



IANA Engagement Survey 2024

Final Report – February 2025

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About the study

01



echo

METHODOLOGY – STUDY APPROACH

In 2024 fieldwork was conducted over October and December 2024.

- Echo Research has conducted the IANA Engagement Survey on behalf of ICANN since 2013. Carried out annually the study monitors engagement and satisfaction among IANA's customers and external stakeholders, providing trends and analysis by customer groups.
- To maximize engagement and responses to the survey, pre-launch communications were sent out from ICANN to all customers, advising them of when to expect the survey, as well as highlighting the purpose and value of the study.
- 862 members classified as ccTLD Operators, gTLD Operators, Trusted Community Representatives and Root Server Operators were emailed the survey directly by Echo. All other customers were offered the survey via a QR code at relevant events which took place in October and November 2024. Reminder emails were sent by Echo and IANA to all direct customers.
- Survey restructuring involved key open-ended questions being moved to the start of the survey, and a reduction in the number of statements, from 17 in 2023 to 11 in 2024. Average comparisons have been recalculated to allow a like-for-like comparison with the statements currently included. A list of the statements removed from the 2024 survey can be found in the appendix.
- Each statement measures customer perception of IANA as it relates to its credibility, transparency, attentiveness, fairness, timeliness and accountability.
- Audience groups that have a low base size (under 5) have been marked with an *. Base sizes can be found in the notes section of each slide. More details regarding audience groups and statements asked of them can be found in the appendix.
- The average time to complete the survey was 7 minutes

METHODOLOGY – SAMPLE BREAKDOWN

In 2024, 150 individual respondents completed the survey, up from 105 the previous wave, resulting in the following sample breakdown below:

AUDIENCE GROUP NAME	2024			2023		
	TOTAL SAMPLE AVAILABLE	TOTAL NO. COMPLETES	% RESPONSE RATE ACHIEVED	TOTAL SAMPLE AVAILABLE	TOTAL NO. COMPLETES	% RESPONSE RATE ACHIEVED
Customer Standing Committee	12	4	33%	8	8	100%
ccTLD Operators	470	76	16%	457	35	8%
ccNSO Council	18	11	61%	18	13	72%
gTLD Operators	340	27	8%	348	21	6%
gNSO Council	21	3	10%	21	0	0%
Trusted Community Representatives	29	10	34%	27	1	4%
Root Server Operators	23	3	13%	21	3	14%
Internet Numbers Resources Leadership and Oversight	15	3	20%	25	11	44%
IETF Leadership	30	12	40%	19	0	0%
Protocol Parameter Community	n/a	6	n/a	N/A	1	-
Other audience	n/a	7	n/a	N/A	12	-
	958	150	16%	944	105	11%

In 2024 Twelve respondents were classified within two membership types

METHODOLOGY – SAMPLE BREAKDOWN

Respondents have been analyzed based on the following groups

COMMUNITY LEADERSHIP 40 respondents	Customer Standing Committee
	ccNSO Council
	gNSO Council
	Trusted Community Representatives
	Internet Numbers Resources Leadership and Oversight
	IETF Leadership
OPERATIONS CUSTOMERS 106 respondents	ccTLD Operators
	gTLD Operators
	Root Server Operators
	Protocol Parameter Community
OTHER AUDIENCE 7 respondents	Self-describing themselves from the event survey link

Three respondents were classified within two audience groups

NAMING FUNCTION 123 respondents	Customer Standing Committee
	ccTLD Operators
	ccTLD Council
	gTLD Operators
	ccTLD Operators
	Trusted Community Representatives
	Root Server Operators
	NUMBERING FUNCTION 3 respondents
PROTOCOL PARAMETERS 18 respondents	IETF Leadership
	IETF Community
OTHER AUDIENCE 7 respondents	Self-identifying their area of interest from the event survey link

One respondent was classified within two function groups

Summary

02



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2024 IANA ANNUAL ENGAGEMENT SURVEY - KEY HIGHLIGHTS

Overall score among customer segments has increased year-on-year; mean scores for four out of six segments have increased in 2024.

METHODOLOGY



Survey results are based on responses collected between **9 October – 14 December 2024**



The average length of interview was **7 minutes**

OVERALL SCORE



The overall score among segments increased to **4.2***



OPERATIONS CUSTOMERS



Perceptions have **increased for three statements**, but **decreased for one statement** year-on-year



Largest improvement seen for **Accountability** (+0.2)



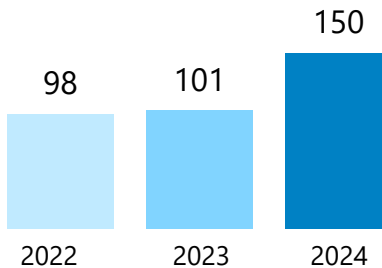
Fairness is highest rated statement (4.3)

SAMPLE OVERVIEW



NUMBER OF SURVEY RESPONDENTS BY YEAR

150 respondents completed the survey in 2024



SEGMENT PERFORMANCE (MEAN)



↔ ↑ *Mean rating change vs. last year

COMMUNITY LEADERSHIP



Perceptions of **all** statements have improved year-on-year



Largest improvement seen for **Timeliness** (+0.5)

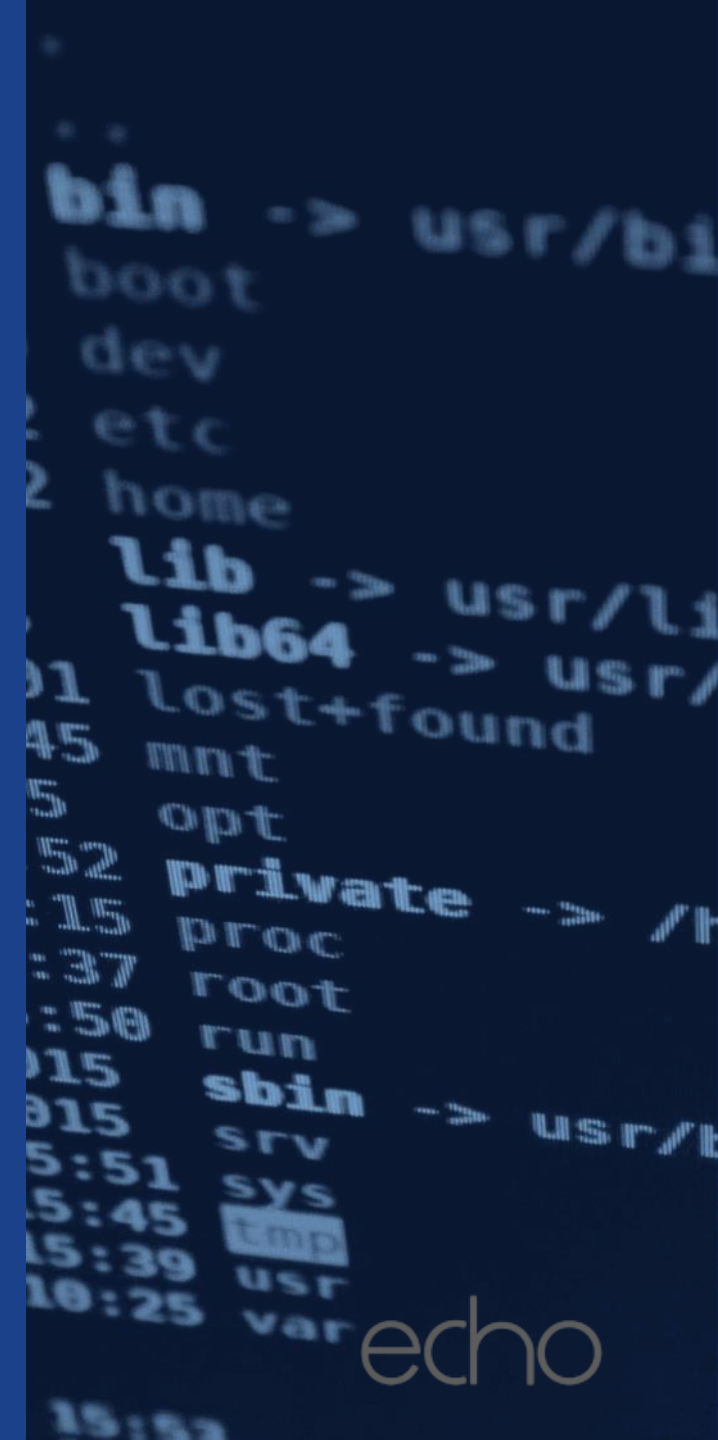


Fairness is highest rated statement (4.5)

