



11 January 2012

To: ICANN Board, Steve Crocker
From: The GNSO Council
Via: GNSO Liaisons to the ICANN Board

We hereby forward to you the final version of the Consumer Metrics Advice Letter as requested by the ICANN Board.

At its meeting on 20 December 2012 the GNSO Council passed a motion by which it approved the delivery of the advice to the Board. In its motion, the Council endorsed the establishment of the definition, measures and three-year targets for those measures for consumer trust, consumer choice and competition in the context of the domain name system per the ICANN Board approved resolution of 10 December 2010 (2010.12.10.06).

The terms “Consumer”, “Consumer Trust”, “Consumer Choice”, and “Competition” were defined and agreed upon by the Consumer Trust Choice and Competition Working Group (CTCC WG) which comprised of community members from both the GNSO and ALAC. Additionally, metrics and three year targets were created by the CTCC WG for each definition. The three classes of metrics can be summarized as follows:

- Consumer Trust Metrics encompass the confidence in registrations and resolution of the TLD/DNS and that TLD Operators are fulfilling their stated promise and complying with applicable national laws.
- Consumer Choice Metrics are meant to measure the range of options available to consumers by clear and transparent ways so that users can make meaningful distinctions when choosing TLDs. Potential indicators for defensive registrations are also defined.
- Competition Metrics are limited in scope to only measure the actual market rivalry of TLDs, TLD Operators, Service Providers, and Registrars.

The GNSO Council welcomes comments from the Board concerning this Advice Letter.

Jonathan Robinson
Chair, GNSO Council