IANA ENGAGEMENT SURVEY 2020

December 2020

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Introduction and objectives

- Echo Research (previously Ebiquity) has worked with IANA since 2013 to host and manage the annual Engagement Survey among customers and external stakeholders

- In previous years, response rates dropped to 3% overall. Although select groups maintained high levels of engagement, IANA sought to boost response rates to achieve a more robust and representative collection of findings

- This is a report of the findings from the 2020 Engagement Survey conducted in November 2020 which was modified from its 2019 version in conjunction with IANA to make it easier for respondents to complete

- The main objectives of the study are to monitor engagement and satisfaction among IANA's customers and external stakeholders

- There are 22 key statements on which respondents rate IANA across different criteria, including engagement, communication, attentiveness, fairness, responsiveness and reporting

- In addition, the survey provides the opportunity for IANA to gather qualitative feedback on its current engagement approach, and ask specific questions among targeted respondent groups.

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Contents

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01

RESPONDENT REPORT/SUMMARY

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2020 IANA Engagement Survey - Key highlights

ICANN

METHODOLOGY & TOP FINDINGS

The survey was conducted in November 2020

149 total surveys completed

Overall response has **increased from 3% (2019) to 5% in 2020**

Overall score among customer segments **increased to 4.1** from 3.9 in 2019

HIGHEST RATINGS

Customers scored the IANA team **highest for**:
- IANA team's ability to achieve its objectives (**4.3**)
- IANA team has established itself as credible (**4.3**)
- IANA's ability to cooperate with the community if a concern is raised (**4.3**)

Community leadership groups scored the IANA team the **highest** in its quality of performance reporting (**4.4**)

IETF community scored the IANA team **highest** in its availability via their outreach, help desk and other engagements (**4.8**)

KEY SCORES AWARDED TO THE IANA TEAM

Engagement (4.2)
_____

Transparent communication (4.1)
_____

Attentiveness (4.1)
_____

Fairness to customers (4.1)
_____

Responsiveness (4.1)
_____

Quality reporting (4.0)

Each attribute is made up of a number of statements relating to IANA's performance in that area

Scores are in the form of an average rating out of a 5-point scale, where 5=strongly agree and 1=strongly disagree
Overall score is the average score taken from the ratings from all customer segments across 20 statements

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2020 IANA Engagement Survey - Key highlights (2)

ICANN

CUSTOMER FEEDBACK & SUGGESTIONS

*"I have only engaged with IANA in terms of setting up registries and found the IANA folks I worked with **helpful and motivated** to ensure everything was accomplished expediently and properly."* IETF Community

*"[Implement a] **remote seminar with different interest** groups once or twice a year treating specific topics. This would help many people to understand IANA functions and address critical issues."* ccTLD Operator

"What IANA is doing serves the purpose" ccNSO Council

*"**Security.** Initiatives to **boost IPv6 deployment.**"* Internet Numbers Resources Leadership and Oversight

CUSTOMER FEEDBACK & SUGGESTIONS

*"**Sustainability** and carbon impact of operations and infrastructure should be explicitly addressed."* gTLD Operator

*"**Online/Virtual engagements** using available technologies like Zoom, MS Teams, Skype and the like instead of regular face-to-face meetings."* Trusted Community Representative

"With the lack of F2F meetings, I think it continues to work, but then again, I have personal relationships with IANA staff that other ccTLD Managers do not." ccNSO Council

*"Normally perfect, currently **as good as it can be under COVID-19** restrictions."* IETF Community

WHO TOOK PART

Markets your organization/does business in

Region	Respondents
Asia Pacific	63
Europe	86
Middle East & Africa	43
North America	58
Latin America	47

Job description

Role	Respondents
IT/ Technical Operations	74
Business Operations	30
Legal	3
Policy Development	9
Program / Project Management	11
Other	22
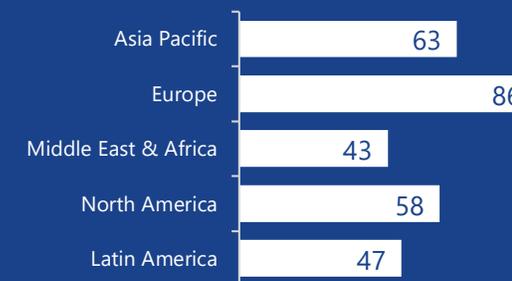
Charts show the number of respondents in each group

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02
METHODOLOGY

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Method of Obtaining Customer Feedback

Echo Research hosted the 2020 Engagement Survey – managing customer responses in eleven (11) customer groups. The online survey was made available to 3,238 customers between 28 October – 25 November 2020.