* The overall score has been calculated based on 8 key statements (reduced from 17 statements in 2023)

Overall results

03



PERCEPTIONS OF IANA - STATEMENTS

Details of the perception statements asked of respondents in the 2024 survey are outlined below.

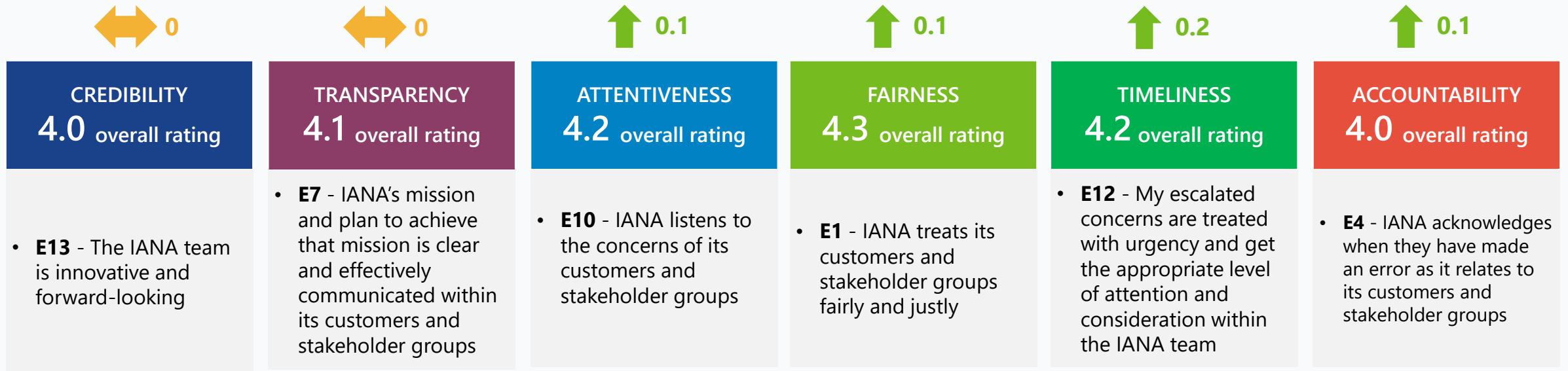
Thinking about the relationship between IANA and the ICANN community group(s) you represent, to what extent do you agree or disagree with the following statements about IANA?

Categories represent average rating on 5-point scale where 5=strongly agree and 1=strongly disagree

CREDIBILITY	TRANSPARENCY	ATTENTIVENESS	FAIRNESS	TIMELINESS	ACCOUNTABILITY
<ul style="list-style-type: none">E13 - The IANA team is innovative and forward-looking	<ul style="list-style-type: none">E7 - IANA's mission and plan to achieve that mission is clear and effectively communicated within its customers and stakeholder groups	<ul style="list-style-type: none">E10 - IANA listens to the concerns of its customers and stakeholder groups	<ul style="list-style-type: none">E1 - IANA treats its customers and stakeholder groups fairly and justly	<ul style="list-style-type: none">E12 - My escalated concerns are treated with urgency and get the appropriate level of attention and consideration within the IANA team	<ul style="list-style-type: none">E4 - IANA acknowledges when they have made an error as it relates to its customers and stakeholder groups

PERCEPTIONS OF IANA – ALL STAKEHOLDER GROUPS

Perceptions of IANA have remained consistent with 2023, with small rises shown when considering timeliness, accountability, attentiveness and fairness.



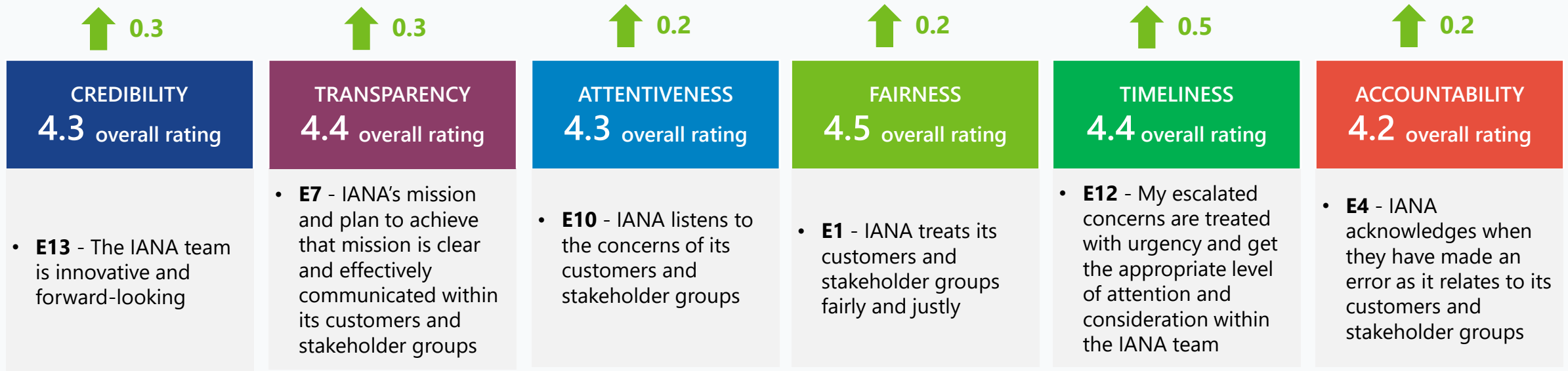
Q. Thinking about the relationship between IANA and the ICANN community group(s) you represent, to what extent do you agree or disagree with the following statements about IANA?

Categories represent average rating on 5-point scale where 5=strongly agree and 1=strongly disagree

Base: Asked of all respondents who did not select S6, S10, S11 only at C2 (n=128), excluding 'don't know'

PERCEPTIONS OF IANA – COMMUNITY LEADERSHIP

There has been an overall increase in Community Leadership perceptions year-on-year, with timeliness seeing the biggest uplift.

