**Consumer Trust**

* Definition of
  + Bruce Tonkin – degree of consistency in how the 2nd level names are being used – consumer experiences how the names are used
  + Shandra Locke – Definition is not broad enough, issue that ICANN Policy & Applicable Laws does not directly apply Consumer Trust.
  + Jonathan Zuck – Maybe working definitions change, utmost important to internet users. Function as to what Registries are offering out to the world.
  + Ray Facet - .job – Define CT in context of new gTLDs. Definition on screen is not same on screen vs, draft letter. Refers to AGB Q18 application. Stay away from subjective words and what is your mission purpose. Promises as referred to in Consumer Metrics should refer to Q18 of AGB
    - Expanding context of the definition
  + Evan Lebovitch – Acknowledged limitation of scope within ICANN vs. consideration of other access forms for Internet. In context of Consumer Trust & Choice
* Metrics
  + Chuck Gomes – Page 7 Metrics – “Relative incidence of notices issued to Registry operators, for contract or policy compliance matters” + or – 5% of Legacy gTLDs – being unfair for new gTLDs due to more variation versus legacy TLDs having the advantage Unfair for new player to have too high of standards
* Misc:
  + Ray Faucet – Effect of consumer trust if ICANN should interfere
    - Jonathon Robinson – Useful perspective for ICANN to fulfill their promise; ICANN is a party

**Consumer**

* GPM Group: Distinguish between consumer registrants vs professional registrants
* Rudi Vansnick: <question> TRUST is a very flexible word : several definitions can be attributed but at the end, what does a consumer get in return if he/she trusts the other party ? Look at how registrants are handled by registrars. Do we need different types of TRUST ?</question>

**Consumer Choice**

* Andy Mack – Outreach necessary to urge ICANN to spread the word more, and somehow measure that. No explicit measures of communications program. If we wait two to three years down the line. Andy to provide metric
  + Jonathon Zuck – Aim Andy’s question to Bruce – How ICANN might manage these metrics?
  + Bruce Tonkin – ICANN Community accept the definitions of these terms. ICANN approve the policy that defines those terms. 2nd issue – Metrics – Cost of Delivering them; degree of resource implications; Targets part of strategic planning; Consumer Trust part of Strategic Plan; # of uses of Consumer is large. Should have a shared definition of Consumer
* Metrics:
  + Chuck Gomes – Equate sunrise registrations to defensive registrations……Registrations by Rights Holders b/c they will use the name. IDN version of .com, brand will not register in scripts to defend, but to use. Not so complicated to measure but may provide false results
    - Steve DelBianco – might have to restrict this measure only TLDs open to general public….”redirected registrations”
    - Chuck Gomes – Redirected does not necessarily mean defensive either
    - Jonathan Zuck – Start tracking data. How it get interpreted and evaluated does not need to be pre-determined

**Competition**

* Metrics
  + Chuck Gomes – “Quantity of unique gTLD Registry Service Providers before and after expansion” – is ccTLD operator becoming a gTLD provider counted? If you include ccTLD operators, just be clear on it. Affects reality of the goal
    - Bruce Tonkin – Macro view of organization and talking about market place. Whole market place is one review, 2nd review is the gTLD market place.
  + Marilyn Cade - Increasing number of Registry Service providers and expanding geographic distribution of Ry & Rr