

# ICANN 48

## Implementation Advisory Group for Competition, Consumer Trust and Consumer Choice (IAG-CCT) Briefing

20 November 2013



# Overview



- IAG-CCT: volunteers to recommend metrics to be collected by ICANN to prepare for the future *Affirmation Review* of the new gTLD program.
- Newly assembled IAG-CCT briefing on the status of work to date.

# Today's Agenda

- Introduction and overview of the project
- Overview of proposed definitions & metrics from the GNSO and ALAC
- Staff evaluation of proposed metrics
- Group organization and logistics

# Implementation Advisory Group (IAG)

- Call for Participants: 17-Sep
- 40+ Volunteers Registered (!)
- Kick-Off Call on 7-Nov
- Buenos Aires: 20-Nov
- Conference Call #2:  
Mid-December or January



# IAG-CCT Mandate, per Board Resolution

- Recommend metrics to be collected by ICANN in preparation for *Affirmation Review* of New gTLDs
- *Affirmation Review* “will examine the extent to which the introduction or expansion of gTLDs has promoted competition, consumer trust and consumer choice.”

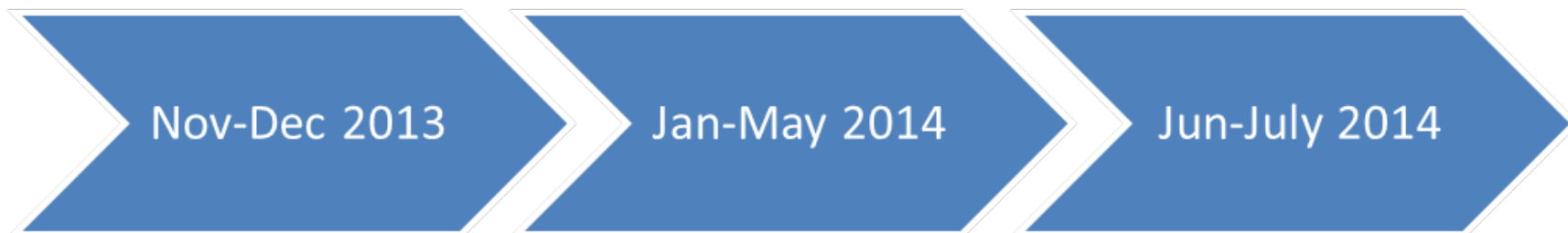
*Affirmation of Commitments, 9.3*

# Responsibilities of IAG-CCT

- Evaluate feasibility, utility and cost-effectiveness of metrics recommended by GNSO and ALAC
- Evaluate other inputs, including historical data regarding metrics used to evaluate earlier rounds of new gTLDs
- Outreach to GNSO, ALAC and other stakeholders on proposed metrics
- Evaluate Staff analysis of feasibility, utility, and cost-benefit ratio of metrics
- Propose metrics in advance of the AoC review of New gTLDs



# IAG-CCT Timeline



- Kick-off
- Organize
- Plan

- Research
- Analyze
- Consult with staff, community re: feasibility, value and cost effectiveness

- Draft recommendations
- Open public comment forum/consult
- Finalize recommendations

# Overview of proposed metrics from the GNSO & ALAC

Presented by:  
Steve DelBianco  
Jonathan Zuck  
Cheryl Langdon-Orr



# 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 consumer trust, consumer choice, competition in the DNS marketplace; and**