Prior to Echo Research's email invitation, the IANA team alerted customers of the upcoming survey and introduced Echo Research as the independent research firm hired to oversee the work.

Echo sent an invitation to 1,252 customers across eight (8) customer groups. The email invitation contained a unique URL that allowed customers to complete the survey only once. Two reminder emails were sent to customers who did not respond to the initial email invitation, followed by a third "nudge" (personalised email) targeted at groups with a low response rate.

Echo provided the IANA team with general URLs for managers to send to three (3) customer mailing lists totaling 1,986 subscribers. The URLs as well as two reminders were sent to customers during the period when the survey was available.

The 2020 IANA engagement survey is separated into six (6) sections. Customers were directed to the relevant sections depending on customer group. All respondents were asked the same profiling questions at the start (section 1), and open-ended questions at the end (section 6).

Average time to complete survey: Mean: 7 minutes; Median: 5.4 min. There were 16 outliers with a survey length of over 30 minutes.

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Questionnaire changes

Echo Research has been able to implement a number of formatting and presentational changes to the survey design, including:

- Don't know answer options

- Fewer pages

- Clear signposting of themes in section 1

- "Back" buttons

- Revised and succinct wording in the profiling section

- Dynamic Likert scale question interface and grids

In addition to the two baseline reminder emails sent in previous waves, Echo Research sent targeted, personalised "nudges" during the last week of fieldwork, to further prompt participation. IANA also nudged various groups.

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Customer participation

- Email invitations were sent to 3,238 IANA customers, of which 149 responded (102 via a unique link, and 47 using the general URLs)

149 completed survey | 5% response rate

EMAIL DISPOSITION	
Number of invites sent	3,238
COMPLETED SURVEYS	**149**
Total URL clicks	530
Refused after clicking URL	373
Requested removal from survey participation	48
Terminate[1]	8
No response received	2,660

[1]Employee or Board member of either ICANN or PTI

Group numbers	Community group	Total sample 2020	Total completes 2020[2]	% achieved this year	% achieved last year	% change vs. last year
S1	Customer Standing Committee	11	**4**	**36%**	42%	-6%
S2	ccTLD Operators	452	**44**	**10%**	12%	-2%
S3*	ccNSO Council	29	**11**	**38%**	15%	+23%
S4	gTLD Operators	621	**27**	**4%**	3%	+1%
S5	gNSO Council + RySG chair	25	**2**	**8%**	13%	-5%
S6	Trusted Community Representatives	28	**5**	**18%**	10%	+8%
S7*	Root DNSSEC Community	666	**12**	**2%**	5%	-3%
S8	Root Server Operators	62	**6**	**10%**	12%	-2%
S9*	Internet Numbers Resources Leadership and Oversight	20	**6**	**30%**	5%	+25%
S10	IETF Leadership	24	**6**	**25%**	16%	+9%
S11*	IETF Community	1300	**29**	**2%**	1%	+1%
Total	**All**	3238	**152**	**4.7%**	3.1%	+1.6%

* This year invitations were sent as individualized links, in 2019 these were sent as a general URL from IANA

* Received invitation from IANA with General URL to complete survey hosted by Echo Research

[2]Note: completes total more than 149 due to qualifying for multiple customer groups

Sample comparison: role, markets, and participation in events

P2. MARKETS YOUR ORGANIZATION DOES BUSINESS IN [2020]

Region	Value
Asia Pacific	63
Europe	86
Middle East & Africa	43
North America	58
Latin America	47

P1. ROLE

Year	IT/Technical Operations	Business Operations	Legal	Policy Development	Program / Project Management	Other
2019	86	21	2	11	7	29
2020	74	30	3	9	11	22

- ■ IT/Technical Operations
- ■ Business Operations
- ■ Legal
- ■ Policy Development
- ■ Program / Project Management
- ■ Other

