

Domain Name Marketplace Indicators: Project Overview and Current State

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Context: Data and Metrics related Efforts at ICANN

Sample of Ongoing Projects (Not meant to be an exhaustive list...)

Domain Abuse Activity Reporting

System for studying and reporting on domain name registration and security threat (domain abuse) behavior across top-level domain (TLD) registries and registrars.

<https://www.icann.org/octo-ssr/daar>

Identifier Technologies Health Indicators

Measure the health of the unique identifier system that ICANN helps coordinate. The goal is to produce a set of indicators that will be measured and tracked over time to help determine if the set of identifiers is overall doing better or worse.

<https://www.icann.org/ithi>

Domain Name Marketplace Indicators

A community Advisory Panel is working with ICANN to identify and track indicators against its goal of supporting the evolution of the domain name marketplace to be robust, stable and trusted.

gtldmarketplace@icann.org

Open Data Initiative

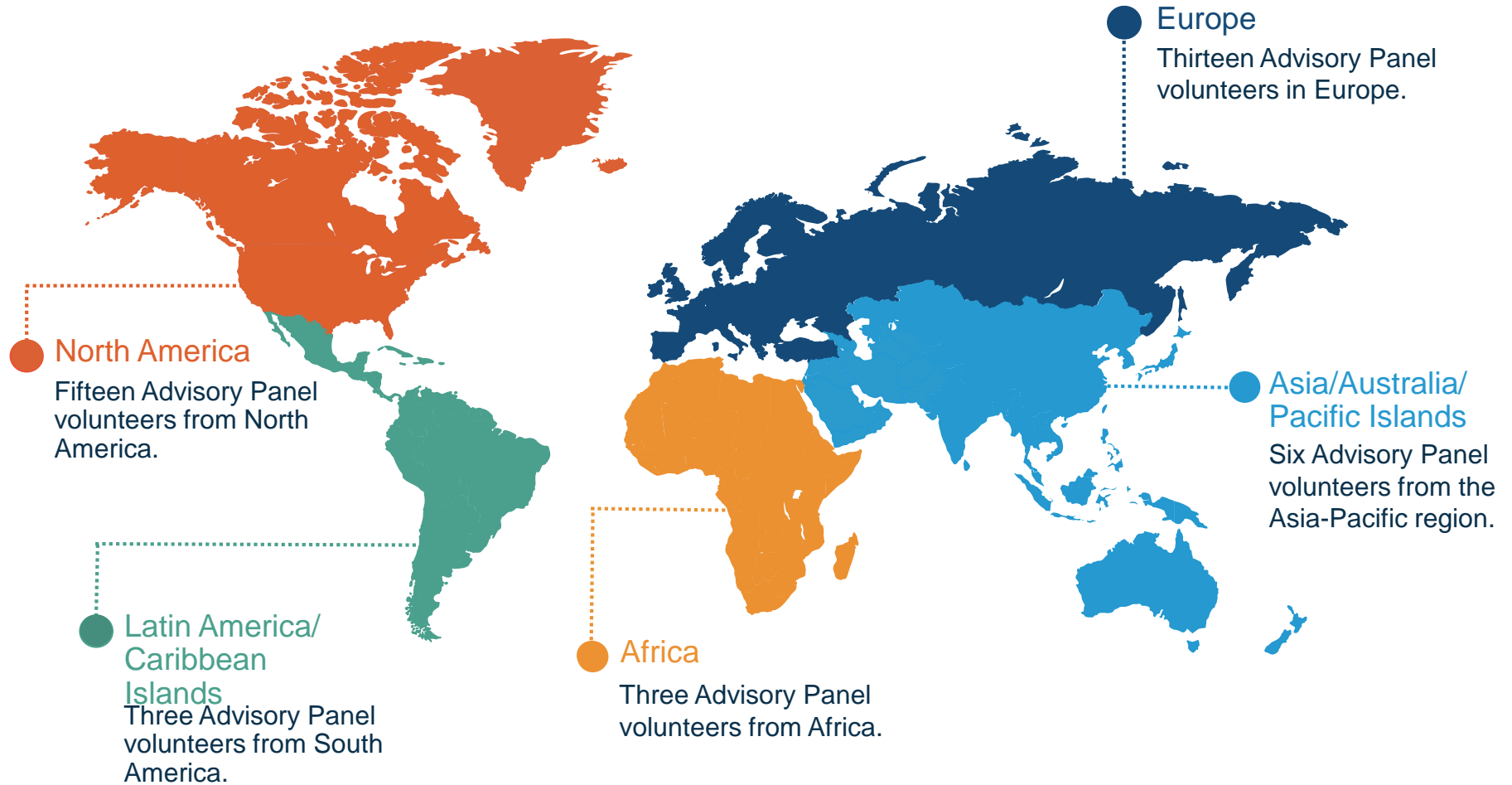
Initiative to make it it easy for anyone to access data that the ICANN organization or community creates or curates. Community members are encouraged to test the various pilots, join the email list, and provide feedback.

odi-pilot@icann.org

Project Background

- Launched publicly in November 2015 as ‘gTLD Marketplace Health Index’ Project
- One piece of a broader, cross-organizational ICANN Key Performance Indicator (KPI) Dashboard, now in beta (<https://www.icann.org/progress>).
- Developed to track progress on ICANN objective 2.3, “Support the evolution of domain name marketplace to be robust, stable and trusted.”
- This is one of several metrics projects underway at ICANN. This focuses on the marketplace itself.
- Metrics are being developed in consultation with a community Advisory Panel.