# Affirmation of Commitments

## 9.3 Promoting competition, consumer trust, and consumer choice

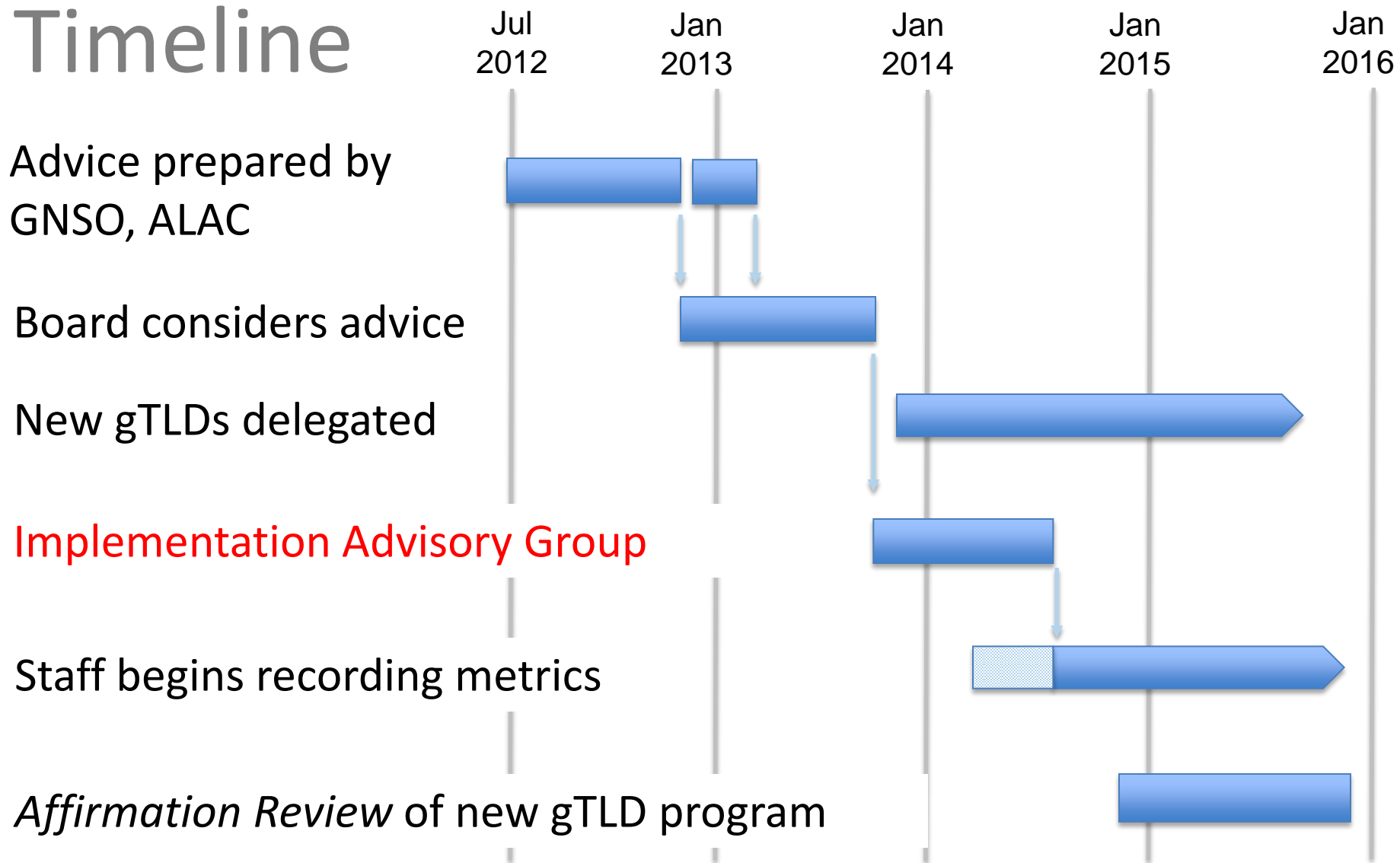
If and when new gTLDs have been in operation for one year, ICANN will organize **a review that will examine the extent to which the introduction or expansion of gTLDs has promoted competition, consumer trust and consumer choice**, as well as effectiveness of (a) the application and evaluation process,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

