gTLD Marketplace Health Index Initiative

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gTLD Marketplace Health Index

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Project Background

- gTLD Marketplace Health Index Project launched 2015

- Health Index will track progress on ICANN objective 2.3, "Support the evolution of domain name marketplace to be robust, stable and trusted."

- Metrics are being developed in consultation with a community Advisory Panel.

- Data reported in Health Index could be used to track industry trends, inform future policy work and outreach

- This is one of several metrics projects underway at ICANN. This focuses on the marketplace itself (others are focused on technical health of the domain name system, consumer trust, etc).

Recent Developments/Next Steps

✓ Public comments summary posted 5 February

✓ ICANN refined project plan and draft metrics in consultation with Advisory Panel and consultant

✓ ICANN published gTLD Marketplace Health Index (Beta) for public comments on 19 July

⏰ ICANN will work to develop next-generation metrics in consultation with Advisory Panel based on input received during public comment period

⏰ ICANN aims to finalize next metrics by year's end, and publish updated metrics 1H 2017

Metrics Category Definitions

Robust Competition:

diversity in choice of service provider (including geography, service model, languages and scripts offered, etc); a commercially thriving marketplace (demand for gTLDs is demonstrated by growth in new gTLDs and across all gTLDs); the market is open to new players and competition is fair among existing players; the market is not dependent on one or a small number of players

Trust:

the perception of marketplace risks and quantified measures of risk (such as adverse incidents detected and/or reported to ICANN) demonstrate that service providers and registrants are trustworthy and compliant with their contractual obligations

Stability:

a gTLD marketplace environment that is experiencing more market entrances than exits and in which service providers are reliable, giving registrants, internet users, and the global community (including registries, registrars, law enforcement, IP holders, and all others) consistent expectations and levels of service

Total Number of Second-Level Domain Name Registrations in gTLDs (in thousands)

| 2010 H1	2010 H2	2011 H1	2011 H2	2012 H1	2012 H2	2013 H1	2013 H2	2014 H1	2014 H2	2015 H1	2015 H2
122,540	127,694	133,584	138,674	143,696	145,900	148,903	151,224	154,928	158,596	162,726	174,258
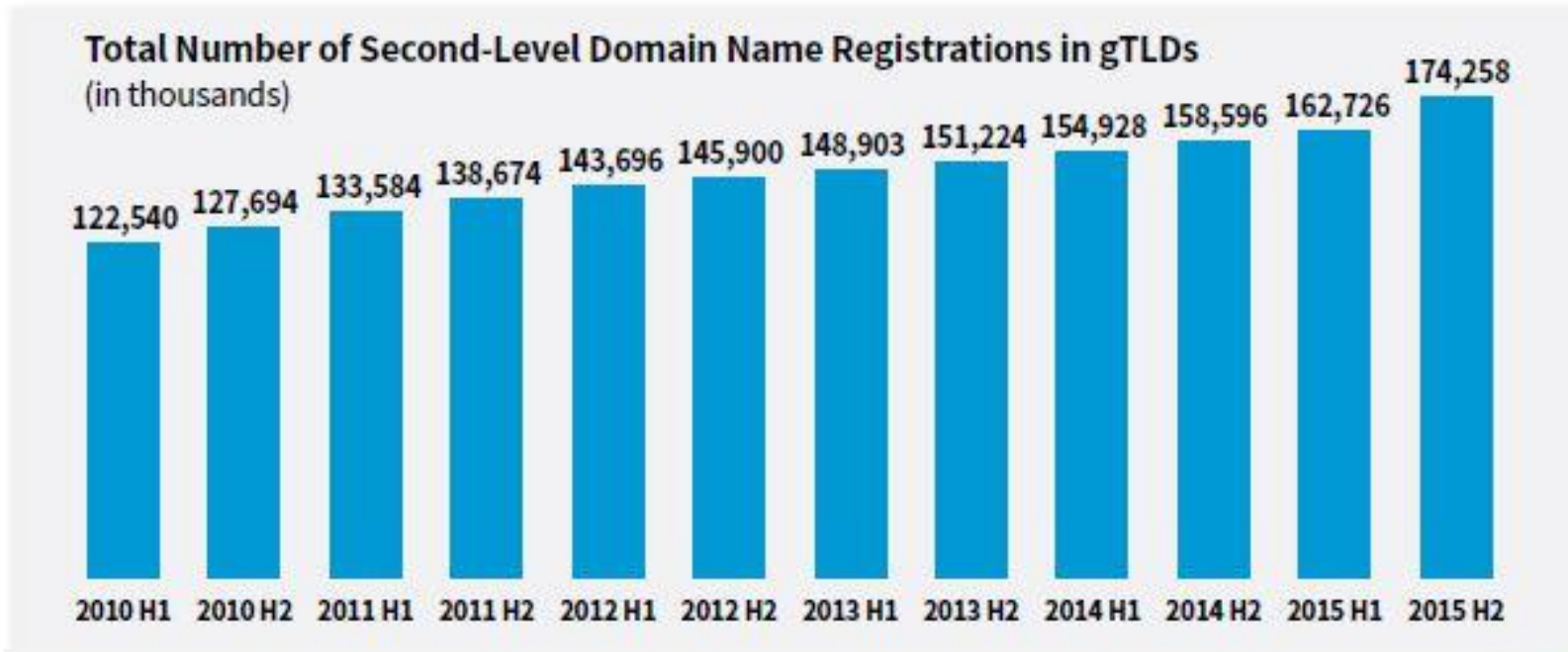
Figure 7

