My Comment in response to: [gTLD Marketplace Health Index Proposal: Call for Comments and Volunteers](#)

You (ICANN) Ask: *"Are there any additional concepts not identified in this proposal that are vital to a healthy and diverse global gTLD marketplace? a. If yes, what are they? b. How should ICANN measure these additional concepts? c. How can ICANN efficiently collect the data required to measure these additional concepts? 2. Are there any concepts identified in this proposal that are not indicative of gTLD marketplace health and should not be included in the gTLD Marketplace Health Index? a. If so, what are they? b. Why is/are these factor(s) not indicative of gTLD marketplace health? 3. Should ICANN track the impact of resellers on gTLD marketplace health? a. If so, what factors related to resellers should ICANN track? 4. Are there additional data sources that ICANN should consult in addition to or instead of the sources identified above? 5. How frequently should ICANN update this data?*

My response to all of the above is answered below.

You state*: "The gTLD Marketplace Health Index, currently in development, will further ICANN's goal of supporting the evolution of the gTLD marketplace to be robust, stable, and trusted. ICANN has developed a set of candidate concepts for community discussion to inform its creation of the gTLD Marketplace Health Index. These concepts are set forth in detail below, and focus on (i) robust competition, (ii) consumer trust, and (iii) non-technical stability."*

Comment: The global internet community **had** a gTLD marketplace that was robust, stable and trusted **before** the introduction of ICANN's [new gTLDs](#). Now, due to your "botched" new gTLDs program, foisted by ICANN upon the global Internet community, we have a glut of hundreds of unwanted, unneeded gTLDs that are failing financially, attracting cybercriminals, cybersquatters, and other bad actors. These **new gTLDs** are, for the most part, untrustworthy (no pricing predictability, etc.), creating instability (ever hear of collisions, Universal Acceptance problems, Root Zone stability concerns?), and have damaged what was previously a robust and healthy marketplace. So now ICANN claims it wants a healthy marketplace? Perhaps ICANN should first stop being in denial about its failing new gTLDs program and all of the mistakes ICANN made and all the damage ICANN has done to the global DNS. See references at the end of the comment submittal.

Your **Proposed Key Performance Indicators and Data Sources** – re: *"The following are candidate concepts intended to generate community discussion about what it means for the global gTLD marketplace to be "healthy," as well as proposed data sources and interpretive criteria"*

Comment: Your "Proposed KPIs" are, for the most part, irrelevant and invalid to determining whether the gTLD marketplace is, or is not, robust, stable, and trusted. Your "Interpretive Criteria" are likewise mostly false and invalid in determining the same.

Are you measuring certain things just because you have that data, or can easily obtain it, versus measuring data not available, or which would be embarrassing to ICANN or the domain name industry if revealed to the public?

Frankly, I suggest ICANN start over on this project and suggest the following:

1. First, define the Marketplace. Why exclude ccTLDs? ccTLDs are part of the marketplace—outside of the U.S., in many nations, ccTLDs are **THE dominant TLD in the "Marketplace**." Even Google treats some ccTLDs as gTLDs in response to how they are **actually** being used in the **real marketplace**--why is ICANN departing from what real users have determined to be the **relevant marketplace**?-- [International targeting - Search Console Help](): *"Generic Country Code Top Level Domains (ccTLDs): Google treats some ccTLDs (such as .tv, .me, etc.) as gTLDs, as we've found that users and webmasters frequently see these more generic than country-targeted. Here is a list of those ccTLDs (this list may change over time). .ad .as .bz .cc .cd .co .dj .fm .io .la .me .ms .nu .sc .sr .su .tv .tk .ws."* You cannot limit the "marketplace" to just gTLDs, ccTLDs are an important component to the TLD marketplace globally. If you fail to define the relevant marketplace correctly, everything else that follows may be worthless.

2. Determine what the relevant data is. I would suggest you start by collecting and publishing domain name registration data for every TLD in the Root Zone daily—New, Removed, Transferred, Net, Totals. From that data alone, you will see that most of the **new gTLDs** are failing, and some legacy gTLDs are losing numbers, all due to ICANN creating a glut and gross oversupply of gTLDs as a result of the **new gTLDs program**. This hardly contributes to a trusted, robust, stable marketplace.

