

Conflicted Domain Names Policy Review Survey



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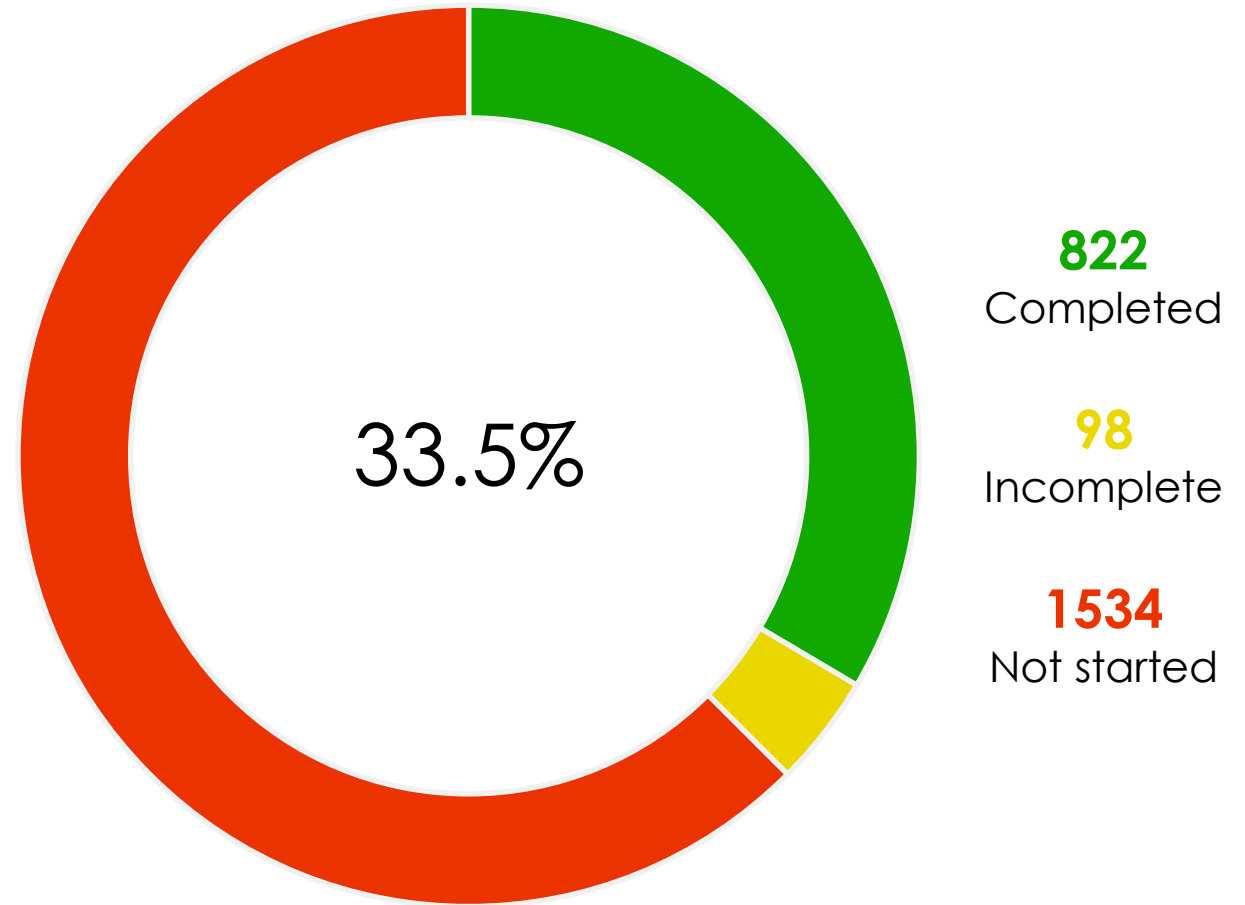
is a conflicted domain name

Participation Rate

2454 people were invited.

822 people completed the survey.