P3. PARTICIPATION IN ICANN MEETINGS

Year	Yes	No
2019	96	60
2020	94	55

■ Yes ■ No
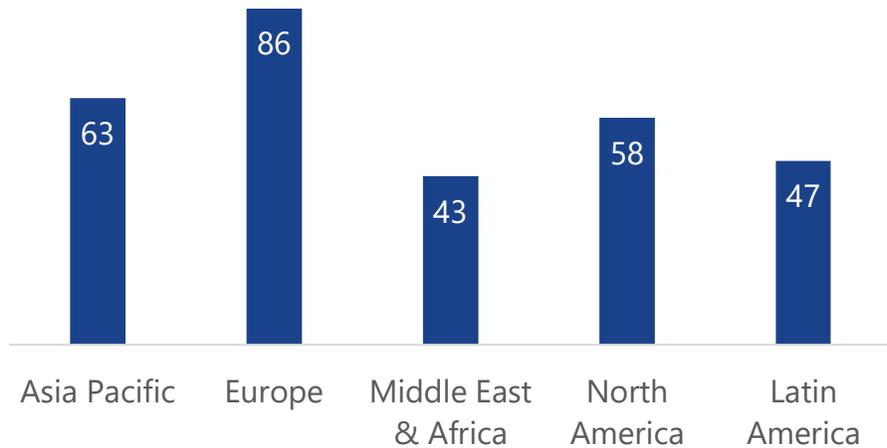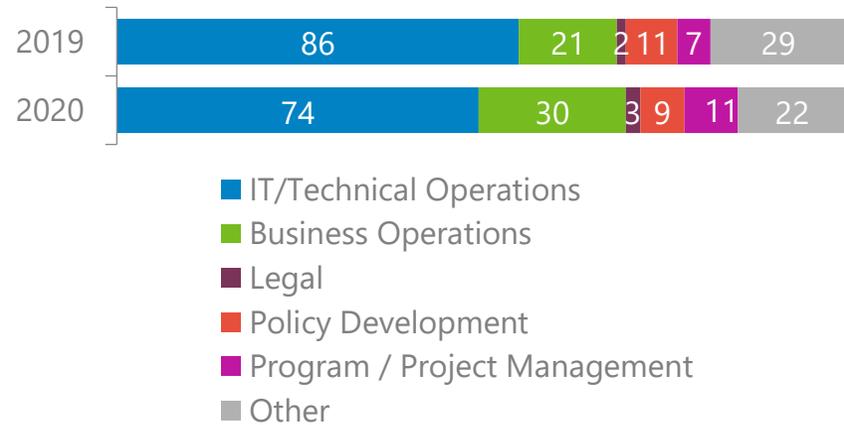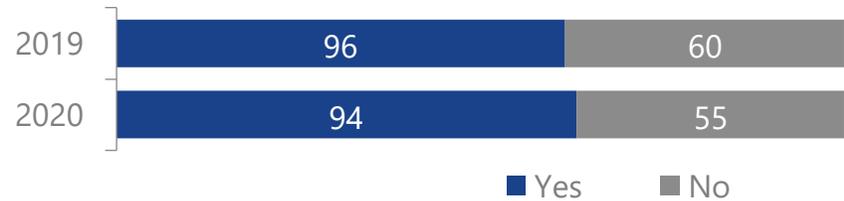
P4. ATTENDANCE AT OTHER INDUSTRY EVENTS

Year	Yes	No
2019	113	43
2020	110	39

■ Yes ■ No

Figures shown are the number of respondents in each category
Base: All respondents (n=149)

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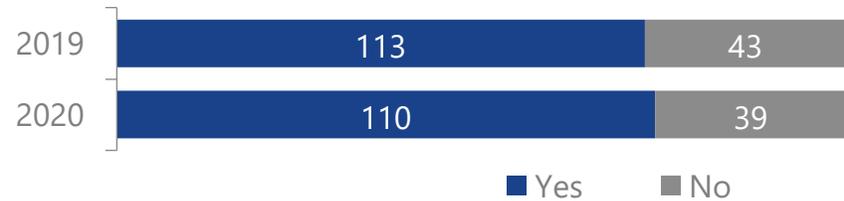
03

IANA Engagement with Customers and Stakeholder Groups (section 1)

S1: Customer Standing Committee
S2: ccTLD Operators
S3: ccNSO Council
S4: gTLD Operators
S5: gNSO Council + RySG chair
S6: Trusted Community Representatives
S8: Root Server Operators
S9: Internet Numbers Resources Leadership and Oversight
S10: IETF Leadership
S11: IETF Community

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IANA's engagement ratings have increased in all categories this year

↑0.2

VALUE of THE IANA team Engagement
4.2 overall rating

- E14 - I am confident about the IANA team's skills and ability to accomplish its objectives
- E20 - The IANA team has established itself as credible and has proven to be successful in its work
- E21 - I value my relationship with IANA just as much as with other Internet Governance organizations
- E13 - The IANA team is innovative and forward-looking

↑0.1

TRANSPARENT communication
4.1 overall rating

- E19 - I am confident in IANA's ability to cooperate with the community if a concern is raised
- E17 - IANA team participation in conferences and outreach activities routinely address key issues and concerns identified by participants within the industry
- E7 - IANA's mission and plan to achieve that mission is clear and effectively communicated within its customers and stakeholder groups

