CCI Meeting – 14 March 2012

* Ray & Chuck from RySG. Any others?
* Registrars? Bruce Tonkin

Bruce Tonkin - Definition of consumer trust? Part 2?? Consumer trust is about consistency? .com is consistent, .tv probably not. Consistency of use within the TLD.
N.B. distinction between consumers as users or consumers as registrants.
Both should be covered by the definition.

Ray Fassett – Context of the definition.
N.B. Must match the existing definition.
Note Q18 in the guidebook – exists as a basis for future measurement. Stay away from subjectivity. Match “Mission & Purpose” of registry as defined.
Q20, promise with respect to applicants and as covered within other areas of the application.

N.B. Consumer trust in the DNS itself. Ultimately trust in navigation to content is not necessarily a registrar / TLD.

Chuck re page 7. Questions target and reference to compliance issues relative to operators of legacy TLDs. Not a good target because existing do not receive many notices. + / - 5%. Standard may need to be lower for new TLDs as they are not yet established.

Ray’s point on ICANN’s role in all of this. Key frame of reference point.

Generic (across ICANN community) standardised definition of key terms is an important point. Note also, the cost of collection of metrics and the resource implications.

Chuck – Is a sunrise registration a defensive registration in our system? They should not necessarily be. Note sunrise registrations and and idn variants of .coms.

N.B. The fact that the targets are in need to be set very carefully in context to avoid unintended consequences i.e. the potential breach by a registry / registry operator who is not on target.

Context of ccTLD operators entering into the market.

Could be some value in measuring the overall marketplace. Need to be cognisant of the overall TLD marketplace. Delta’s vis-vis the current market place and effects of the program on overall marketplace.

Marilyn - Geography of providers? Is the increase geographically diverse?