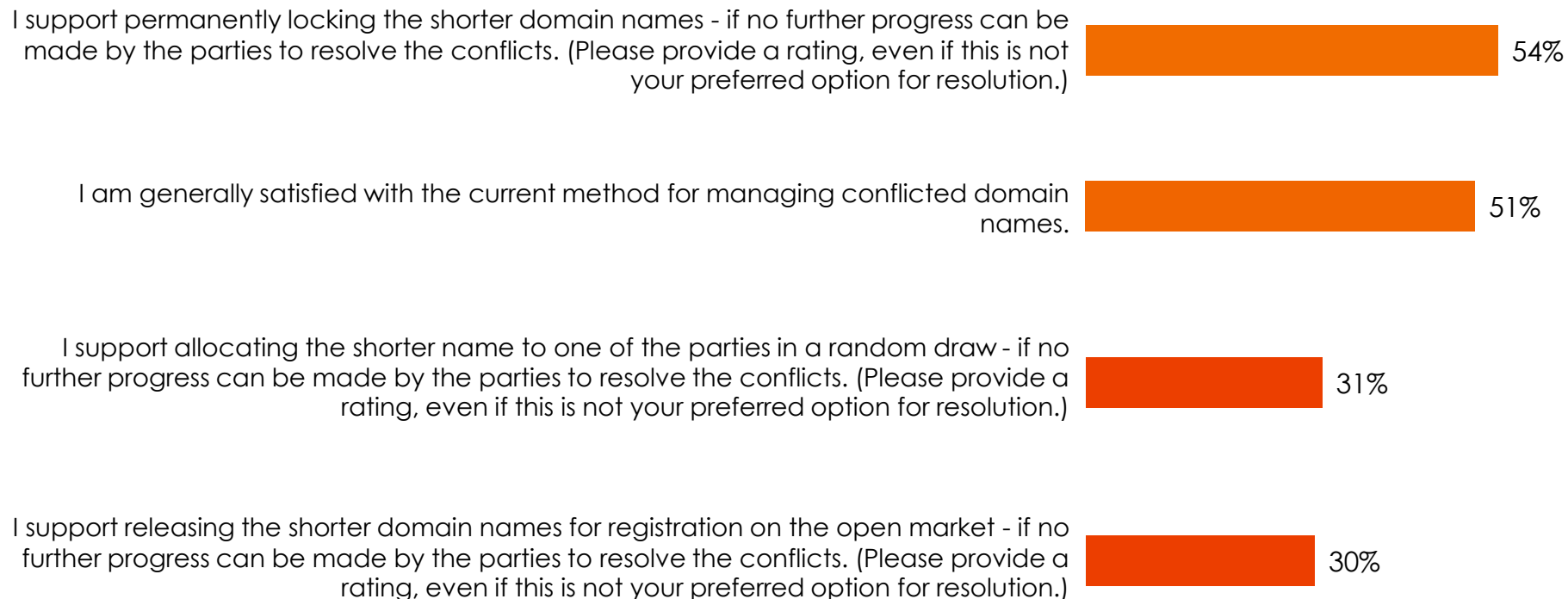
The participation rate is 33.5%.



Participation rates help us understand how representative the feedback is. While we are not aiming for 100%, a higher percentage indicates a representative sample.

Average Question Score by Category

Conflicted names



This is a Strongly Agree – Strongly Disagree Likert scale question type.

Yes-No Questions

Have you taken steps to try and agree who should register the conflicted (shorter) domain name?



Do you hold a registered trademark that matches your domain name?