↑0.2

ATTENTIVENESS OF IANA team
4.1 overall rating

- E10 - IANA listens to the concerns of its customers and stakeholder groups
- E15 - It has been my experience that it is easy to communicate my concerns to the IANA team
- E9 - IANA takes feedback from the community into account when making decisions that impact its customers and stakeholder groups
- E11 - I know how to escalate my concerns within the IANA team

↑0.2

IANA team are FAIR to customers
4.1 overall rating

- E1 - IANA treats its customers and stakeholder groups fairly and justly
- E6 - I trust when IANA says "no" to a customer or a stakeholder group, the reasoning and thought processes applied are sound and justified
- E2 - IANA does not play favorites within its customers and stakeholder groups

↑0.2

IANA are RESPONSIVE at communicating
4.1 overall rating

- E16 - The IANA team is responsive to its customers and stakeholder groups
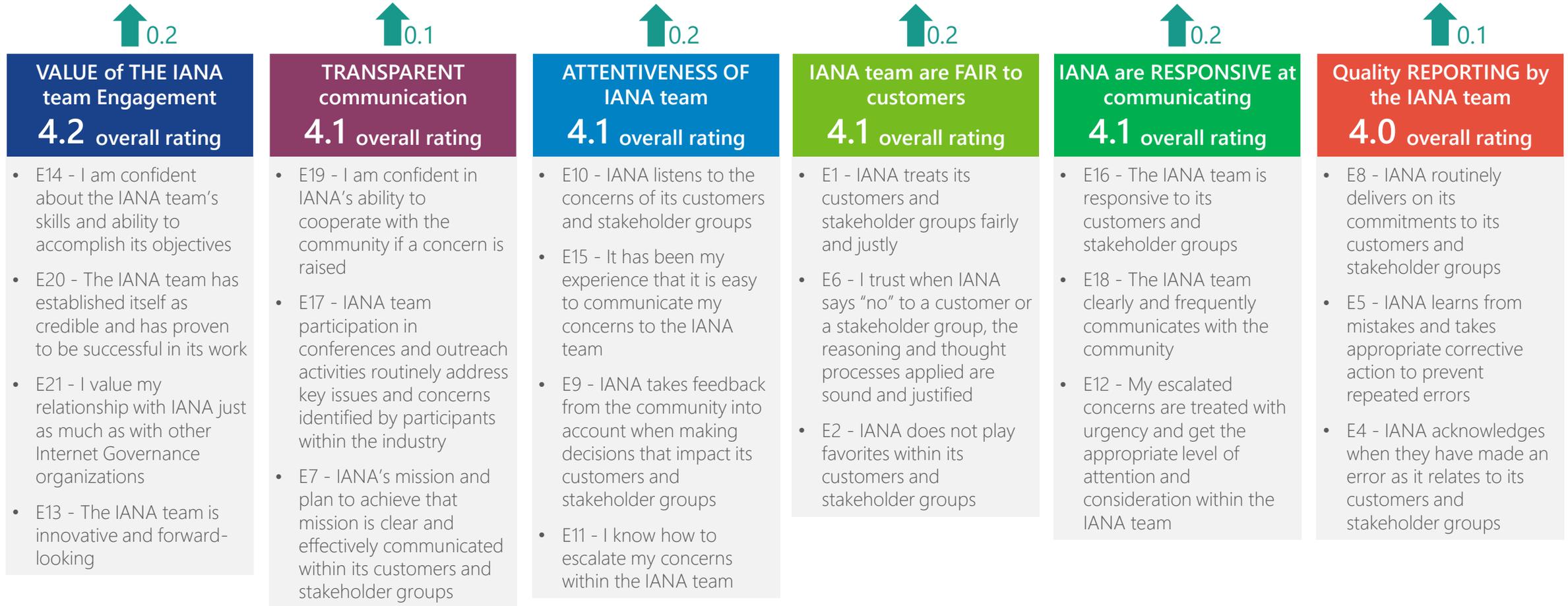- E18 - The IANA team clearly and frequently communicates with the community
- E12 - My escalated concerns are treated with urgency and get the appropriate level of attention and consideration within the IANA team

↑0.1

Quality REPORTING by the IANA team
4.0 overall rating

- E8 - IANA routinely delivers on its commitments to its customers and stakeholder groups
- E5 - IANA learns from mistakes and takes appropriate corrective action to prevent repeated errors
- E4 - IANA acknowledges when they have made an error as it relates to its customers and stakeholder groups

Q1. To what extent do you agree or disagree with the following statements about IANA's…
Categories represent average rating on 5-point scale where 5=strongly agree and 1=strongly disagree
Arrow indicates change in score from 2019
Base: All respondents (n=149)