Percentage of total accredited gTLD registrars in each ICANN region (*counting each family/registrar group as one registrar)
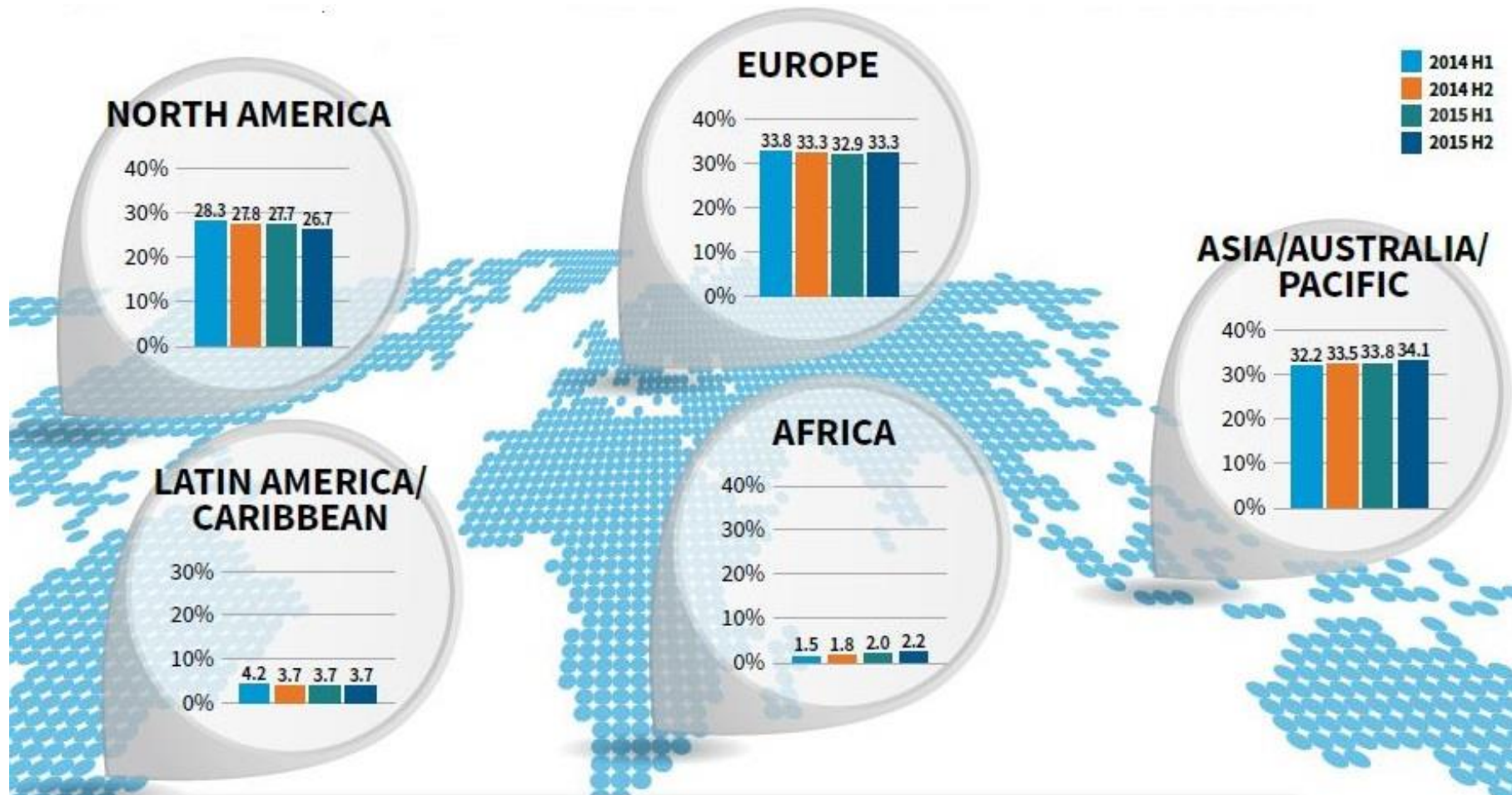
Percentage of total gTLD registry operators in each ICANN region (*counting each gTLD registry group as one registry operator)
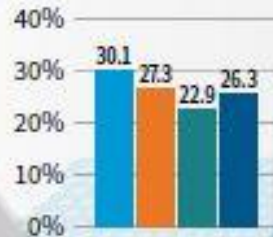
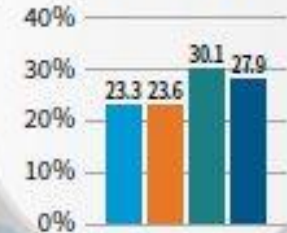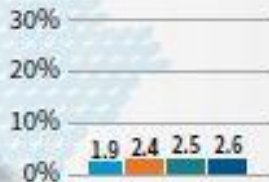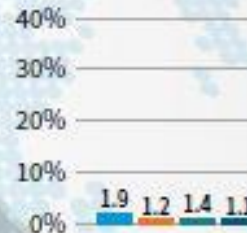# Additional Metrics in gTLD Marketplace Health Index (Beta)