# ICANN Board Resolution (Dec-2010)

## **Consumer Trust, Consumer Choice, & Competition**

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

# Timeline



# Advice on Definitions

**Consumer:** Actual and potential Internet users and registrants.

**Consumer Trust:** The confidence Consumers have in the DNS. This includes:

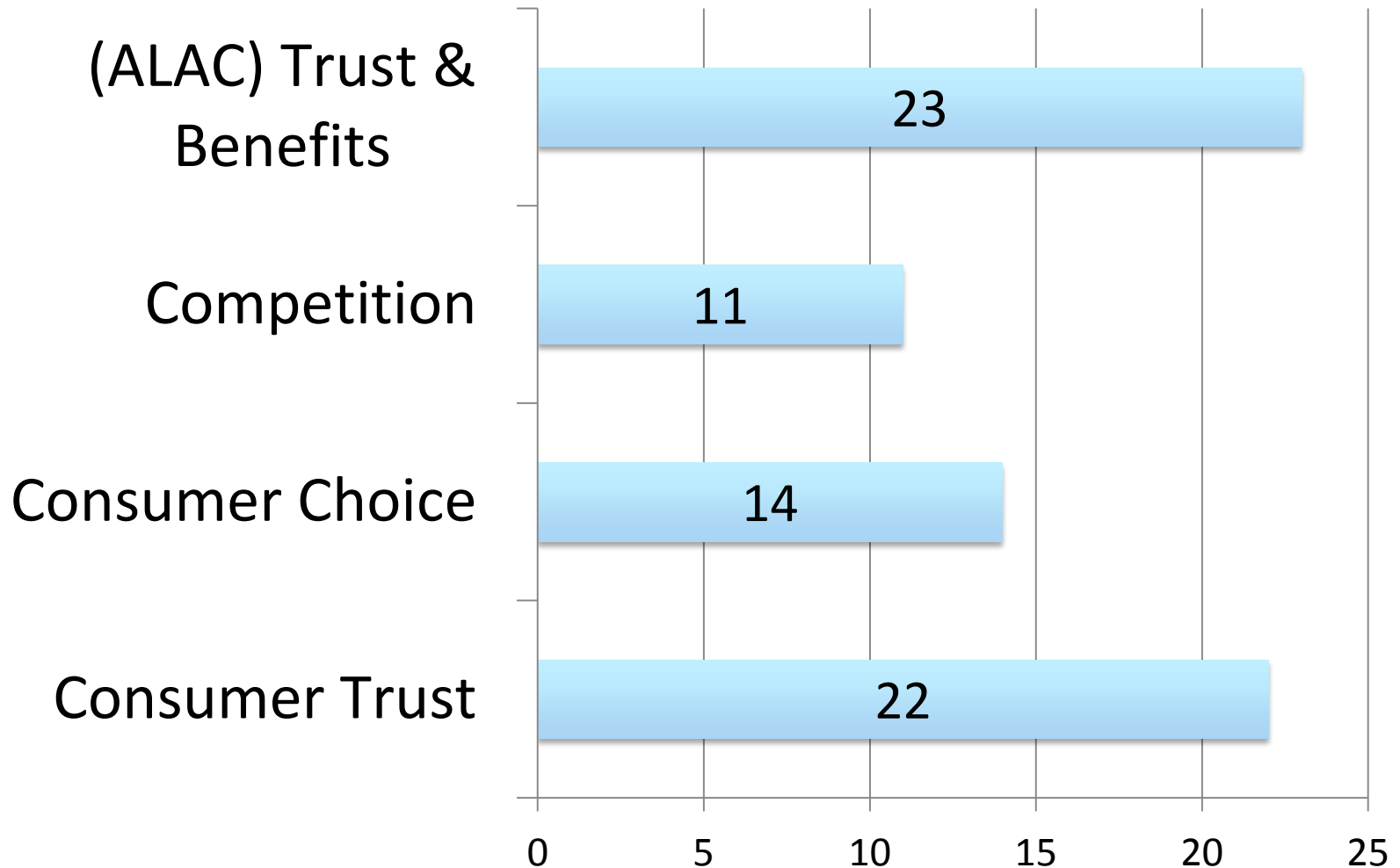
- (i) trust in the consistency of name resolution
- (ii) confidence that a TLD registry operator is fulfilling the Registry's proposed purpose and is complying with ICANN policies and applicable national laws and
- (iii) confidence in ICANN's compliance function

# Advice on Definitions

**Consumer Choice:** The range of options available to Consumers for domain scripts and languages, and for TLDs that offer meaningful choices as to the proposed purpose and integrity of their domain name registrants.

**Competition:** Quantity, diversity, and the potential for market rivalry of gTLDs, TLD registry operators, and registrars.