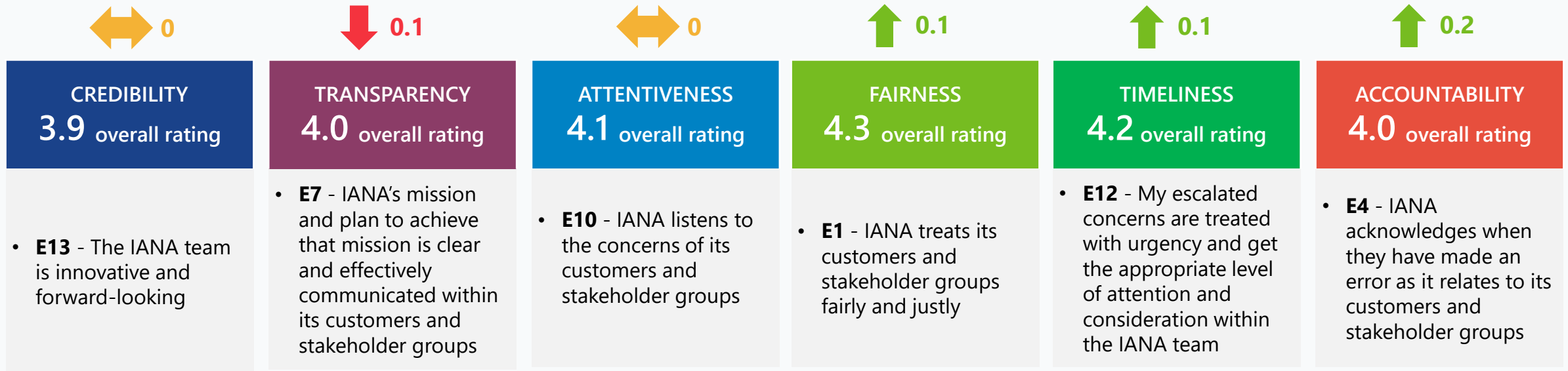


Q. Thinking about the relationship between IANA and the ICANN community group(s) you represent, to what extent do you agree or disagree with the following statements about IANA?
Categories represent average rating on 5-point scale where 5=strongly agree and 1=strongly disagree

Base: Asked of all respondents who did not select they were a Trusted Community Representative, or Protocol Parameter Community, or Other audience (self-identifying) only at C2 and classified as Community Leadership (n=29), excluding 'don't know'

PERCEPTIONS OF IANA – OPERATION CUSTOMERS

Year-on-year perceptions among Operation Customers are mixed, with uplifts seen in accountability, fairness and timeliness, but a small decline is seen in transparency

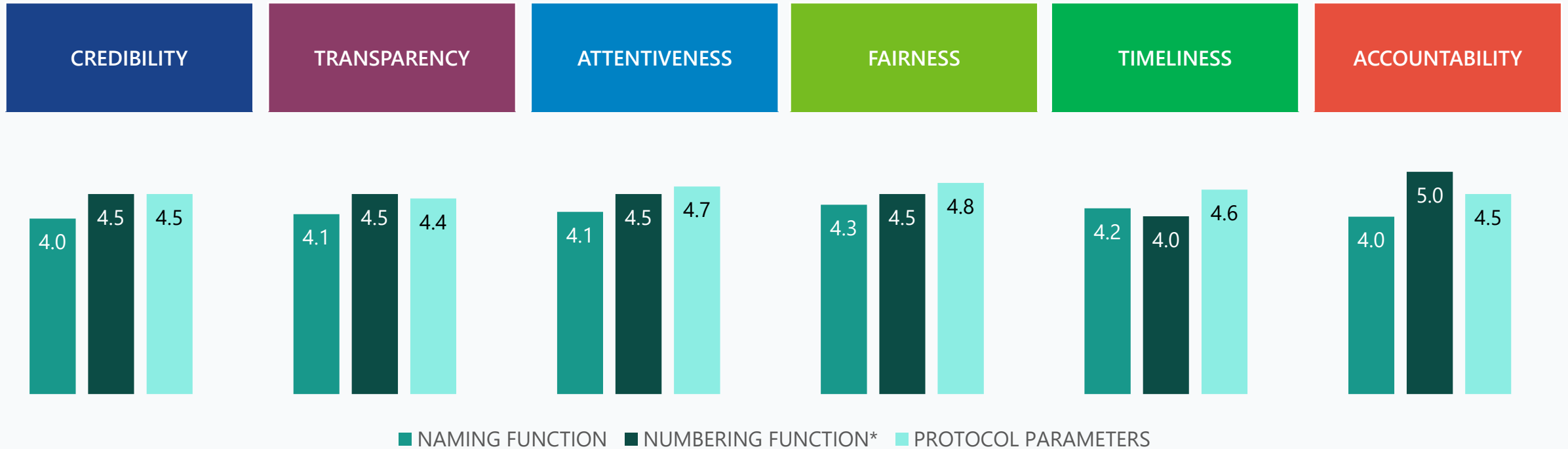


Q. Thinking about the relationship between IANA and the ICANN community group(s) you represent, to what extent do you agree or disagree with the following statements about IANA?
Categories represent average rating on 5-point scale where 5=strongly agree and 1=strongly disagree

Base: Asked of all respondents who did not select they were a Trusted Community Representative, or Protocol Parameter Community, or Other audience (self-identifying) only at C2 and classified as Operations Customers (n=101), excluding 'don't know'

PERCEPTIONS OF IANA BY FUNCTION

Fairness was rated the highest among Protocol Parameter and Naming customers while the Numbers community gave the maximum score for Accountability.



Q. Thinking about the relationship between IANA and the ICANN community group(s) you represent, to what extent do you agree or disagree with the following statements about IANA?
Categories represent average rating on 5-point scale where 5=strongly agree and 1=strongly disagree

Base: Naming Function (includes those classified as Customer Standing Committee, ccTLD Operators, ccNSO Council, gTLD Operators, gNSO Council, Trusted Community Representatives, Root Server Operators, n=115), Numbering Function (Internet Numbers Resources Leadership and Oversight, n=2), Protocol Parameters (IETF Leadership, Protocol Parameter Community, n=12), excluding 'don't know'.

*CAUTION. Low base size

Results across measures

04

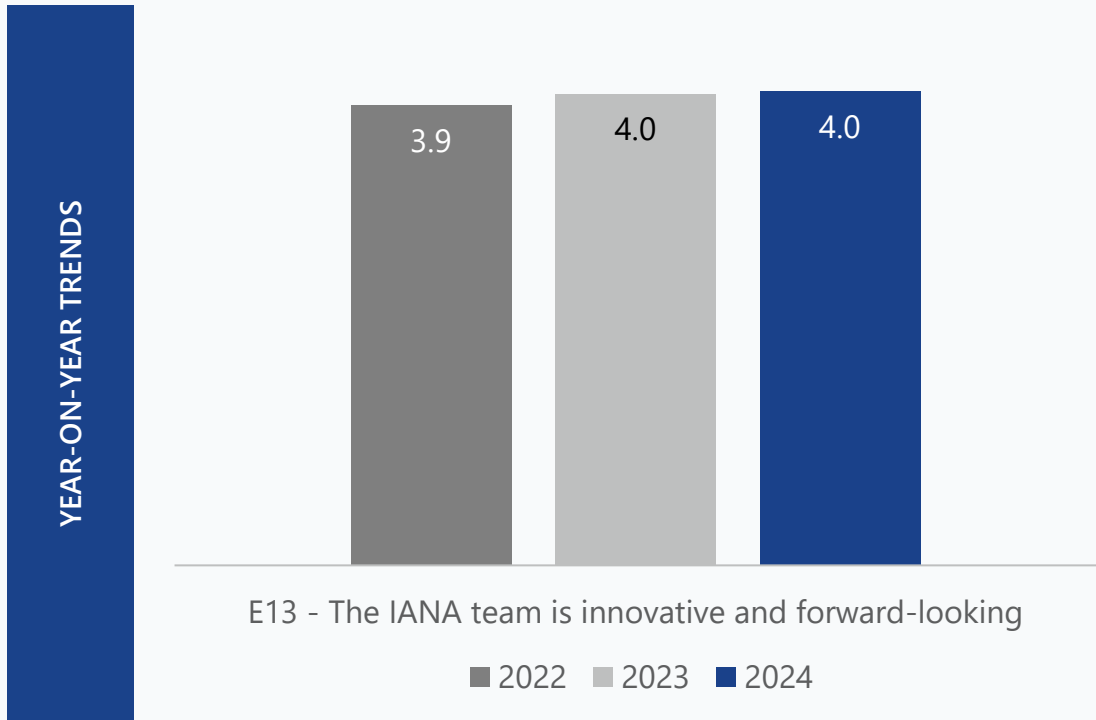


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PERCEPTIONS OF IANA – CREDIBILITY

Perceptions of the IANA team as innovative and forward-looking remain consistent year-on-year.