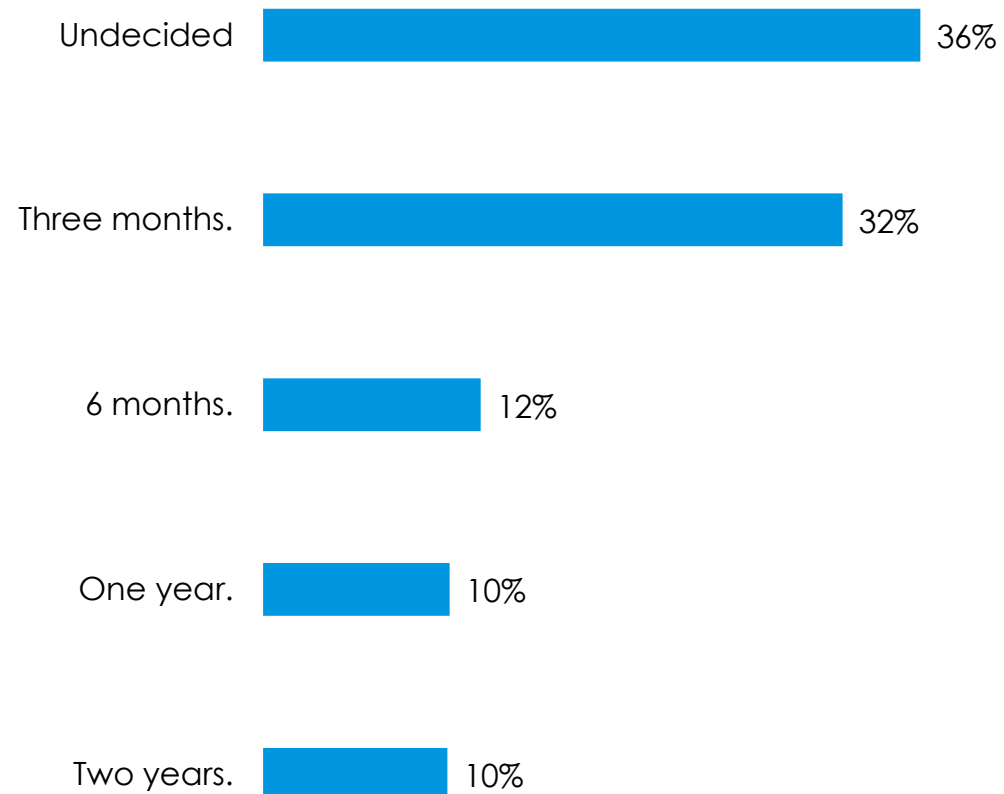


■ Yes % ■ No %

This is a Yes – No question type. The scores are calculated by dividing the count of 'Yes' or 'No' answers by the total count of responses, then converting to a %

Multi-choice Question

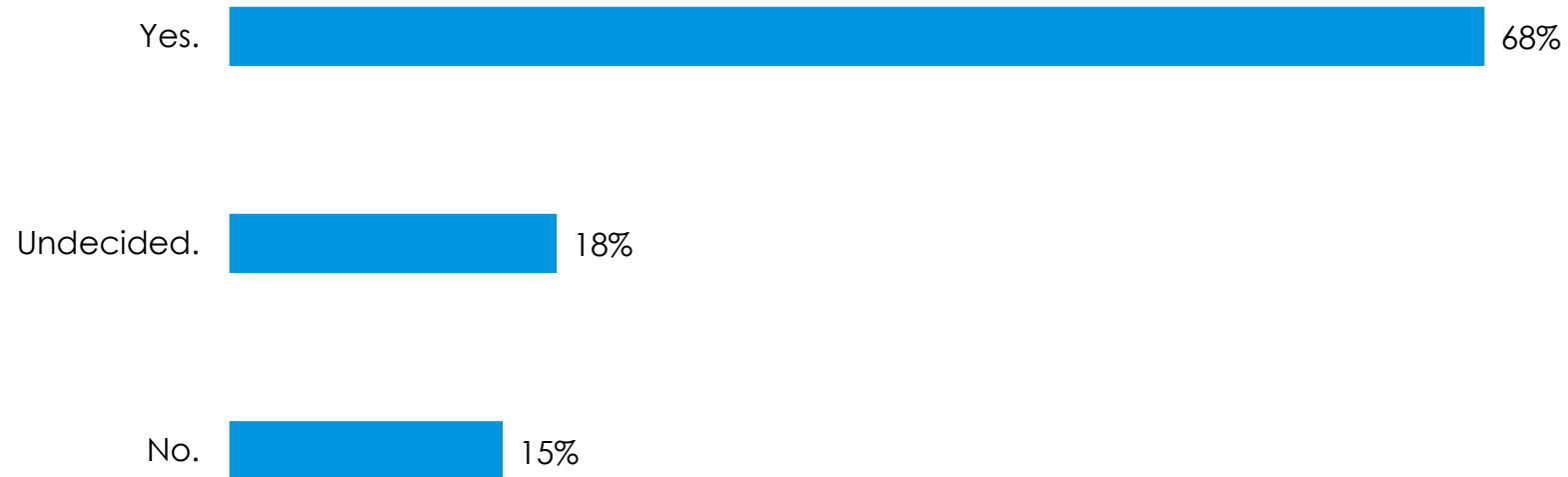
How much further time do you think people in the conflicts should be given to resolve who should register the domain name?



