Workshop on Metrics for Competition, Consumer Trust, and Consumer Choice

Moderator: Rosemary Sinclair

22 June 2011

Background

And Goals for Today's Workshop

One World

One Internet

ICANN
Singapore 41
19-24 June 2011

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

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Affirmation of Commitments

9.3 Promoting competition, consumer trust, and consumer choice:

- ICANN will ensure that as it contemplates expanding the top-level domain space, the various issues that are involved (including competition, consumer protection, security, stability and resiliency, malicious abuse issues, sovereignty concerns, and rights protection) will be adequately addressed prior to implementation.

- If and when new gTLDs (whether in ASCII or other language character sets) 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.

Affirmation of Commitments

9.3 Promoting competition, consumer trust, and consumer choice:

- ICANN will organize a further review of its execution of the above commitments two years after the first review, and then no less frequently than every four years.

- The reviews will be performed by volunteer community members and the review team will be constituted and published for public comment, and will include the following (or their designated nominees): the Chair of the GAC, the CEO of ICANN, representatives of the relevant Advisory Committees and Supporting Organizations, and independent experts.

- Composition of the review team will be agreed jointly by the Chair of the GAC (in consultation with GAC members) and the CEO of ICANN. Resulting recommendations of the reviews will be provided to the Board and posted for public comment. The Board will take action within six months of receipt of the recommendations.

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ICANN Strategic Plan (2011-2014)

Strategic Plan 2011-2014: Four Strategic Focus Areas
Supporting… One World. One Internet.
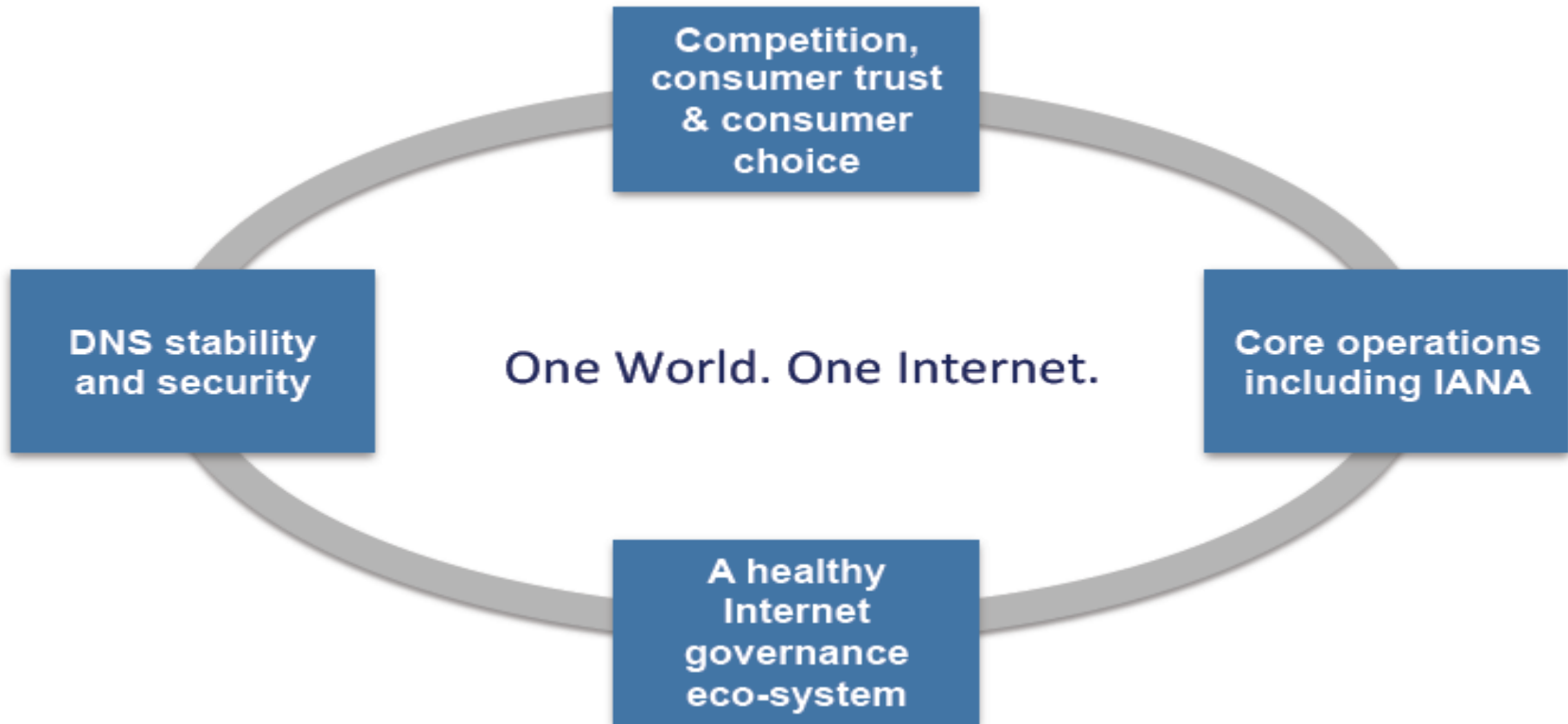
	DNS stability and security	**Competition consumer trust and consumer choice**	**Core operations including IANA**	**A healthy Internet governance eco-system**
Strategic Objectives	• Maintain & drive DNS uptime • Enhance DNS risk management • Broad DNSSEC adoption • Enhanced international DNS cooperation • Improved DNS resiliency	• Maintain single authoritative root • Increased TLD options in more languages • New gTLDs including IDNs • Lower registration abuse • Increased industry competition	• Flawless IANA operations • Resilient L-Root operations • Continual improvements (TQM) • Internationalization • Long-term IANA functions responsibility	• Continuing role in internet governance • Stakeholder diversity • World-class accountability and transparency • Enhanced trust in ICANN's stewardship • Act in global public interest • Cross-stakeholder work
Strategic Projects	• DNSSEC propagation • Facilitate work on DNS security • Full business continuity planning • IPv4 exhaustion risk management • Advocate IPv6 adoption • RPKI deployment	• Internationalized Domain Name (IDNs) expansion • Implement new gTLDs • Whois program improvements • Improve policy processes • Registrant protection	• IANA infrastructure upgrade • IANA services outreach • Monitoring root zone performance • IANA excellence efforts • Organizational Effectiveness Initiative (OEI)	• Affirmation of Commitments & organizational reviews • Retain & support existing community while attracting new & diverse community members • Build global support for single authoritative root • Enhanced cooperation in Internet Governance
Community Work	• Local DNSSEC adoption • Whois Internationalized Registration Data • Develop solutions for DNS security • IPv6 rollout	• IDNA protocol implementation • New TLD rollout • Registrar Accreditation Agreement amendments • gTLD Registrant Rights Charter	• Strengthening regional presence • Monitoring of performance • Key committee participation • Engagement within technical community • Final IPv4 address allocation • Root Zone Management	• Increased public participation in multi–stakeholder model • Contributing to international fora • Review SOs and ACs
Staff Work	• Collaborative business continuity planning (BCP) • Collaboration with RIRs & technical groups • DNSSEC operations & propagation • IPv4 & IPv6 engagement • Cooperative TLD training in developing countries	• Compliance improvements • Support SO & AC work • Global outreach • IDN ccTLD Fast Track • New gTLD implementation • ICANN regional footprint	• IANA request processing • Board support • Security and contingency operations • L-Root operations • Improve financial system and controls • Staff retention and engagement	• Thought leadership • Widen international engagement • Strengthen corporate, government & other stakeholder partnerships • Decision impact analysis & reporting • Enhance communications & accessibility via improved web site • Enhance translation strategy