# GNSO & ALAC Proposed Metrics



70 total metrics

# GNSO & ALAC metrics included sources, difficulties, and 3-year targets

Measure of Consumer Trust	Source	Anticipated Difficulties in Obtaining and/or Reporting	3-year Target
<p>[1.7] Relative incidence of breach notices issued to Registrars, for contract or policy compliance matters. All breach-related notifications should be counted, provided they reference one or more gTLD(s).</p>	ICANN	None noted	Significantly Lower for new gTLDs than for legacy gTLDs
<p>[1.8] Relative Incidence of Registry &amp; Registrar general complaints submitted to ICANN's Internic System.</p>	ICANN	Maybe difficult to establish baseline on existing Internic data versus new system	Lower for new gTLDs than for legacy gTLDs
<p>[1.9] Relative incidence of combined UDRP and URS <i>Complaints</i>. URS is required only in new gTLDs, so combined UDRP and URS complaints may be comparable to UDRP complaints in legacy gTLDs.</p>	RPM Providers	Moderate difficulty obtaining data	Lower for new gTLDs than for UDRPs in legacy gTLDs



**Consumer Trust** metrics measure confidence in registrations and resolutions, and that TLD Operators are fulfilling their stated promise and complying with applicable national laws.

- Uptime for registry & registrar services
- Survey consumer trust relative to pre-expansion
- Contract / policy breach notices & complaints
- UDRP/URS cases & decisions against registrants
- Law enforcement & legal actions
- Relative incidence of spam, fraud, malware
- Actual policies vs. proposed Mission (Q18)

**Consumer Choice** metrics measure range of options available to consumers to make meaningful distinctions when choosing TLDs.

- Geographic diversity of registrants/registrars
- Defensive or duplicate registrations: registrants in new gTLDs having same domain in legacy TLDs
- Use of IDN scripts
  - # of TLDs in other scripts
  - # of registrars offering IDN scripts
- User/registant awareness of requirements

**Competition** metrics to measure the actual market rivalry of TLDs, TLD Operators, Service Providers, and Registrars.

- Quantity of new TLDs and new entrants
- Share of registrations with new entrants
- Gather data on "unique" & total registrations
- Gather data on wholesale & retail prices
- Study of innovation in new gTLDs

# ALAC's additional focus

- Focus: measure the gTLD program from the point of view of Internet end-users
- Evaluate the gTLD program on use of domain names vs. alternate methods to access Internet resources
- Effect on public confidence in the whole domain name system
- *Reduced confidence in new gTLDs could spill over to legacy registries*

# ALAC's additional metrics

- End-user confusion
- Growth in use of domain-based and non-domain-based alternatives for access
- Complaints to, and action taken by, police, regulators, and advocacy groups
- Transparency of contact information and domain-allocation policies
- Accuracy of new gTLD promotion to end users
- Technical issues (incl application support)

# Staff Update

# Staff Framework and Rationale

Objective: framework for consistent assessment of each metric, to explore value and cost/benefit

---

- Purpose as related to measurement goal
- Specific calculations, formulae, and illustrations
- Actual and potential source data locations
- Relative difficulty/challenge in implementation
- Estimated development and operational costs in dollars and labor
- Overall effectiveness and feasibility assessment taking into consideration several key factors

# Project Magnitude



70 Metrics x  
17 Questions =  
1,190 Data Fields!





# Metric Assessment Template

PROPOSED METRIC SECTION ***STAFF USE ONLY: PLEASE DO NOT EDIT***						
1	Metric Description:					
2	Notes/Comments:					
3	AoC Category:					
4	SO/AC Originator:					
STAFF INFORMATION/ANALYSIS SECTION						
5	Staff Team:					
6	Metric Currently Measured?					
7	Computation: <i>(e.g., data elements, formula, numerator, denominator, ratio/percent, periodicity/frequency)</i>					
8	Data Owner: <i>(i.e., party responsible for collecting and publishing metric)</i>					
9	Data Reference Source: <i>(i.e., how/where is the data collected, tracked, managed, and published/produced?)</i>					
10	Targets:	<table border="1"> <tr> <td>SLA:</td> <td></td> </tr> <tr> <td>3-Year:</td> <td></td> </tr> </table>	SLA:		3-Year:	
SLA:						
3-Year:						