3. Obtain data from reputable security firms such IID and Blue Coat as to which TLDs are the "shadiest" and being blocked by security firms and network administrators. You will discover, that ICANN propagated upon the global internet community many unwanted, unneeded gTLDs which network administrators and security firms have now determined should be blocked from their networks, in the interest of safety, security, and stability of the networks and their users. The costs incurred as a result of these "shady" TLDs? Unknown. ICANN should own up to what it has done to the global DNS and the global Internet community, take full responsibility and accountability and offer to make restitution for all these costs incurred by network administrators and others, in order to protect enterprises and users from ICANN's "shady" new gTLDs.

4. **Determine the registration prices** being charged for each TLD, high, low, average, and publish this data regular. You will discover that new gTLDs are generally more expensive for registrants that legacy gTLDs .COM, .NET, and .ORG, except where the new gTLD registry operator has engaged in aggressive marketing by giving them away for free or a low price (1st year) which is great if you are a speculator, cybersquatter, cybercriminal or terrorist. Of course since ICANN instituted the new gTLDs in order to "make money for registrars and registry operators," who cares about consumers, users, registrants, being "ripped off" or otherwise being subjected to predatory, abusive, arbitrary, monopolistic pricing, right?

5. **Consider the "marketplace" holistically.** ccTLDs operate in every country, do they not? In areas that lack affordable internet infrastructure, the only thing can be done is to assist that nation or region to develop affordable internet infrastructure. In areas that lack internet freedom, or sufficient GNI per capita, there will not be a robust TLD marketplace. Remember, anyone in the world can register a .COM, .NET, or .ORG domain name at multiple registrars competing in the global market. There is no need for a registrar to be in the country in which the registrant resides, and I find it hard to understand where ICANN is coming from when it insists this is relevant—I suspect it has something to do with Fadi Chehade who has admitted being clueless about the domain name marketplace. Let me make this clear—perhaps you should post it on your website for those wanting a "hand out" ($$$) to start a registrar in some undeveloped region--**Domain Names are NOT**

chicken eggs—they do not have to be "sourced locally." Who told you otherwise, or did you just assume it? Recently one individual who resides in the United States but whose registar is in Germany (Hexonet), sold his portfolio of tens of thousands of domain names to GoDaddy (for resale on the aftermarket). If a U.S. citizen finds a German registrar appropriate for his needs, what is wrong with that?

I could go on, but that is a start. I have tried to include in the reference section below, a few posts on DomainMondo.com that may help ICANN staff understand the marketplace and relevant factors.

Respectfully submitted,

John Poole, *Editor, DomainMondo.com* and domain name registrant

References:

[Cybersecurity Firm IID Predicts New gTLD Websites Will 'Go Dark'](#)

[Blocking New gTLDs, ICANN's 'Shadiest' Top-level Domains, 'Wholesale'](#)

[Security Firm Recommends Blocking ICANN's "Shadiest" New gTLDs](#)

[ICANN Admits New gTLDs Failed Expectations, Should There Be More?](#)

[ICANN 54: New gTLDs Still Beg For Money, Claim Severe 'Implications'](#)

[That Frank Schilling Prediction about dot COM Was WRONG, Surprised?](#)

[New gTLD Domain Names, Defects, ICANN Liability, FTC Complaints](#)

[ICANN, Domain Registry Operators, Monopoly, Antitrust, FTC Statement](#)

[New gTLD Domains, the Walking Dead and Dying, ICANN FY15 Results](#)

[The dot SUCKS Conundrum: ICANN, FTC, OCA, New gTLD Domains](#)

[ICANN Process for New gTLDs Dysfunctional -- from the beginning](#)

[ICANN Insiders On New gTLDs: Mistakes, Fiascos, Horrible Implementation](#)

[ICANN, Domain Registry Operators, Monopoly, Antitrust, FTC Statement](#)

[Domain Name Registrations and the Global Internet Population](#)