This question allowed 1 choice. It is calculated by dividing the count of responses for an option by the total number of people that completed the question, then converting to a %. Note for single answer question the total may not equal 100% due to rounding to the nearest whole number. For multi-answer questions, the total percentage will be higher than 100%

Multi-choice Question

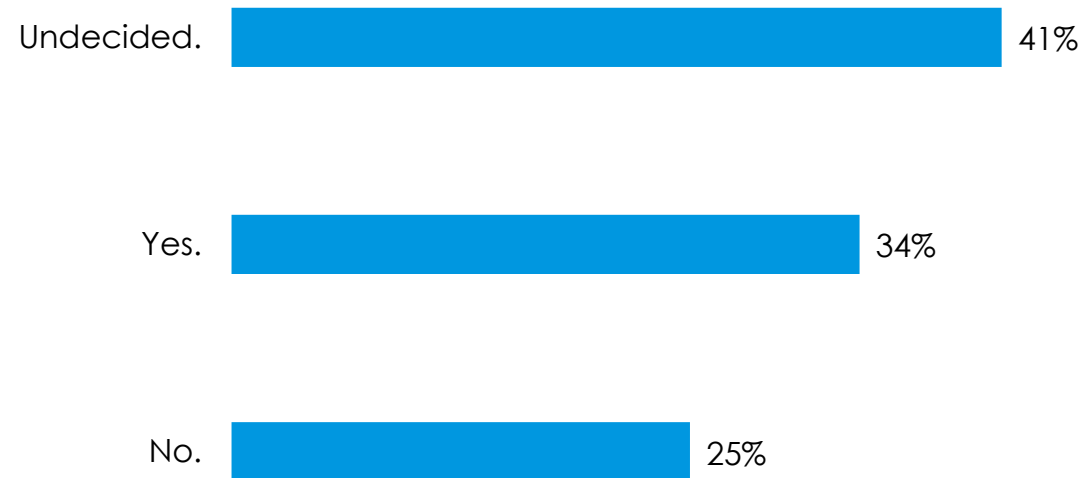
I am interested in registering the shorter domain name.



This question allowed 1 choice. It is calculated by dividing the count of responses for an option by the total number of people that completed the question, then converting to a %. Note for single answer question the total may not equal 100% due to rounding to the nearest whole number. For multi-answer questions, the total percentage will be higher than 100%

Multi-choice Question

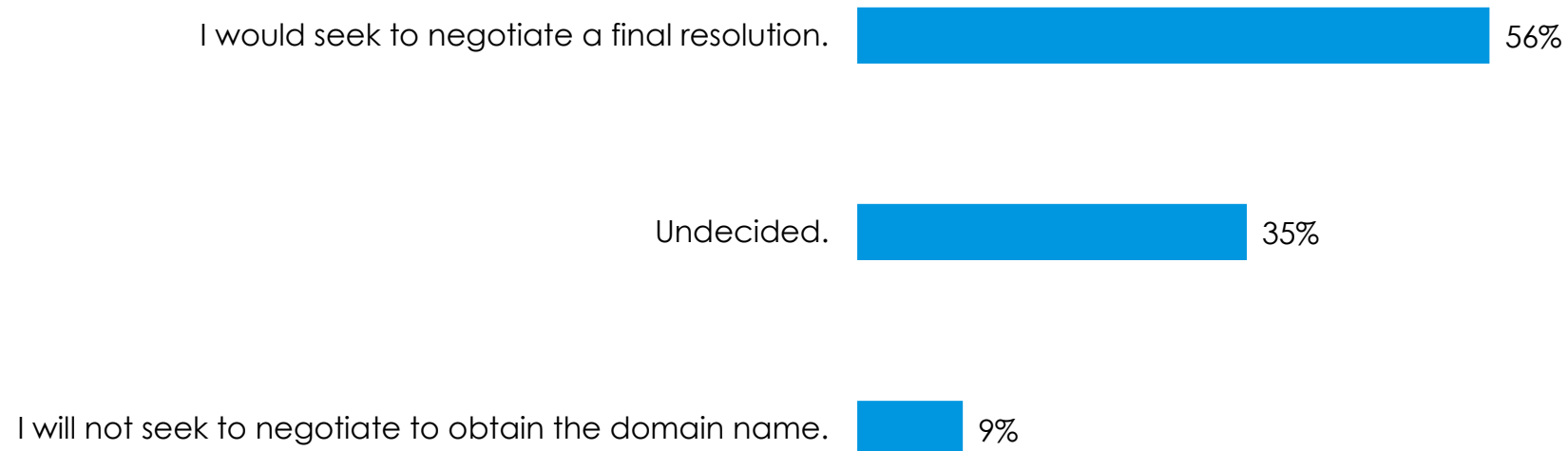
If a private auction between the parties in the conflict was held would you participate?



This question allowed 1 choice. It is calculated by dividing the count of responses for an option by the total number of people that completed the question, then converting to a %. Note for single answer question the total may not equal 100% due to rounding to the nearest whole number. For multi-answer questions, the total percentage will be higher than 100%

Multi-choice Question

If the next step in this process is for the conflicted domain names to be released to the open market for general registration - after a short fina...