Average rating on 5-point scale:
 5 = Strongly agree; 4 = Agree; 3 = Neutral – do not agree/disagree;
 2 = Disagree; 1 = Strongly disagree



Average ratings on 5-point scale by audience group

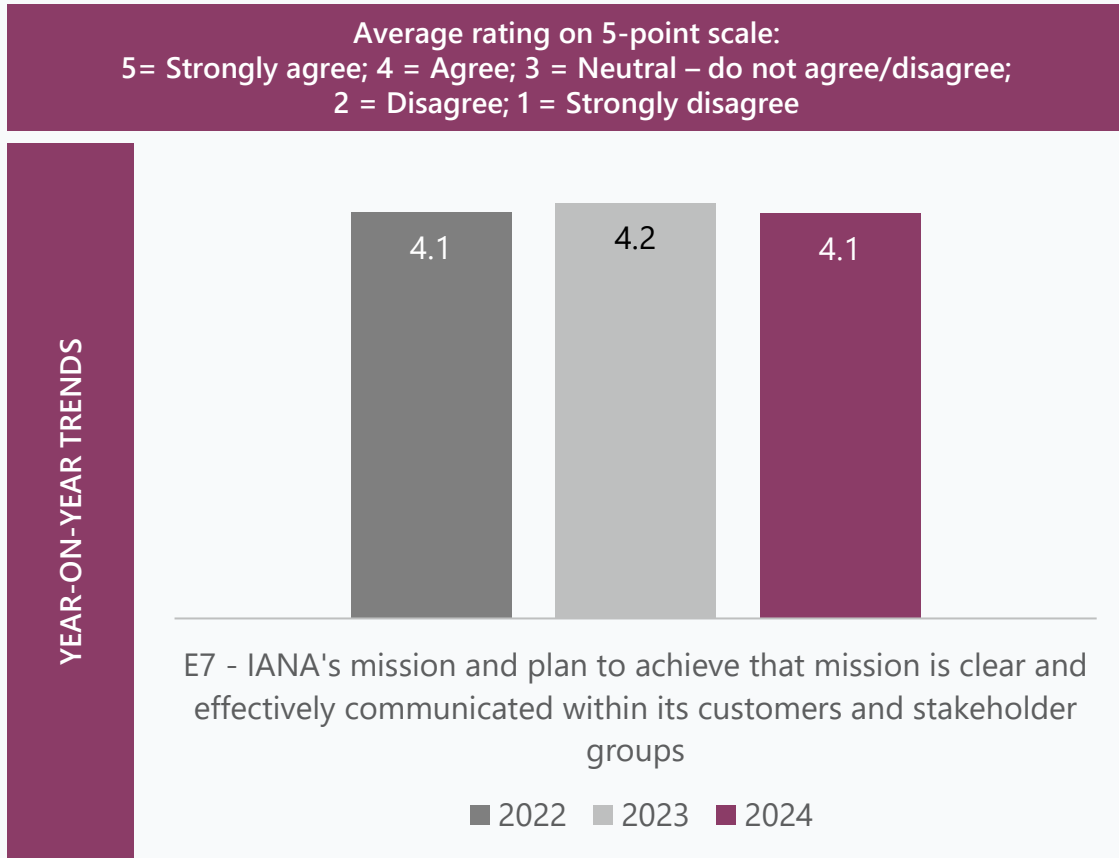
E13

2024 RATINGS

Customer Standing Committee*	4.0
ccTLD Operators	4.0
ccNSO Council	4.1
gTLD Operators	3.5
gNSO Council*	4.0
Trusted Community Representatives*	5.0
Root Server Operators*	4.7
Internet Numbers Resources Leadership and Oversight*	4.5
IETF Leadership	4.5
Protocol Parameter Community*	5.0

PERCEPTIONS OF IANA – TRANSPARENCY

While customer understanding of IANA’s mission remains high, it does see a small decline among some stakeholder groups.



Average ratings on 5-point scale by audience group

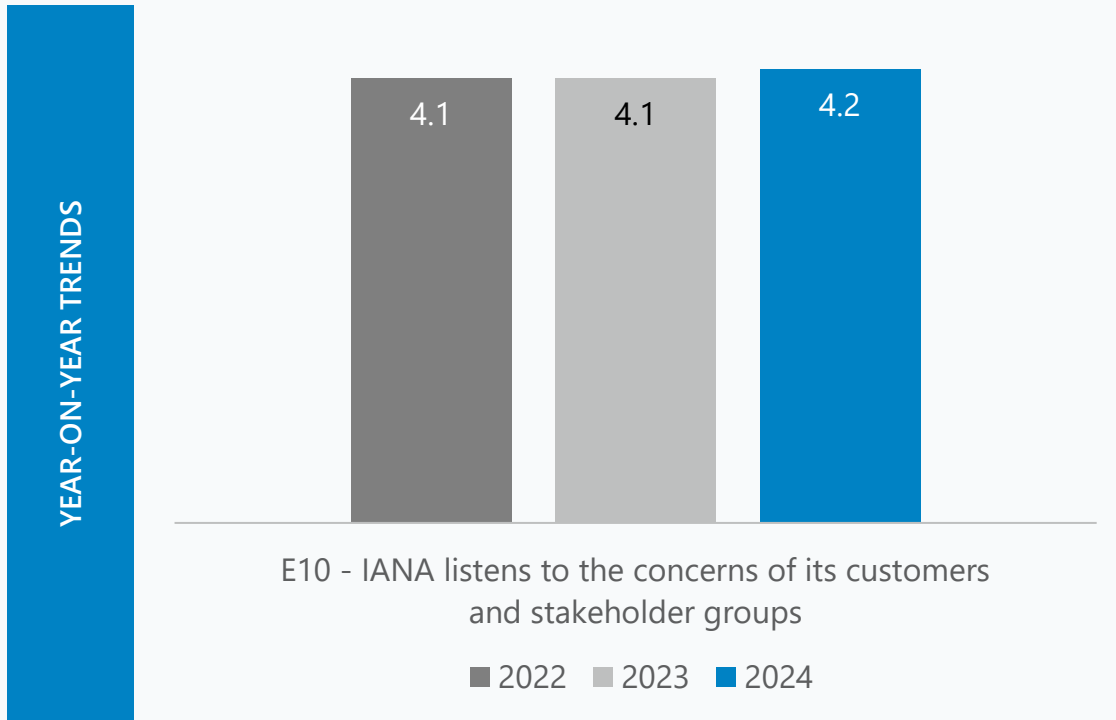
2024 RATINGS

Audience Group	Rating
Customer Standing Committee*	4.0
ccTLD Operators	4.1
ccNSO Council	4.2
gTLD Operators	3.7
gNSO Council*	4.0
Trusted Community Representatives*	5.0
Root Server Operators*	5.0
Internet Numbers Resources Leadership and Oversight*	4.5
IETF Leadership	4.4
Protocol Parameter Community*	4.0

PERCEPTIONS OF IANA – ATTENTIVENESS

Perceptions that IANA listens to the concerns of customers and stakeholders has increased year-on-year.

