

Publishing tag statistics

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1. Introduction

This paper recommends a policy change regarding the availability of information about tag holders that was previously available to PRSS subscribers and currently is only available to Nominet itself.

2. Background

The old PRSS system allowed tagholders to ascertain the numbers of domain names per tag and the movements of domains each week. Whilst this was not an intended use of PRSS it was not possible to detect that this was taking place provided that the information was not published.

The intended replacements for the PRSS include a new web PRSS and the Domain Availability Checker, neither of which replicate this lost functionality.

From time to time, various tag holders have claimed that they are the largest .uk tagholder in their advertising materials and others have asked Nominet to either confirm or deny these claims. These requests have been refused as the policy currently is that this information is not made public.

Tag holders frequently ask us to disclose where they ran in comparison to other tag holders. These requests are made for a variety of reasons: competitor research; benchmarking of companies of a similar size; comparison between different geographical areas; in preparation for purchasing other tag holders' businesses or because they are considering entering the domain name market.

Finally, one of the new requests to come from the recent Member lunch programme has been that, in line with increasing transparency of information from Nominet, the policy regarding tag holder information should change to make this information freely available.

3. Proposal

The policy proposal is that a set of tag holder statistics should be openly and publicly available via our website. This set of statistics would be the following figures per tag published at the beginning of each month relating to the previous month:

- domains on tag at the end of the last month
- new domains registered in the last month
- domains renewed in the last month
- domains transferred to another tag in the last month
- domains transferred to this tag in the last month

This information will be made available with the following restrictions:

- No format is being specified as policy to allow the Board/Executive to change formats to suit operational need.

- Publication will not be immediately at the end of each month. The is to allow the Board/Executive to analyse the data and possibly publish that analysis before the main figures are released.
- All reproduction or use of those figures by third parties will need to include proper attribution to Nominet as the source of those figures.

4. Recommendation

The PAB is asked to consider the following resolution:

“The PAB resolves to recommend the policy change of publishing monthly statistics about tags, including the number of domains per tag, the number of new registrations per month, the number of renewals per month, and the number transferred in and out per month.”