- Total number of jurisdictions with at least one gTLD registry operator/registrar

- Rate of new second-level registrations (adds) and deletions, broken down by gTLD category (legacy, new, "geographic," IDNs and "brands")

- The number of gTLD registrars accredited and de-accredited over time (to show marketplace stability, in terms of how many businesses are entering and leaving the marketplace)

- Percentage of UDRP/URS decisions decided against registrants (as a percentage of total cases filed)
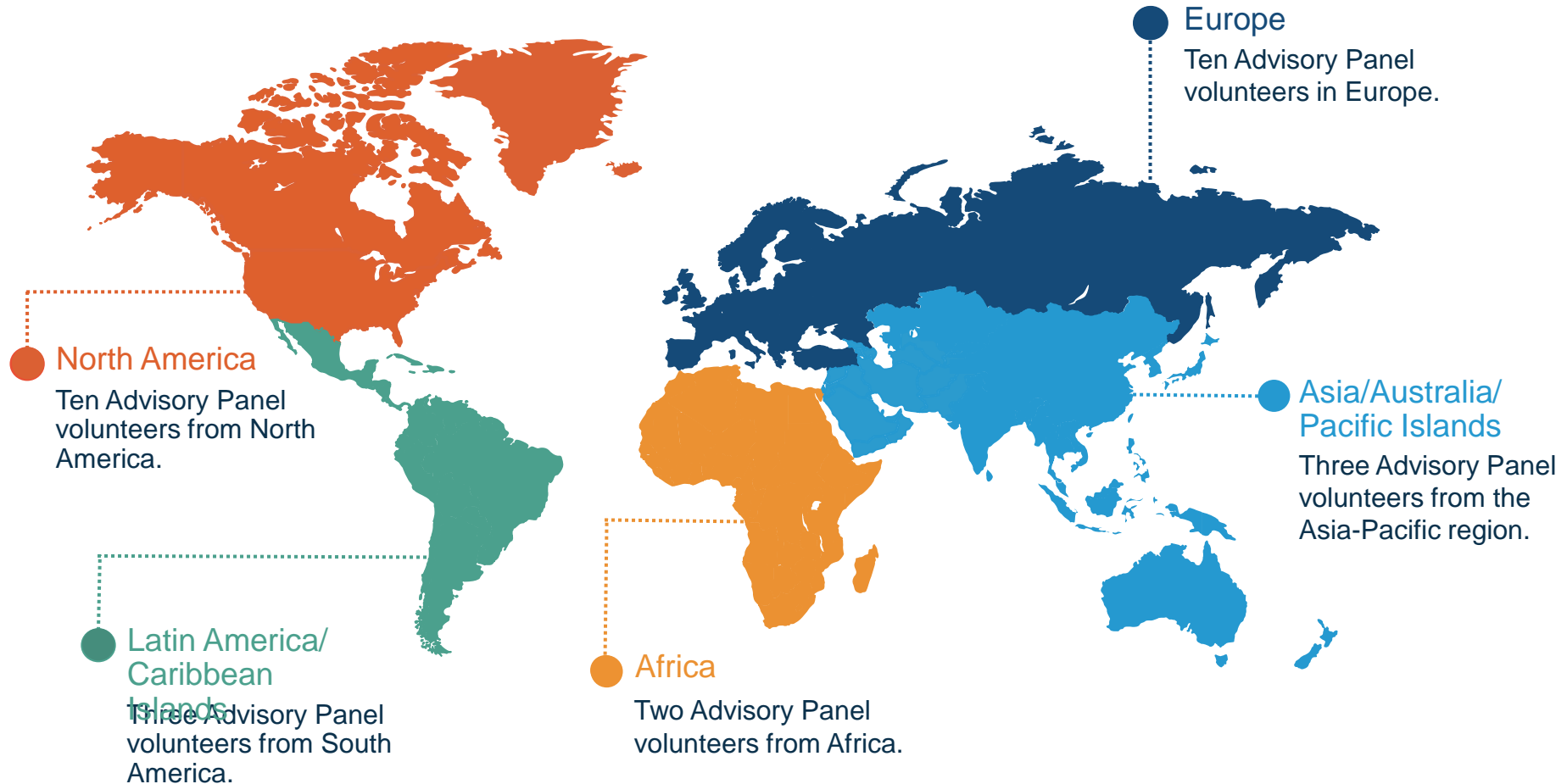
ICANN Needs Your Input and Participation!

- Comments can be submitted at: https://www.icann.org/public-comments/gtld-marketplace-health-beta-2016-07-19-en

- Parties interested in participating on the Advisory Panel can sign up for the email list here: https://mm.icann.org/mailman/listinfo/gtldmarketplace

- ICANN will commence meetings with Advisory Panel to expand gTLD Marketplace Health Index based on community input

- Advisory Panel meetings will be held once per month, with additional discussion on the email list

- Volunteers will help shape what marketplace factors ICANN will track in the future

Advisory Panel Role

- Advisory Panel volunteers play a different role than PDP Working Group members, Implementation Review Teams, etc.

- More of a conversation than a formal engagement process

- Staff will request feedback from Advisory Panel as project proceeds in developing/refining metrics

- Advisory Panel will not replace any needed community consultation, serves as a starting point for discussions that may be taken to broader community

gTLD Marketplace Advisory Panel Volunteers

Europe
Ten Advisory Panel volunteers in Europe.

North America
Ten Advisory Panel volunteers from North America.

Asia/Australia/ Pacific Islands
Three Advisory Panel volunteers from the Asia-Pacific region.

Latin America/ Caribbean Islands
Three Advisory Panel volunteers from South America.

Africa
Two Advisory Panel volunteers from Africa.

Updated Training Material

- Updated training content available on the learn.icann.org platform.

- The updated content, which includes updated lessons on the Transfer Policy (including Change of Registrant), Additional Whois Information Policy, and the Uniform Domain Name Dispute Resolution Policy, is now available in English, French, Spanish, Russian, and Chinese.

- The updated content can be found here: http://learn.icann.org/courses/the-icann-accredited-registrar-guide

Questions?

Engage with ICANN

ICANN

Thank You and Questions
Email: Mukesh.chulani@icann.org

Please submit feedback on metrics to
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