Average rating on 5-point scale:
 5 = Strongly agree; 4 = Agree; 3 = Neutral – do not agree/disagree;
 2 = Disagree; 1 = Strongly disagree



Average ratings on 5-point scale by audience group

E10

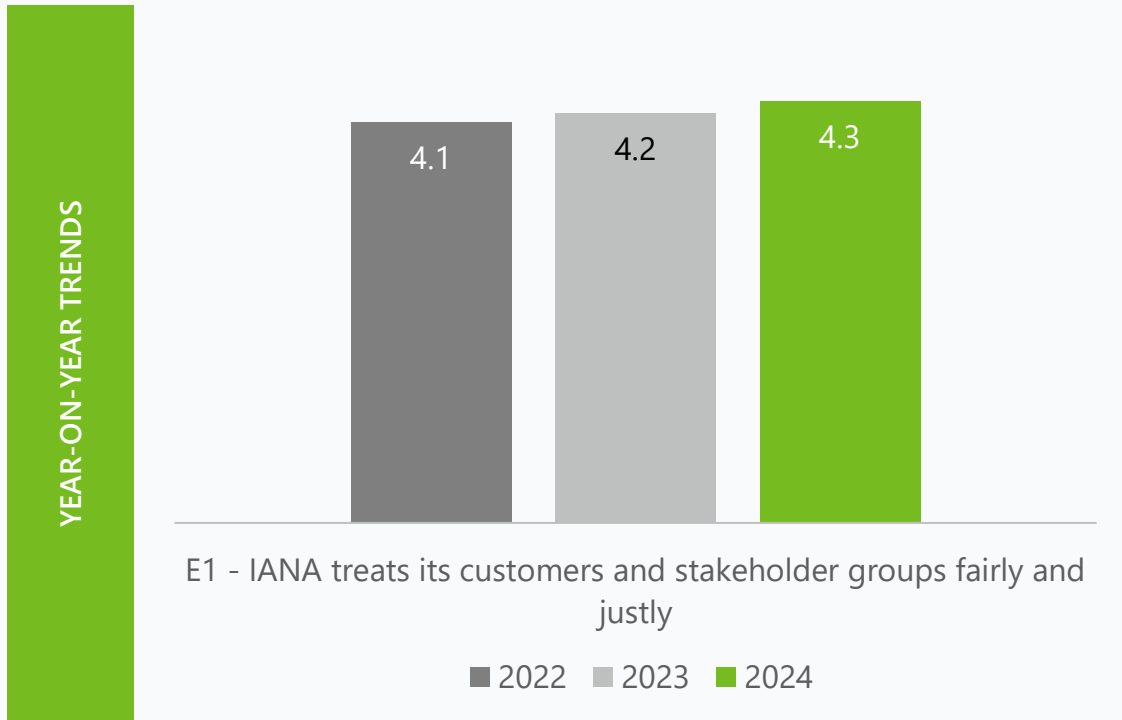
2024 RATINGS

Customer Standing Committee*	4.3
ccTLD Operators	4.2
ccNSO Council	3.8
gTLD Operators	4.0
gNSO Council*	4.0
Trusted Community Representatives*	5.0
Root Server Operators*	4.5
Internet Numbers Resources Leadership and Oversight*	4.5
IETF Leadership	4.7
Protocol Parameter Community*	4.0

PERCEPTIONS OF IANA – FAIRNESS

Stakeholder perceptions that IANA treats its customers and stakeholders fairly continue to increase year-on-year.

Average rating on 5-point scale:
5 = Strongly agree; 4 = Agree; 3 = Neutral – do not agree/disagree;
2 = Disagree; 1 = Strongly disagree



Average ratings on 5-point scale by audience group

E1

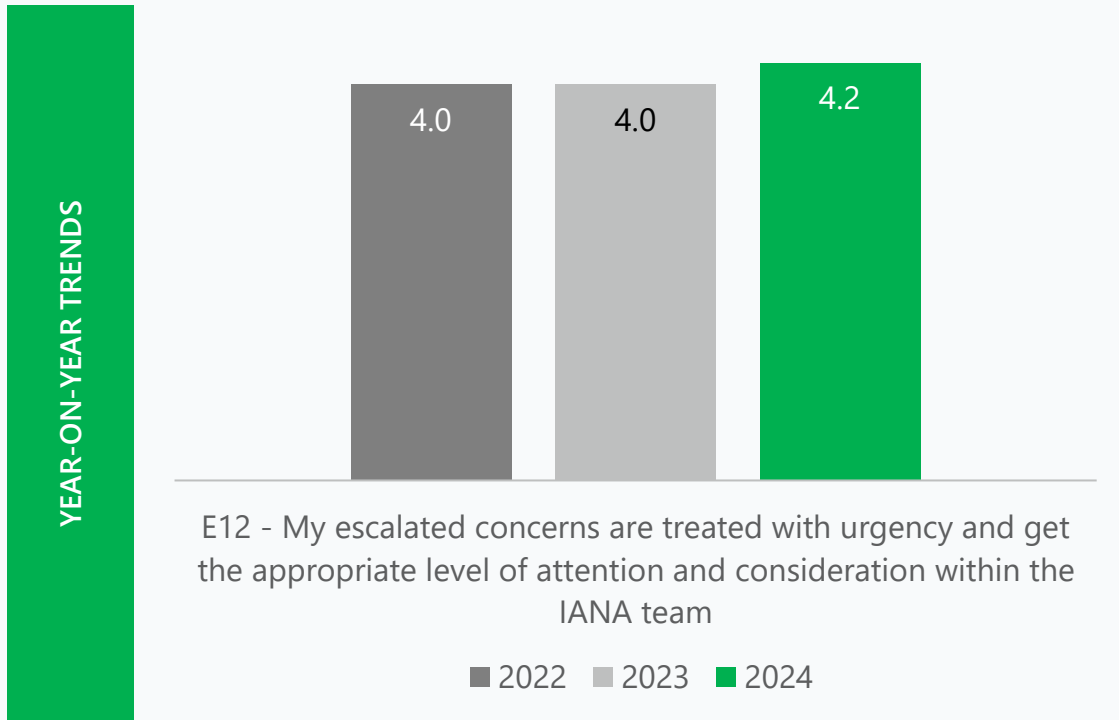
2024 RATINGS

Customer Standing Committee*	4.5
ccTLD Operators	4.3
ccNSO Council	4.1
gTLD Operators	4.1
gNSO Council*	3.0
Trusted Community Representatives*	5.0
Root Server Operators*	5.0
Internet Numbers Resources Leadership and Oversight*	4.5
IETF Leadership	4.8
Protocol Parameter Community*	4.0

PERCEPTIONS OF IANA – TIMELINESS

Perceptions of IANA’s timeliness, that they deal with stakeholder concerns urgently and appropriately, see a positive year-on-year increase.