Advisory Panel Volunteers

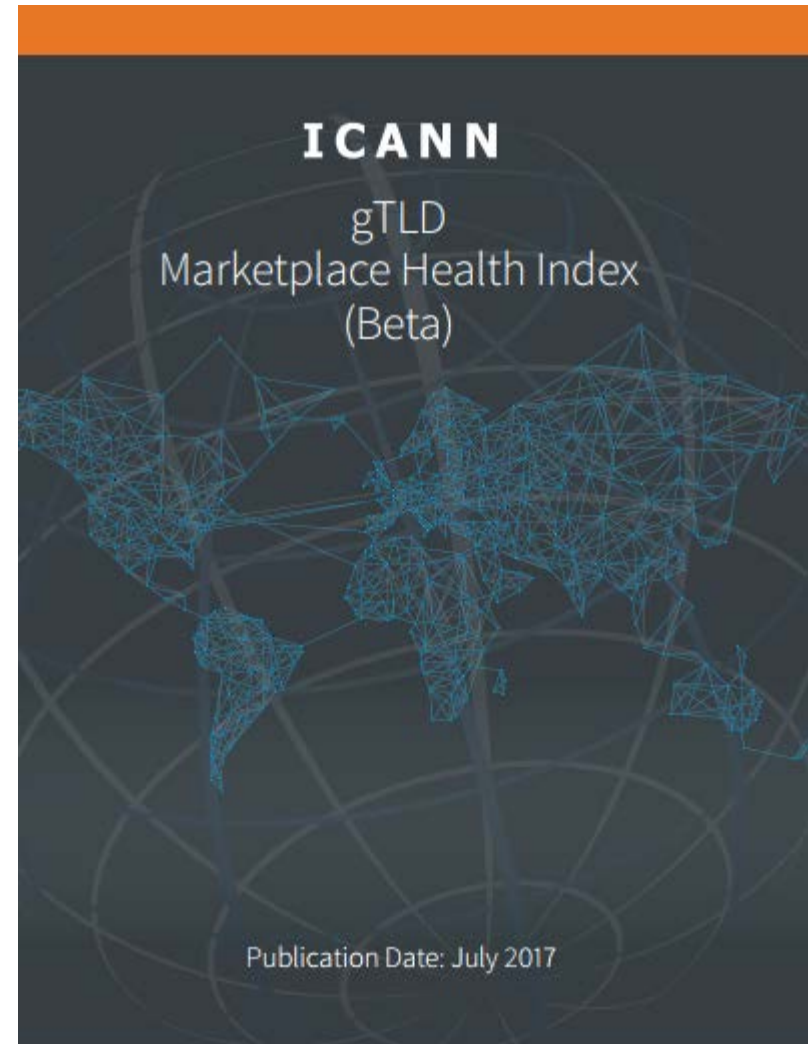


Recent Milestones and Ongoing Efforts

- Initial public call for comments and volunteers November 2015
- Comments summary posted February 2016; ICANN generated beta metrics in consultation with advisory panel and a consultant
- ICANN published beta metrics report for public comment July to September 2016; received additional feedback at ICANN 57
- ICANN developing next-generation metrics in consultation with Advisory Panel via working meetings. Draft of 'version 1' indicators now developed, third-party evaluation of schema is ongoing, to be followed by compilation/acquisition of relevant datasets and generation of metrics.
- In the interim, ICANN continues to publish updates to beta metrics report every six months in order to provide a picture of marketplace evolution.

Beta Report (Dec 2017)

- Most recent release of beta report available via:
<https://www.icann.org/en/system/files/files/gtld-marketplace-health-index-beta-14dec17-en.pdf>
- Features 26 beta metrics and 267 individual data points across the three categories presented in ICANN objective 2.3 to provide an indication of marketplace health.



Metrics available in the Beta Report

- Percentage of Distinct ICANN-Accredited gTLD Registrars/Registries, by ICANN Region
- Jurisdictions With at Least One ICANN-Accredited gTLD Registrar / Registry
- Percentage of Distinct gTLD Registrar/Registry Entities
- Average Number of gTLD Accreditations by Registrar/Registry Family
- Number of Second-Level gTLD Domain Name Registrations & Year-Over-Year Growth Rates
- Total Number of Second-Level Registrations in Internationalized gTLDs (IDNs)
- Second-Level gTLD Domain Name Additions and Deletions
- Number of Distinct gTLD Registrars Accredited and De-accredited
- Syntax and Operational Accuracy of WHOIS Records
- Uniform Domain Name Dispute Resolution Policy (UDRP) and Uniform Rapid Suspension (URS) decisions Against gTLD Registrants
- **Continuing to work on refining this. Stay tuned!**

Thank You and Questions



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