This question allowed 1 choice. It is calculated by dividing the count of responses for an option by the total number of people that completed the question, then converting to a %. Note for single answer question the total may not equal 100% due to rounding to the nearest whole number. For multi-answer questions, the total percentage will be higher than 100%

Multi-choice Question

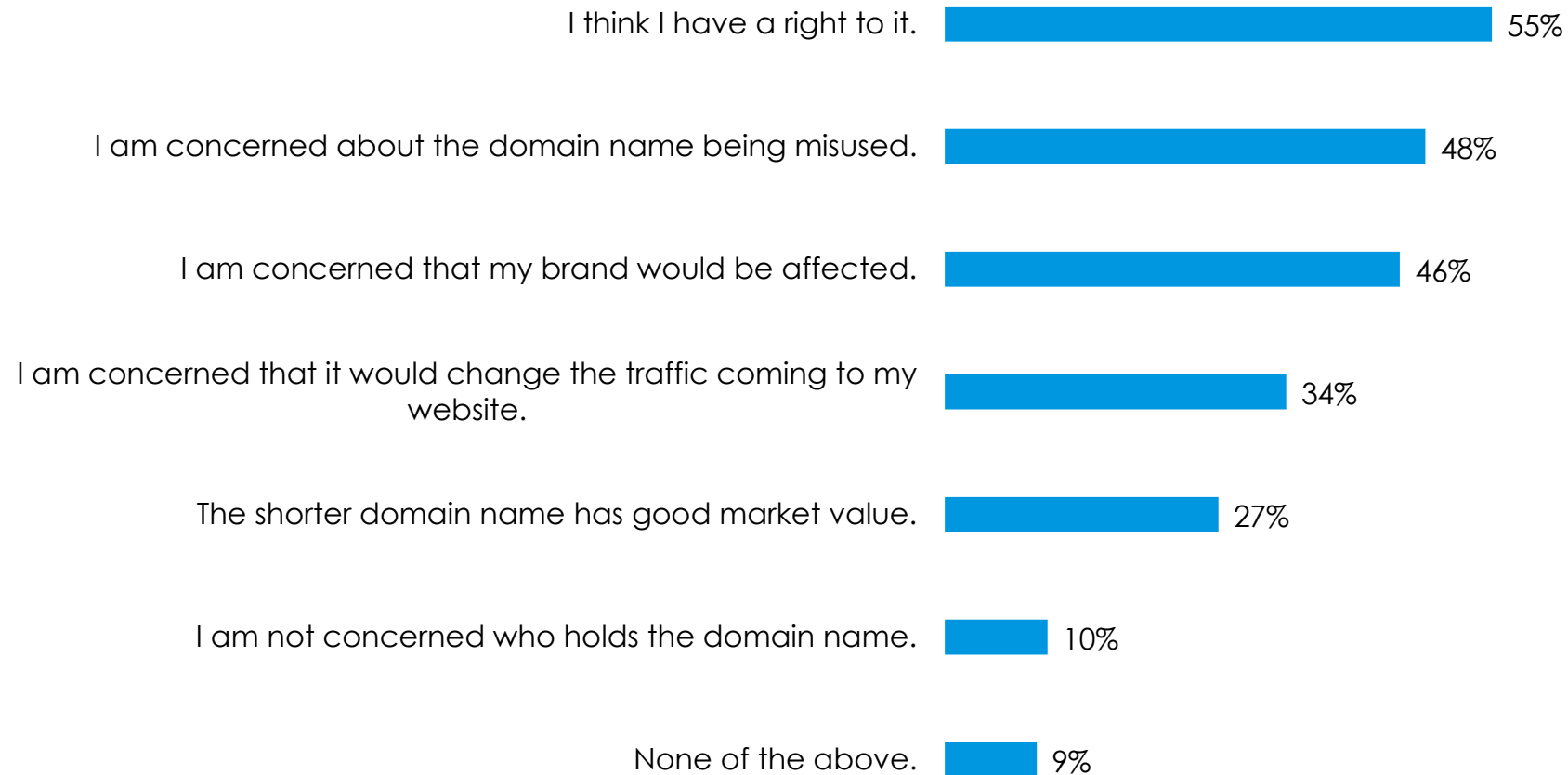
If you became entitled to register the conflicted domain name would you register it?