Average rating on 5-point scale:
 5= Strongly agree; 4 = Agree; 3 = Neutral – do not agree/disagree;
 2 = Disagree; 1 = Strongly disagree



Average ratings on 5-point scale by audience group

E12

2024 RATINGS

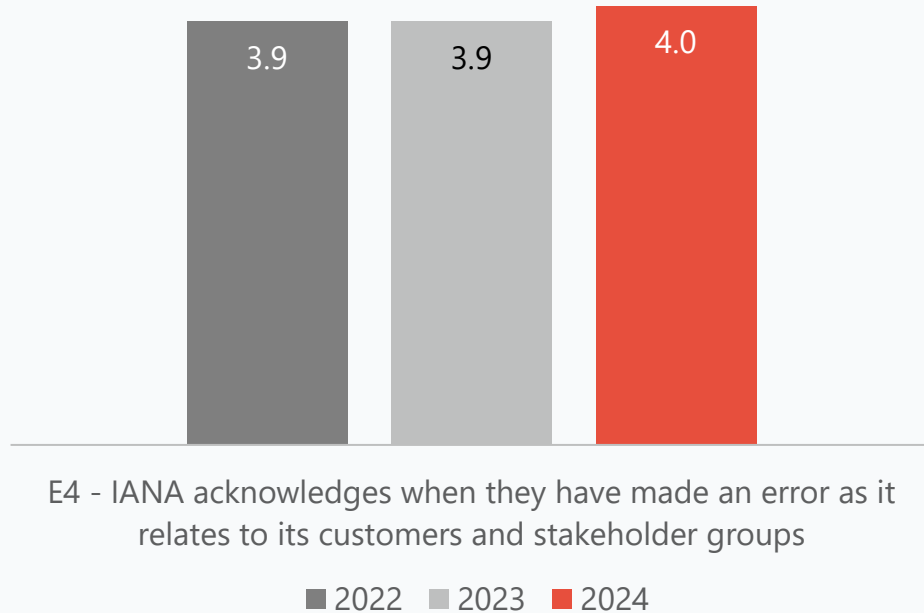
Customer Standing Committee*	4.0
ccTLD Operators	4.1
ccNSO Council	4.3
gTLD Operators	4.2
gNSO Council*	3.0
Trusted Community Representatives*	5.0
Internet Numbers Resources Leadership and Oversight*	4.0
IETF Leadership	4.7
Protocol Parameter Community*	4.0

PERCEPTIONS OF IANA – ACCOUNTABILITY

There has been a positive uplift among customers and stakeholders in the perceptions of IANA’s accountability.

Average rating on 5-point scale:
 5= Strongly agree; 4 = Agree; 3 = Neutral – do not agree/disagree;
 2 = Disagree; 1 = Strongly disagree

YEAR-ON-YEAR TRENDS



Average ratings on 5-point scale by audience group

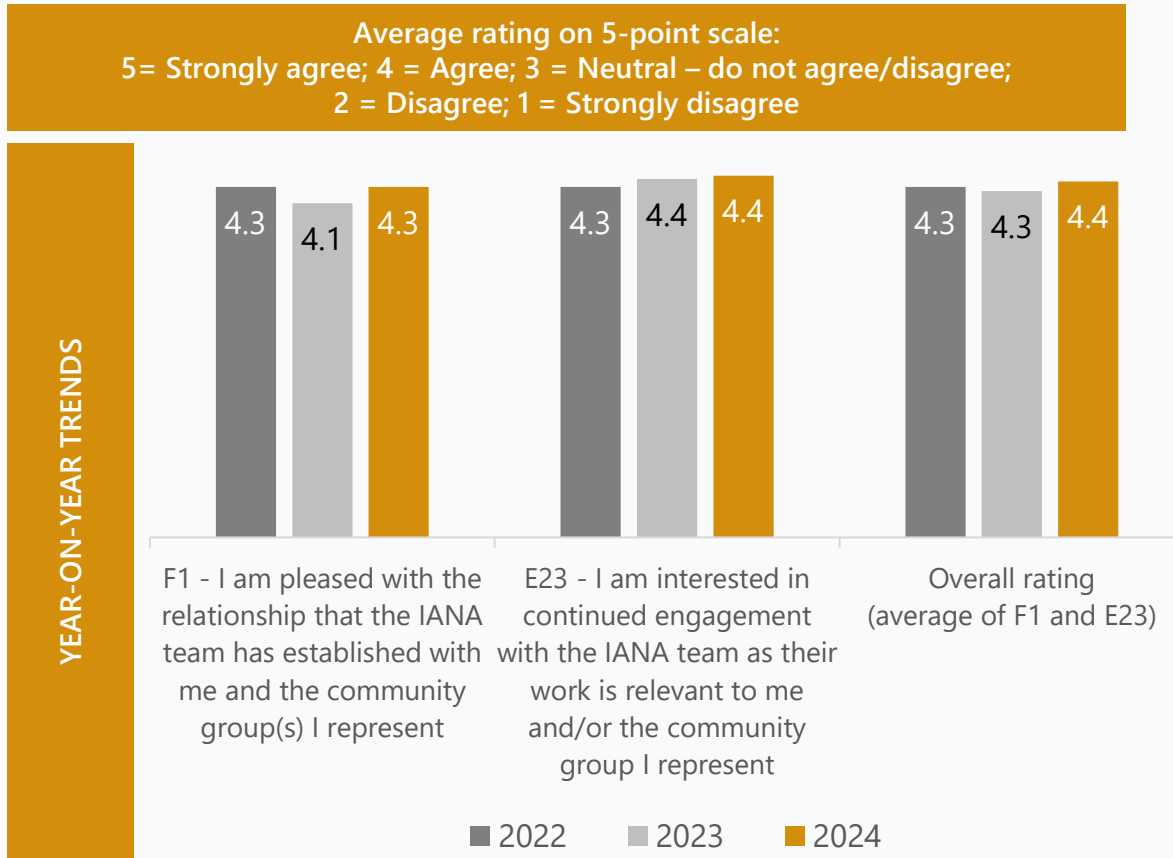
E4

2024 RATINGS

Customer Standing Committee*	4.0
ccTLD Operators	4.1
ccNSO Council	3.8
gTLD Operators	3.8
gNSO Council*	4.0
Trusted Community Representatives*	5.0
Root Server Operators*	5.0
Internet Numbers Resources Leadership and Oversight*	5.0
IETF Leadership	4.6
Protocol Parameter Community*	4.0

PERCEPTIONS OF IANA – RELATIONSHIP WITH IANA

The overall relationship with IANA continues to be rated positively; ongoing engagement retains a high level of interest, and satisfaction with the current relationship with IANA has increased.



Average ratings on 5-point scale by audience group

	F1	E23	Overall Rating
2024 RATINGS			
Customer Standing Committee*	3.8	4.8	4.3
ccTLD Operators	4.3	4.5	4.4
ccNSO Council	4.0	4.6	4.3
gTLD Operators	4.0	4.1	4.1
gNSO Council*	4.0	4.7	4.3
Trusted Community Representatives*	5.0	5.0	5.0
Root Server Operators*	5.0	4.7	4.8
Internet Numbers Resources Leadership and Oversight*	4.5	5.0	4.8
IETF Leadership	4.7	4.8	4.8
Protocol Parameter Community*	4.0	4.0	4.0

