLDs**
 - New entrants share of new registrations
 - New entrants among all registrations, including existing registrations



Proposed Definition of Consumer

Consumer

Internet users and registrants



Proposed Definition of Consumer Trust

Consumer Trust

refers to the confidence registrants and users can have in the consistency of name resolution (from registrar to registry), and the degree of confidence among registrants and users that a TLD registry operator is fulfilling its proposed purpose and is complying with ICANN policies and applicable national laws



Proposed Metrics for Consumer Trust

- Percentage of uptime for the registry and registrars
- Surveys to be conducted on consumer trust
- Number of alleged violations of proposed registry agreements
- Number and % of UDRP and URS complaints and decisions
- UDRP and URS violations by new gTLD registry operators
- Law Enforcement/GAC to report instances that raise concerns with new gTLD registries and registrars' compliance with applicable law
- Instances of domain takedowns related to claims of nationals or other claims (UDRP)



Proposed Definition of Consumer Choice

Consumer Choice

is evident in the range of options available to registrants and users for domain scripts and languages, and for TLDs that offer choices as to the proposed purpose and integrity of their domain name registrants



Proposed Metrics for **Consumer Choice**

- Transparency and clarity of offerings to registrants
- Number of new registrants versus existing registrants
- Choice for registrants to select among registrars and registries that are subject to differing national laws
- % of defensive registrations in new gTLDs, as determined by number of unique websites



Questions

One World

One Internet



Dakar
SÉNÉGAL
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Thank You