This question allowed 1 choice. It is calculated by dividing the count of responses for an option by the total number of people that completed the question, then converting to a %. Note for single answer question the total may not equal 100% due to rounding to the nearest whole number. For multi-answer questions, the total percentage will be higher than 100%

Multi-choice Question

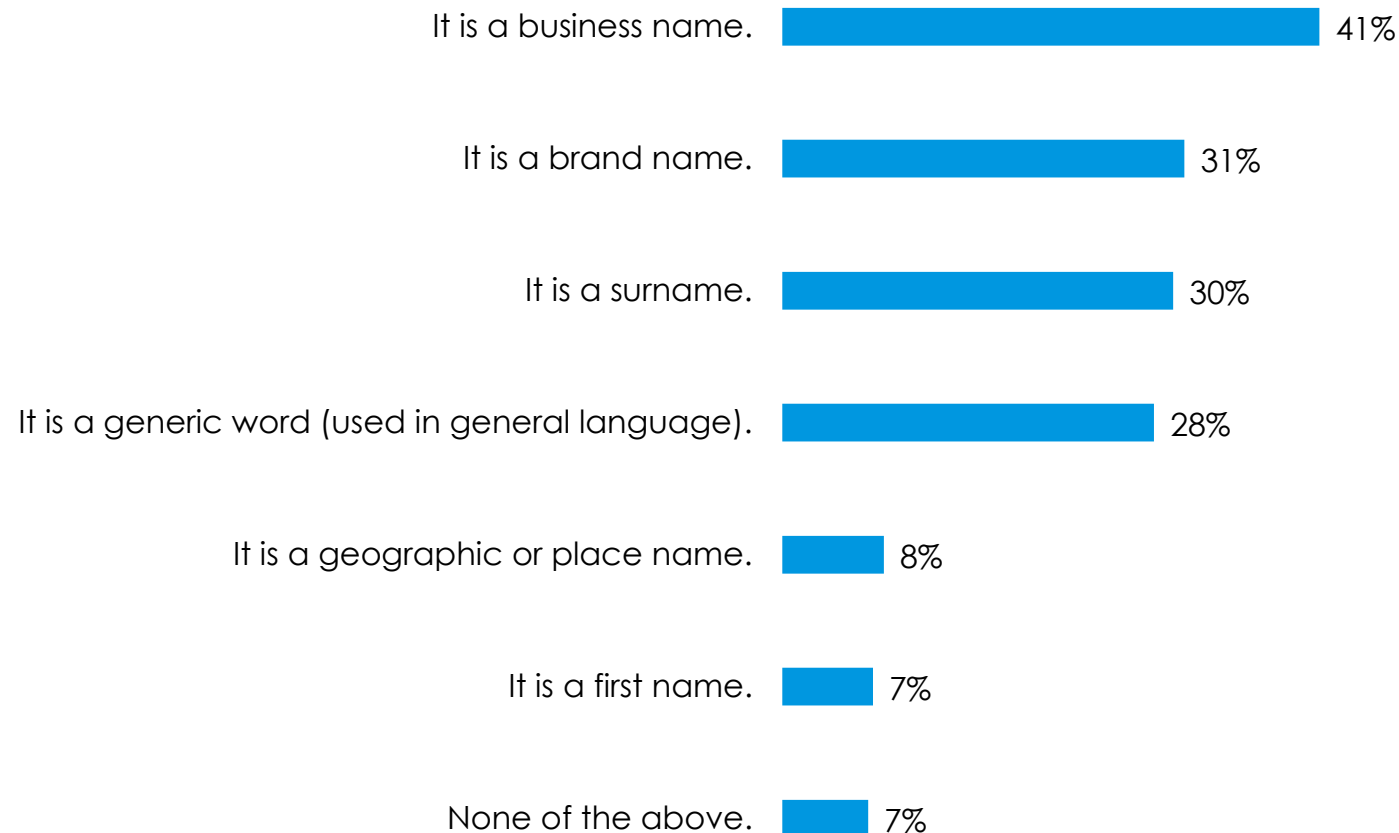
Please select all that apply regarding another person obtaining the shorter version of the domain name.