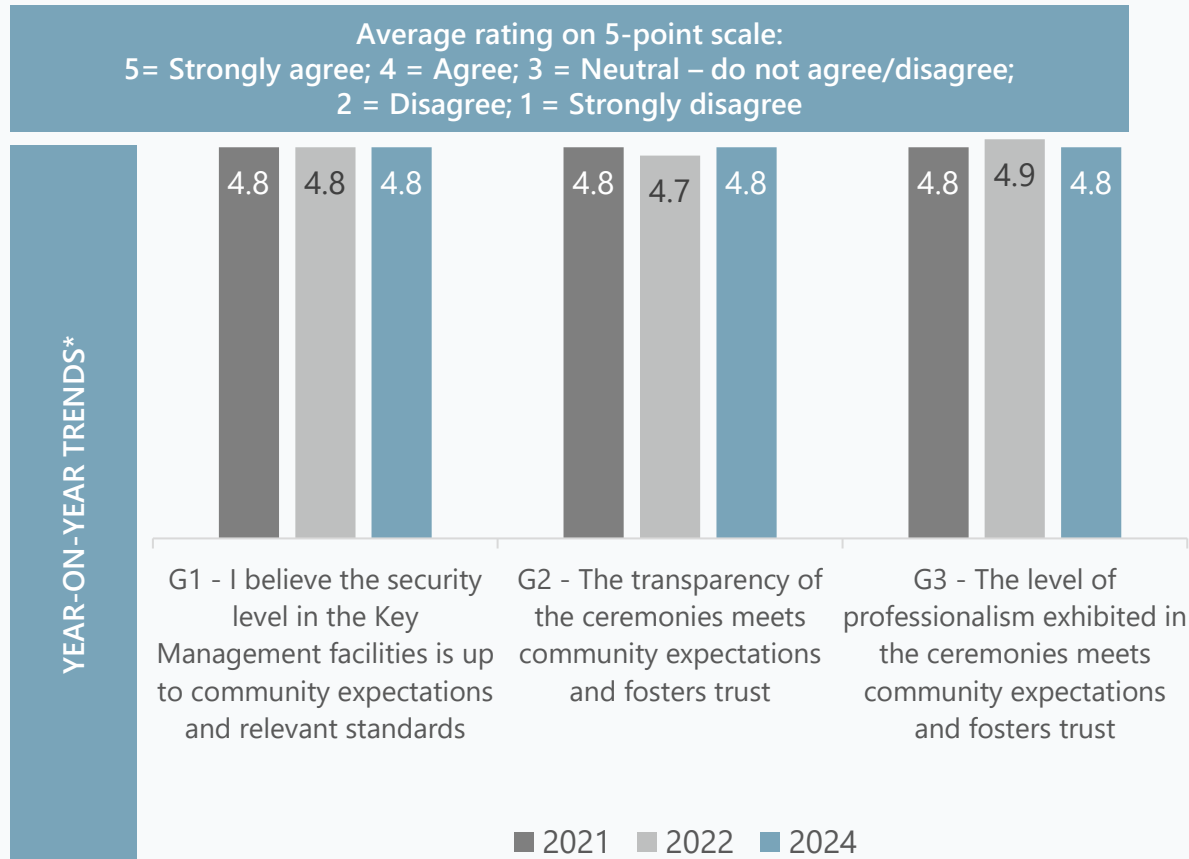
Key Signing Key operations

05

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PERCEPTIONS OF IANA – MANAGEMENT KEY SIGNING OPERATIONS

Experience of IANA at key ceremonies remains positive; future priorities focus on increased awareness and transparency.



What project or task do you believe should be prioritised when it comes to KSK ceremonies or ceremony administration?
(asked of S6: Trusted Community Representatives n=10)

- "Have a rest room in the confined tier to be used by participants during the ceremony."*
Trusted Community Representative
- "Increase public awareness of Root Key Ceremonies, showcasing its transparent execution and how it maintains strict security standards. This will promote DNSSEC adoption within the Internet Community."*
Trusted Community Representative
- "Location outside the USA."*
Trusted Community Representative
- "Transparency on all aspects, such as software and ZSK key management."*
Trusted Community Representative

Q. We will display some statements about IANA’s management of Key Signing Key operations. Please select your level of agreement or disagreement.

Categories represent average rating on 5-point scale where 5=strongly agree and 1=strongly disagree

Base: Asked of all Trusted Community Representatives only (n=10), excluding ‘don’t know’

*No data was provided for this question in 2023

Future strategic direction and areas for engagement

06

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CONSIDERATIONS FOR IANA'S STRATEGIC DIRECTION - INNOVATION

A key area for IANA to focus on moving forwards is innovation and security, most notably DNSSEC.

"Cybersecurity should be considered."
ccTLD Operators

"Empowering customers with innovation and new technology."
ccTLD Operators

"Automation of DNSSEC registry keys including the actual DNSSEC automation on the customer end."
ccNSO Council

"Enhanced security and resilience: As cyber threats become increasingly sophisticated, IANA could prioritize security measures, focusing on bolstering the resilience of critical internet infrastructure. Exploring strategic initiatives related to DNSSEC and other security protocols could help protect against future cyber risks."
ccNSO Council



INNOVATION

"Maybe improve the online presence - the current website has a rather old design and can be difficult to navigate."
Root Server Operators

"DNSSEC key algorithm rollover with post-quantum considerations and new verified (or certified) ways to gather internet protocols assigned numbers in an automated form via API libraries built on major languages."
IETF Community

"Looking for other internet critical pieces of data to support (such as with timezone database)."
ccTLD Operators

"Increased focus on decentralization and Blockchain technologies: As blockchain and decentralized systems evolve, IANA could consider how these technologies impact the domain name system and what role it might play in potential integrations or adaptations."
ccNSO Council

Q. Considering the long-term evolution of the Internet, are there any topic areas or considerations you think IANA should align its strategic direction with?

Base: All who provided a valid comment (n=36)

CONSIDERATIONS FOR IANA'S STRATEGIC DIRECTION – OPERATIONAL EXCELLENCE

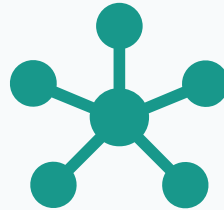
Enhancing and strengthening existing systems and further efforts regarding sustainability of IANA's operations are advocated.

"KSK location outside the USA."
ccTLD Operators

"I would like to see IANA consider the sustainability / impact of its operations and release a sustainability strategy which includes carbon footprinting."
gTLD Operators

"IANA should focus on strengthening DNS security, supporting IPv6 adoption, and promoting global Internet stability and inclusivity."
Other audience

"IANA's root and arpa zone management is constrained to those protocol elements that have been used in the past. The root and ARPA zones are not special in the DNS and IANA should be capable of incorporating all standard DNS mechanisms in the root some, even if some of them are maintained manually. Multi-year delays waiting for automation projects to complete should not be acceptable."
ccTLD Operators



OPERATIONAL EXCELLENCE

"Use of version control systems with transparency for past changes to registries."
IETF Leadership

"Sustainability & Environmental Responsibility: IANA could address environmental sustainability in its strategic direction, adopting practices that reduce its environmental footprint, particularly within data management and energy usage."
ccNSO Council

"My only concern is the slow rate of tooling evolution resulting in mail being the main tooling which has shown severe scaling issues. More resources to improve tooling I think are required and these requirements haven't been met for years."
IETF Leadership

"Adaptation to Regulatory Changes: with increasing regulatory scrutiny on the internet, IANA should stay adaptable and responsive to global policy changes, including privacy regulations and data sovereignty laws, to maintain trust and alignment with regulatory."
ccNSO Council

Q. Considering the long-term evolution of the Internet, are there any topic areas or considerations you think IANA should align its strategic direction with?

Base: All who provided a valid comment (n=36)

CONSIDERATIONS FOR IANA'S STRATEGIC DIRECTION – COMMUNITY ENGAGEMENT

Increased awareness of the role, purpose, support and visibility of IANA is a key area for them to focus on.