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Customers and stakeholders think highly of IANA's ability to accomplish objectives and see its work as credible; innovation is an area for improvement

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

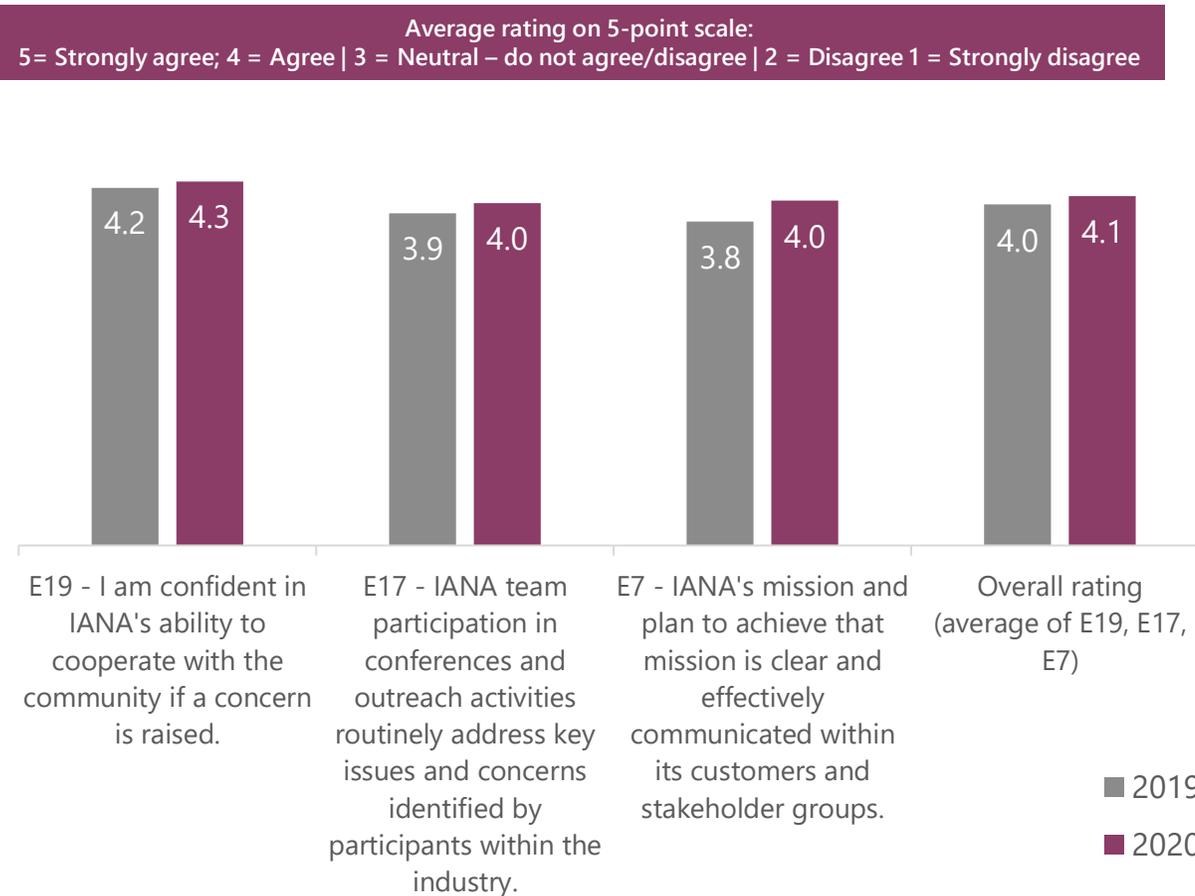|	2019	2020
E14 - I am confident about the IANA team's skills and ability to accomplish its objectives	4.3	4.3
E20 - The IANA team has established itself as credible and has proven to be successful in its work	4.2	4.3
E21 - I value my relationship with IANA just as much as with other Internet Governance organizations	4.0	4.2
E13 - The IANA team is innovative and forward-looking	3.7	3.8
Overall rating (average of E14, E20, E21, E13)	4.0	4.2

Average ratings on 5-point scale [2020]	E14	E20	E21	E13	Overall Rating
S1: Customer Standing Committee	4.3	4.5	4.0	3.7	4.1
S2: ccTLD Operators	4.4	4.3	4.0	4.0	4.2
S3: ccNSO Council	4.2	4.1	4.2	3.6	4.0
S4: gTLD Operators	4.0	4.1	4.0	3.7	3.9
S5: gNSO Council + RySG chair	4.5	5.0	4.0	3.5	4.3
S6: Trusted Community Representatives	4.6	4.6	4.4	4.0	4.4
S8: Root Server Operators	4.3	4.2	4.5	3.7	4.2
S9: Internet Numbers Resources Leadership and Oversight	4.3	4.3	4.2	4.0	4.2
S10: IETF Leadership	4.8	4.7	4.8	3.8	4.5
S11: IETF Community	4.3	4.4	4.3	3.9	4.2