Multi-stakeholder – Collaborative – International – Transparent - Accountable

Earlier Discussions

Brussels Workshop June 2010

- Developing a Consumer Agenda for ICANN

Cartagena Workshop December 2010

- ICANN Consumer Commitments

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Board Resolution

Consumer Choice, Competition and Innovation

Whereas, the area of consumer choice, competition and innovation is one of the strategic areas for ICANN in the 2010 to 2013 strategy plan <http://www.icann.org/en/strategic-plan/strategic-plan-2010-2013-19feb10-en.pdf>.

Whereas, ICANN has committed to promoting competition, consumer trust and consumer choice in the Affirmation of Commitments <http://www.icann.org/en/documents/affirmation-of-commitments-30sep09-en.htm>.

Whereas, if and when new gTLDs (whether in ASCII or other language character sets) have been in operation for one year, ICANN has committed to organize a review that will examine the extent to which the introduction or expansion of gTLDs has promoted competition, consumer trust and consumer choice.

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.

Workshop Task

To begin preparation for the AoC Review with Focus on establishing

- Definitions
- Measures
- Targets

For

- Competition
- Consumer Trust
- Consumer Choice

Context

- Domain Name System

Panel Discussion

Jonathan Robinson
Steve del Bianco
Carlos Dionisio Aguirre
Tim Ruiz
Jo Lim (auDA)
Cheryl Langdon Orr

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Proposed Definitions by the BC

- **Competition** is the availability of multiple suitable TLDs and multiple Registrars where registrants may seek their desired domain name at reasonable prices and terms.

- **Consumer Trust** is the perceived integrity of domain name registrations such that Internet users have confidence that a domain name is held to the advertised purpose and standards of the TLD operator, ICANN and relevant law.

- **Consumer Choice** is the availability of TLDs that offer competing propositions as to the purpose and integrity of their domain name registrants.

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Questions and Next Steps

Thank You