"There should be more information available for the community, more outreach."
ccTLD Operators

"Ensure that the new IANA-related WG in IETF is successful and commit resources to lead the work."
IETF Leadership

"I hope sufficient attention will be given to the IPv6 protocol and support provided to countries that have not yet developed their infrastructure to keep up with this advancement."
ccTLD Operators

"Support for IPv6 Transition: With the depletion of IPv4 addresses, IANA should continue to encourage and support the global transition to IPv6, ensuring that it is an accessible and manageable shift for stakeholders worldwide."
ccNSO Council



COMMUNITY ENGAGEMENT

"More capacity building".
Other Audience

"To raise awareness of the real technical role of ccTLDs would be great."
ccTLD Operators

"Making sure that this body governs the allocation of Internet resources in a fair and consistent manner across all the RIRs in order to stave off independent Government interference."
RIR/ASO member

"Promoting Digital Inclusion and Access: Aligning with global efforts to bridge the digital divide, IANA could work to make internet resources accessible in underserved regions, especially in terms of language diversity, internet governance capacity building, and support for local internet registries."
ccNSO Council

Q. Considering the long-term evolution of the Internet, are there any topic areas or considerations you think IANA should align its strategic direction with?

Base: All who provided a valid comment (n=36)

CONSIDERATIONS FOR IANA'S FUTURE ENGAGEMENTS

Customers want to be updated on progress of IANA's operational and system enhancements.



Technical operations

"Technology and innovation that's related with domain name management and security."
ccTLD Operators

"Reducing cyber-crime especially in relation to visually identical TLD names which use non-English characters."
ccTLD Operators

"Improving internet routing paths is an important topic to consider."
ccTLD Operators

"Maybe improve the online presence – the current website has a rather old design and can be difficult to navigate."
Root Server Operators

"Discussing advancements in DNSSEC, DANE, and other security measures to provide stakeholders with insights on how IANA is addressing cybersecurity threats and protecting the integrity of the internet."
ccNSO Council

"DNSSEC Key Rollover."
RIR/ASO member



Service delivery

"My concern is the long-term health of the 'designated experts'...I'm not sure that there should be 'term limits' but checks to see that the current experts are happy to continue. Succession planning needs to happen."
IETF Leadership

"Onboarding new members to IETF-IANA group and beware of ongoing tasks and controversies."
IETF Leadership

"Tooling improvements and their planned schedule."
IETF Leadership

"Self service, more automation, transparency regarding registry response times and health."
IETF Leadership

"How operations are measured. Which KPIs are reported to CSC and why."
ccTLD Operators

"Better use of our resources."
ccTLD Operators

Q. Are there any topics that you would like the IANA team to cover at face-to-face or virtual engagements in the future?

Base: All who provided a valid comment (n=35)

CONSIDERATIONS FOR IANA'S FUTURE ENGAGEMENTS

IPv6 adoption and emerging technologies are cited by multiple audiences as topics for IANA to cover in the future.



Capacity Development

"Consider adding an abuse-c contact... as a TLD we often get abuse complaints to the tech-c contact, but this usually reaches the 'wrong' people to handle with abuse for child domains."
ccTLD Operators

"Outline any specific areas where the RIR communities can assist in the fair and technically sound use and allocation of Internet resources."
RIR/ASO member

"Offline KSK and why it's important for ccTLDs and TLDs to maintain control of the KSK."
ccTLD Operators

"IPv6 Adoption and Best Practices: Many stakeholders are still navigating the transition from IPv4 to IPv6. Practical sessions on best practices, common challenges, and IANA's role in supporting this transition would be beneficial."
ccNSO Council

"It would be great to have tutorials on how to use and what are the IANA tools available."
IETF Community

"The reality of the limits of IPV4 and slow use of IPV6."
Other audience



Emerging technologies

"Blockchain application in DNS."
ccTLD Operators

"Blockchain and Decentralized Systems Impact: Exploring how blockchain and decentralized systems may impact the DNS & IANA's strategic response would be a timely topic, given the rapid growth of these technologies."
ccNSO Council

"IA, Blockchain."
ccTLD Operators

"DNSSEC, AI."
gTLD Operators

"I hope for some guidance on integrating domain names with blockchain."
ccTLD Operators

"I would appreciate more discussion on DNS abuse prevention, the impact of emerging technologies on Internet governance and ways to engage in the multistakeholder model."
Other audience

Q. Are there any topics that you would like the IANA team to cover at face-to-face or virtual engagements in the future?

Base: All who provided a valid comment (n=35)

Appendix

07



echo

INFORMATION REGARDING THE STATEMENTS

A summary of the audience groups shown each statement and statements removed from the 2024 survey is shown below.

All statements regarding credibility, transparency, attentiveness, fairness, timeliness and accountability, were asked of all respondents who were classified as at least one of the following audience groups:

Customer Standing Committee ccTLD Operators ccNSO Council gTLD Operators	gNSO Council Root Server Operators Internet Numbers Resources Leadership and Oversight IETF Leadership
Participants who were classified as ONLY Trusted Community Representatives, Protocol Parameter Community, or Other audience (self-identifying) were not shown these statements	
Base sizes:	The base sizes for the following statements is n=128 Base sizes for each individual audience can be found in the notes section of each slide
Caution low base size:	Individual audience groups with a base size under 5 are marked with a *

Participants who were classified as ONLY Trusted Community Representatives were shown statements regarding KSK operations only.

Statements removed from the 2024 survey:

CREDIBILITY	TRANSPARENCY	ATTENTIVENESS
<ul style="list-style-type: none"> E14 - I am confident about the IANA team's skills and ability to accomplish its objectives 	<ul style="list-style-type: none"> E17 - IANA team participation in conferences and outreach activities routinely address key issues and concerns identified by participants within the industry 	<ul style="list-style-type: none"> E11 - I know how to escalate my concerns within the IANA team
FAIRNESS	TIMELINESS	ACCOUNTABILITY
<ul style="list-style-type: none"> E6 - I trust when IANA says "no" to a customer or a stakeholder group, the reasoning and thought processes applied are sound and justified 	<ul style="list-style-type: none"> E16 - The IANA team is responsive to its customers and stakeholder groups 	<ul style="list-style-type: none"> E8 - IANA routinely delivers on its commitments to its customers and stakeholder groups

About Echo

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About Echo Research

- **Global leaders** in actionable insights into reputation and brand to drive strategic outcomes.
- **Full range of research** capabilities, all major languages, all markets.
- Responsible for **Britain's Most Admired Companies** study - the UK's longest running corporate reputation survey celebrating excellence in leadership.
- Developers of **reputation valuation**, providing tangible proof of the material worth of company's/brands reputation
- Winners of industry **100+ awards for excellence** in communications research and reputation management.
- **Expert Witnesses** in image and reputation.
- Offices in **London, New York and Abu Dhabi.**



Echo Research services



Reputation / brand audits

Taking the holistic view, from benchmarks and KPIs that matter across our key stakeholders to harnessing evidence in support of improved decision making and prioritisation.



Risk & issues monitoring

Developing risk and issues matrix. Ensuring early warning alerts through to anticipating emerging trends and issues globally.



Reputation measurement & valuation

From internal / external reputation gap analyses to valuing the true economic worth of your corporate reputation for improved resilience and success.



Influencer mapping

Determining the most important influencers in your sector, across your issues, to support better planning, outreach and engagement.



Thought leadership

Supporting thought leadership and engagement programs through evidence-based content and insights.



External and Social Listening

Assessing the influence of online and traditional media from global listening to mapping reputation drivers, alignment to SDGs and competitor benchmarking.



The sustainability balanced scorecard

How is ESG driving value to your organisation?

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