Q1. To what extent do you agree or disagree with the following statements about IANA's…
Categories represent average rating on 5-point scale
Base: All respondents (n=149)

echo

There is a consistent feeling that the IANA team cooperates and addresses key concerns. IANA's mission and plan landed more clearly this year
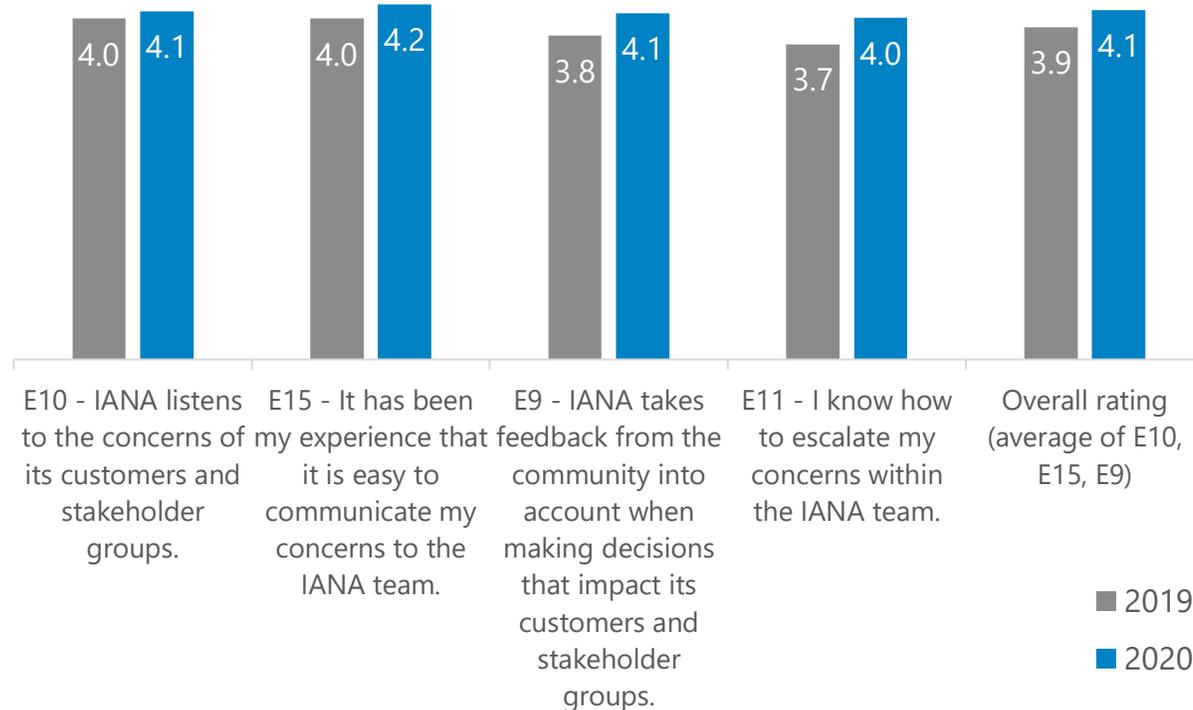
Average rating on 5-point scale:
5= Strongly agree; 4 = Agree | 3 = Neutral – do not agree/disagree | 2 = Disagree 1 = Strongly disagree

E19 - I am confident in IANA's ability to cooperate with the community if a concern is raised.	E17 - IANA team participation in conferences and outreach activities routinely address key issues and concerns identified by participants within the industry.	E7 - IANA's mission and plan to achieve that mission is clear and effectively communicated within its customers and stakeholder groups.	Overall rating (average of E19, E17, E7)
4.2 / 4.3	3.9 / 4.0	3.8 / 4.0	4.0 / 4.1

■ 2019
■ 2020

Average ratings on 5-point scale [2020]	E19	E17	E7	Overall Rating
S1: Customer Standing Committee	4.3	4.3	4.3	4.3
S2: ccTLD Operators	4.3	4.0	4.0	4.1
S3: ccNSO Council	4.3	4.3	4.3	4.3
S4: gTLD Operators	3.9	3.7	4.1	3.9
S5: gNSO Council + RySG chair	4.0	3.5	3.5	3.7
S6: Trusted Community Representatives	4.4	4.0	4.2	4.2
S8: Root Server Operators	4.3	4.4	4.0	4.2
S9: Internet Numbers Resources Leadership and Oversight	4.5	3.8	4.0	4.1
S10: IETF Leadership	4.8	4.6	4.4	4.6
S11: IETF Community	4.4	4.1	4.0	4.2

