Competition, Consumer Trust & Consumer Choice Review – CCT-RT
Mandate

**Affirmation of Commitments (AoC) review**

**Evaluate how New gTLD Program has promoted competition, consumer trust and consumer choice**

**Effectiveness of application and evaluation processes**

**Safeguards and Trust**
CCT Review Team Members include:

- Independent Experts
- ICANN CEO & Chair of GAC Designated Representatives

North America: 6
Europe: 3
Asia Pacific & Oceania: 2
Latin America & Caribbean: 3
Africa: 3

Total: 17
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<th>SO/AC Representatives</th>
<th>Independent Experts</th>
<th>Chair of GAC &amp; ICANN CEO Representatives</th>
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<td>Calvin Browne</td>
<td>Drew Bagley</td>
<td>Laureen Kapin</td>
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<td>Jordyn Buchanan</td>
<td>Stanley Besen</td>
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<td>Carlos Raúl Gutiérrez</td>
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Work Plan - Subteams

- Competition & Consumer Choice
- Safeguards & Trust
- Application & Evaluation Process
Work Plan

- **March 2016**: Determine issue areas
- **Q2-Q3 2016**: Request additional data sets
- **May 2016**: Phase 2 consumer survey results published
- **June 2016**: Phase 2 economic study results published
- **Q2 2016**: Interim recommendations issued
- **Q3 2016**: Issue findings
- **Dec. 2016**: Draft republic published for public comment
- **Dec. 2016-Jan. 2017**: Public comment period
- **April 2017**: Deliver final report and recommendations to ICANN Board
Competition and Consumer Choice Subteam
Key Questions: Competition

- Has the expansion of gTLDs been effective at promoting price competition between TLD operators?
- Has the expansion of gTLDs been effective at promoting non-price competition between TLD operators?
- What are reasonable definitions of relevant markets that we might use to analyze competition?
- How has the introduction of the new TLD’s affected competition between registrars and/or resellers?
- Are consumers sufficiently aware to allow for competition?
Key Questions: Consumer Choice

- Is further segmentation and regulation of the namespace valuable to consumers navigating the name space?
- Has the benefits of the increase in choice outweighed the potential for the cost of confusion?
- Do consumers have expanded choices in different...
  - Regions
  - Languages / Scripts
...and do they have options to purchase domains? (are there available registrars/resellers in their language/region/etc.)
Other Topics (lower priority)

- Have different types of TLDs (community vs. brand vs. geo vs. “standard”) been able to provide effective alternatives to other TLDs?
- Are domain names being allocated more efficiently to registrants who will use them well?
- What is the effect of external influences of new technologies (e.g., mobile apps or QR codes) on the introduction of new gTLDs?
- Is it too soon to accurately consider these issues?
- What is the minimum viable scale for a TLD registry?
- Is a new TLD a valid choice for a registrant if there isn’t universal acceptance of it?
Safeguards & Trust Subteam
Safeguards & Consumer Trust

- Can the public safely navigate to use new and gTLDs?
- Impact of PICs and safeguards/
- Risk of confusion and DNS abuse
- Developing Countries
- Trademark Issues
Safeguards and Consumer Trust

Safe Navigation and Use
- Reach intended destination?
- Destination is safe
- Consumer literacy

Impact of PICS and Safeguards
- Role of safeguards in new gTLDs
- Are Public Interest Commitments enforced?
- PICs for gTLDs in highly regulated sectors
Safeguards and Consumer Trust

**Risk of Confusion and DNS Abuse**
- Consumer confusion over similarly named strings?
- Botnets, pharming, phishing, malware
- Comparison of level of abuse and abuse policies in legacy and new gTLDs

**Developing Countries**
- Has the low participation of developing countries in the new gTLD process impacted the public’s trust and willingness to use new gTLDs?
Safeguards and Consumer Trust

Trademark Issues

- Pricing models (absence of restrictions)
- Rights Protection Mechanisms
Application & Evaluation Process Subteam
Was the application and evaluation process effective at...

- Addressing the needs of underserved areas and markets?
  - Serving the community
  - Encouraging participation as providers from within the area
  - Providing effective dispute resolutions for developing regions
  - Examine barriers to entry for prospective participants for emerging economies
  - IDNs
  - App support
Was the application and evaluation process effective at...

- Preventing the delegation of TLDs that would be confusing or harmful
  - Standing in objection process
  - String confusion
  - Singular plurals
  - Inconsistent decisions/appeals (not sure this is in scope)
Was the application and evaluation process effective at…

• Allowing specific communities to be served by a relevant TLD?
  o How we define community applicants and design an evaluation process fit to purpose?
  o IDNs
Was the application and evaluation process effective at...

- Providing equal opportunity for participation in the Program
  - Risk of unfair advantage for those with more money (or disadvantage those with fewer resources)
  - Linguistic barriers
  - Sufficient outreach and awareness
  - Infrastructure access
Was the application and evaluation process effective at...

• Collecting and implementing GAC public policy advice
  o Public Interest Commitments: voluntary vs. mandated
  o Early enough participation by GAC
  o Was GAC advice effectively formulated?
Interested in us?

Public wiki
Mailing-list archives
Open calls/meetings
etc..

See more at https://community.icann.org/pages/viewpage.action?pageId=56135383
We want to hear from you!

Share your unique perspective with us - Your input is KEY to this process

Send us an email at input-to-cctrt@icann.org

Happy to join your session at ICANN 55

Or to schedule a conference call

The floor is yours!
Thank you!