# Metric Assessment Template (cont'd)

10	<b>Targets:</b>	<table border="1"> <tr> <td data-bbox="1284 189 1412 254">SLA:</td> <td data-bbox="1412 189 1466 254"></td> </tr> <tr> <td data-bbox="1284 254 1412 318">3-Year:</td> <td data-bbox="1412 254 1466 318"></td> </tr> </table>	SLA:		3-Year:	
SLA:						
3-Year:						
11	<b>Implementation Considerations:</b> <i>(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?)</i>					
12	<b>Degree of Difficulty/Impact:</b> <i>(i.e., net impact on existing ICANN resources, systems, and capabilities)</i>					
13	<b>Estimated Development Cost (\$M):</b>	<table border="1"> <tr> <td data-bbox="1284 589 1435 668">Internal</td> <td data-bbox="1435 589 1593 668">External</td> </tr> <tr> <td data-bbox="1284 668 1435 701"></td> <td data-bbox="1435 668 1593 701"></td> </tr> </table>	Internal	External		
Internal	External					
14	<b>Estimated Ongoing Production Costs:</b> <i>(i.e., incremental to existing funded/budgeted expenditures)</i>	<table border="1"> <tr> <td data-bbox="1284 715 1435 793">Internal</td> <td data-bbox="1435 715 1593 793">External</td> </tr> <tr> <td data-bbox="1284 793 1435 829"></td> <td data-bbox="1435 793 1593 829"></td> </tr> </table>	Internal	External		
Internal	External					
15	<b>Estimated Net Incremental Staff (FTE):</b> <i>(Express as a fraction and/or range, e.g., .25 - .50)</i>					
16	<b>Itemization of Staff Work Effort:</b> <i>(i.e., list of tasks/activities to support FTE calculation in Q15)</i>					
17	<b>Rough Implementation Timeframe:</b> <i>(e.g., indicate major steps and months/years to complete each one)</i>	<table border="1"> <tr> <td data-bbox="1284 1049 1435 1128">Internal</td> <td data-bbox="1435 1049 1593 1128">External</td> </tr> <tr> <td data-bbox="1284 1128 1435 1195"></td> <td data-bbox="1435 1128 1593 1195"></td> </tr> </table>	Internal	External		
Internal	External					
18	<b>Critical Dependencies:</b>					
19	<b>Anticipated Challenges/Risks:</b>					

# Metric Assessment Template (cont'd)

METRIC EFFECTIVENESS AND UTILITY SECTION	
20	<b>Explanation of Metric Effectiveness:</b> <i>(i.e., how will success/failure enable conclusions to be drawn concerning the relevant AoC definition?)</i>
21	<b>Metric Effectiveness Assessment:</b> <i>(i.e., vis a vis AoC definition)</i>
22	<b>Overall Feasibility Assessment:</b> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p><b>LEGEND</b></p> <p><i>Poor: Low Effectiveness - High Cost</i></p> <p><i>Weak: Low Effectiveness - Low Cost</i></p> <p><i>Potential: High Effectiveness - High Cost</i></p> <p><i>Optimal: High Effectiveness - Low Cost</i></p> </div>

## DETAILED ITEMIZATION & TRACKING OF ISSUES

Category A: **Metric Questions & Issues**

No.	Issue Description	Originator	Status	Comments

- ISSUES CATEGORIES:**
- Metric Questions & Issues
  - Metric Effectiveness & Utility
  - Technical/Implementation
  - Financial/Cost/Budgetary
  - Other

# Group Organization & Logistics

- Chair
- Charter
- Wiki
  - Central repository
  - Tutorial
  - Reference information
  - Templates for 70 metrics, organized by
    - Consumer Choice
    - Consumer Trust
    - Competition



# Questions and Discussion



# ICANN 48



## Implementation Advisory Group for Competition, Consumer Trust and Consumer Choice (IAG-CCT) Briefing

20 November 2013

