

## Comments on the gTLD Marketplace Health Index (beta) july 2016 proposal

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2016-August-29th

### Comments

1- Page 1 and 2. The proposed areas of study are focused on the offer and the perception of the offer, not the consumer side. That is, it seems to focus on registries and registrars (which is good) but not looking onto what registrants do with the domains.

This is not an issue *per se* and may have been defined as such from start. Nevertheless, I feel that consumers (registrants) are the ones that move the market – the ones who pay- so we should find ways to get much insight on their needs and behaviors. This may or may not be added into this version of the index, but I think it should be taken into account for future developments.

2- Page 1 and 5. Metric: “demonstrated by growth in new gTLDs and across all gTLDs”  
We all know some of the new gTLDs have no or very little scope. This is good to offer options for the long tail, but trying to measure health and success just looking for the number of registered domains is incomplete. Other metrics like for instance “Information density of a TLD” or “Domains with DNS” may offer a more complete view.

3- Page 10. The marketplace is open to new players.  
It is not just how many new players do we have (registries and registrars) but the market share of each one for different TLDs or families of TLDs. And symmetrically, how many different and market share has each TLD.  
Also page 10 figure 19 should also show data “per region” and/or country.

4- Page 5. Indexes focus on growth. It could be interesting to add also data on how registrants use the domains. Are they in parking, for sale, without DNS ? Are they used by individuals, associations, companies, government agencies ?

5- Pages 6,7,8 and 9. Stats about growth and deletions have to take into account pricing and market policies. Some registries offer domains for free or a very reduced fee. This significantly affects statistics and should be stated too.

6- Page 11. It could be interesting to note why registrars are, voluntarily or involuntarily, deaccredited. Was that due to high ICANN fees, non compliance /legal, technical, etc), lack of interest, etc?  
ICANN already has some of this data, so it would be easy to add to the Index.

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