This question allowed up to 6 choices. It is calculated by dividing the count of responses for an option by the total number of people that completed the question, then converting to a %. Note for single answer question the total may not equal 100% due to rounding to the nearest whole number. For multi-answer questions, the total percentage will be higher than 100%

Multi-choice Question

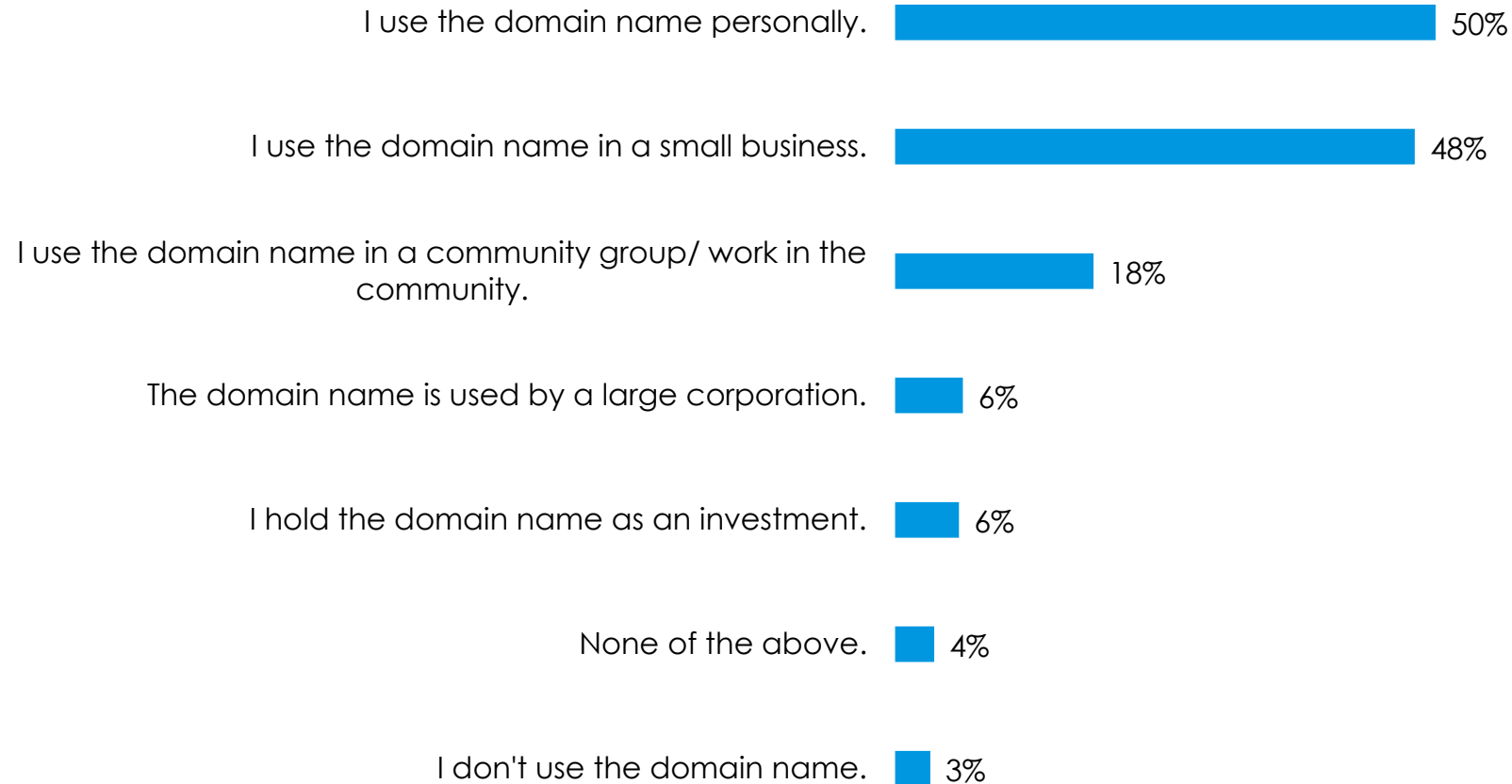
Please select all that apply to your conflicted domain name.



This question allowed up to 6 choices. It is calculated by dividing the count of responses for an option by the total number of people that completed the question, then converting to a %. Note for single answer question the total may not equal 100% due to rounding to the nearest whole number. For multi-answer questions, the total percentage will be higher than 100%