Q1. To what extent do you agree or disagree with the following statements about IANA's…
Categories represent average rating on 5-point scale
Base: All respondents (n=149)

echo

gTLD Operators provided slightly lower scores than others for IANA's listening and openness when concerns are raised

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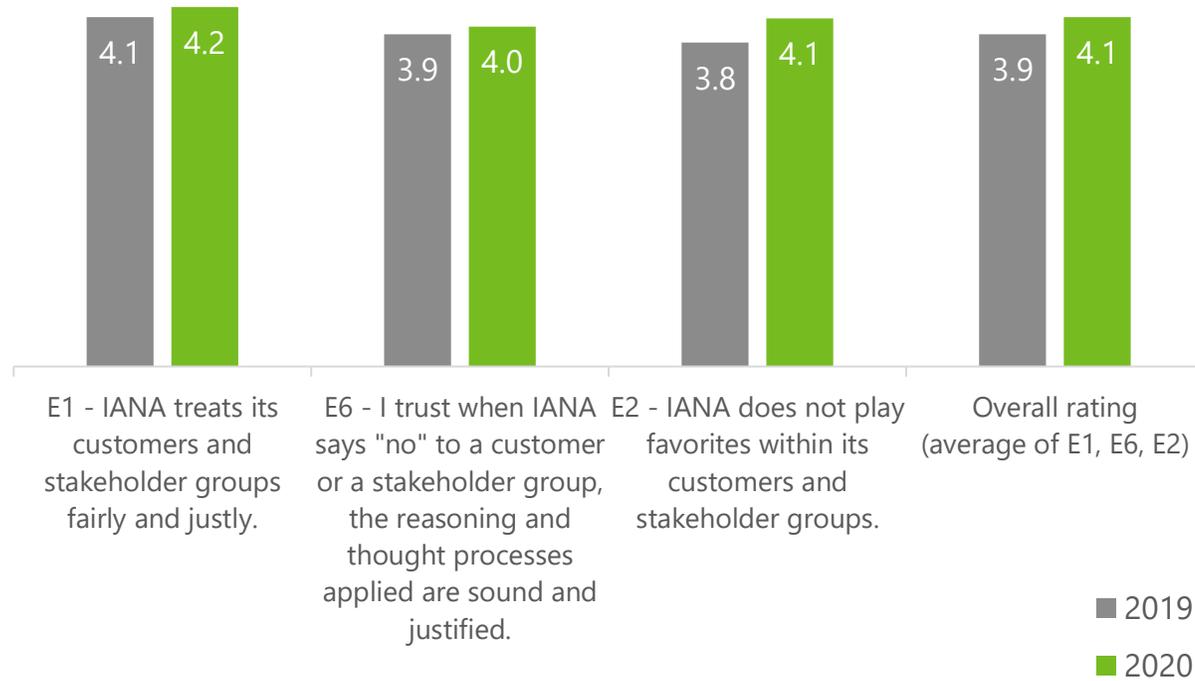5= Strongly agree; 4 = Agree | 3 = Neutral – do not agree/disagree | 2 = Disagree 1 = Strongly disagree

Bar chart	2019	2020
E10 - IANA listens to the concerns of its customers and stakeholder groups.	4.0	4.1
E15 - It has been my experience that it is easy to communicate my concerns to the IANA team.	4.0	4.2
E9 - IANA takes feedback from the community into account when making decisions that impact its customers and stakeholder groups.	3.8	4.1
E11 - I know how to escalate my concerns within the IANA team.	3.7	4.0
Overall rating (average of E10, E15, E9)	3.9	4.1

■ 2019　■ 2020

Average ratings on 5-point scale [2020]	E10	E15	E9	E11	Overall Rating
S1: Customer Standing Committee	4.3	4.3	4.3	4.3	4.3
S2: ccTLD Operators	4.0	4.1	4.0	3.9	4.0
S3: ccNSO Council	4.0	4.2	3.9	4.2	4.1
S4: gTLD Operators	3.8	3.9	3.8	4.1	3.9
S5: gNSO Council + RySG chair	4.0	4.0	4.0	4.0	4.0
S6: Trusted Community Representatives	4.0	4.4	4.4	4.4	4.3
S8: Root Server Operators	4.4	4.7	4.0	4.0	4.3
S9: Internet Numbers Resources Leadership and Oversight	4.5	4.3	4.4	4.6	4.5
S10: IETF Leadership	4.7	4.8	4.5	4.7	4.7
S11: IETF Community	4.2	4.3	4.3	3.7	4.1