Multi-choice Question

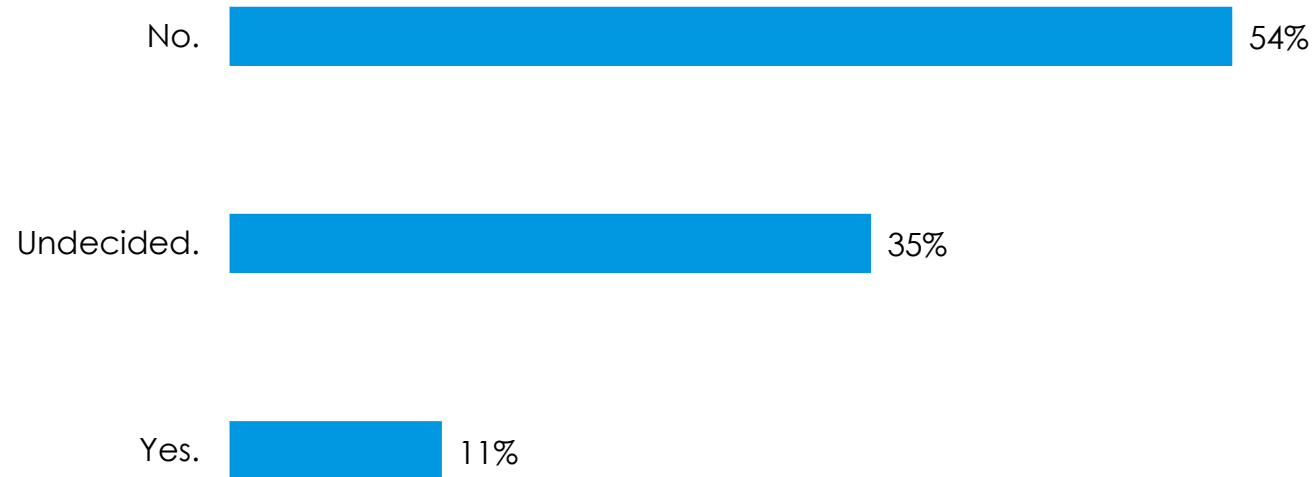
Please select the options that relate to your domain name in the conflict. (Tick all that apply.)



This question allowed up to 6 choices. It is calculated by dividing the count of responses for an option by the total number of people that completed the question, then converting to a %. Note for single answer question the total may not equal 100% due to rounding to the nearest whole number. For multi-answer questions, the total percentage will be higher than 100%

Multi-choice Question

Would you be willing to pay for a facilitator to help negotiate to resolve your conflict?



This question allowed 1 choice. It is calculated by dividing the count of responses for an option by the total number of people that completed the question, then converting to a %. Note for single answer question the total may not equal 100% due to rounding to the nearest whole number. For multi-answer questions, the total percentage will be higher than 100%

Sample of free text question responses

Please state any other suggestion for allocating the shorter domain name that you support.

- 433 free text responses, a large number were about the individual domain name holder's use of their domain name and experience of the conflicted names process.

Key observations

- 51 expressed support for awarding to the oldest domain name, and many others said that age of domain name should be a factor in who should have the domain name
- 11 expressed support for preferring .co.nz over others, and a further 8 mentioned that .co.nz was the primary domain
- 35 stressed that there should be no allocation without agreement, or until there was only one domain name left in the set
- 32 wrote about the benefits of an auction approach
- 39 thought priority should be given to those actively using the domain names (some disagree with domain name investors being in the set)
- 26 stressed that people who refused to respond to approaches to resolve should be eliminated
- 10 suggested adjudication, and a significant number gave diverse criteria to judge the merits of the domain names in set including being a registered company name, business, or New Zealand based
- 21 thought more could be achieved through mediation and dialogue
- 11 preferred that the names be permanently locked
- 10 referred to prioritising trademarks

Sample of free text question responses

Other free text comments.

- A few statements along these lines:
 - Favouring the person with the most equivalent domain names
 - Favouring businesses over clubs
 - Charging people to enter a draw as a fundraiser
 - Requiring a deposit is lodged to eliminate disinterested parties
 - This shouldn't be about the money but about the merits of how the domain names are being used
 - Continued blocking doesn't allow the space to evolve
 - A group could run a 'surname' domain name to provide email addresses to those families
 - A payment from one party to another will solve the issue
 - Difference of bargaining power means expecting agreement isn't 'fair'
 - The other holder is our competitor sitting on the domain name and it's impossible to negotiate
 - The domain name that aligns best with the brand of the user should be preferred
 - The worst result is to leave this in limbo and not end it
 - Some parties don't know how to contact each other or know how to work out who is in the conflict set with them
 - Individuals expressed strong 'ownership' towards a domain name that is a family or hapu name or a long-held business
 - Geographic names are considered by some as regionally important
 - Concern that the release of the shorter name would result in an increase in scams and confusion – including emails arriving at the wrong place