Q1. To what extent do you agree or disagree with the following statements about IANA's…
Categories represent average rating on 5-point scale
Base: All respondents (n=149)

echo

IANA's fairness is acknowledged by all groups, but gTLD Operators and gNSO council members are most critical

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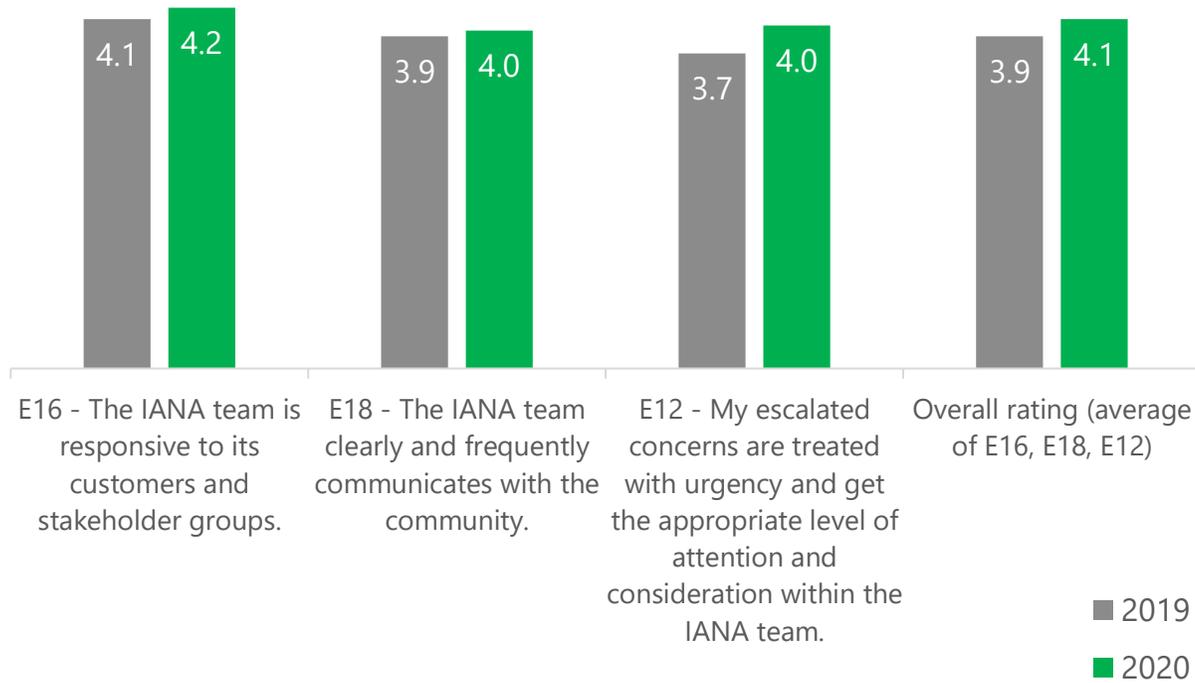

E1 - IANA treats its customers and stakeholder groups fairly and justly.	E6 - I trust when IANA says "no" to a customer or a stakeholder group, the reasoning and thought processes applied are sound and justified.	E2 - IANA does not play favorites within its customers and stakeholder groups.	Overall rating (average of E1, E6, E2)
4.1 / 4.2	3.9 / 4.0	3.8 / 4.1	3.9 / 4.1

■ 2019 ■ 2020

Average ratings on 5-point scale [2020]	E1	E6	E2	Overall Rating
S1: Customer Standing Committee	4.5	4.3	4.3	4.4
S2: ccTLD Operators	4.1	3.8	4.0	4.0
S3: ccNSO Council	4.4	4.0	4.3	4.2
S4: gTLD Operators	4.0	3.8	3.8	3.9
S5: gNSO Council + RySG chair	4.0	3.5	4.0	3.8
S6: Trusted Community Representatives	4.2	4.6	4.3	4.4
S8: Root Server Operators	4.2	4.0	4.2	4.1
S9: Internet Numbers Resources Leadership and Oversight	4.5	4.2	4.0	4.2
S10: IETF Leadership	4.7	4.8	4.8	4.8
S11: IETF Community	4.3	4.2	4.3	4.3

Q1. To what extent do you agree or disagree with the following statements about IANA's…
Categories represent average rating on 5-point scale
Base: All respondents (n=149)

echo

All groups commend IANA for their communication and responsiveness, with IETF Leadership particularly happy with the service provided
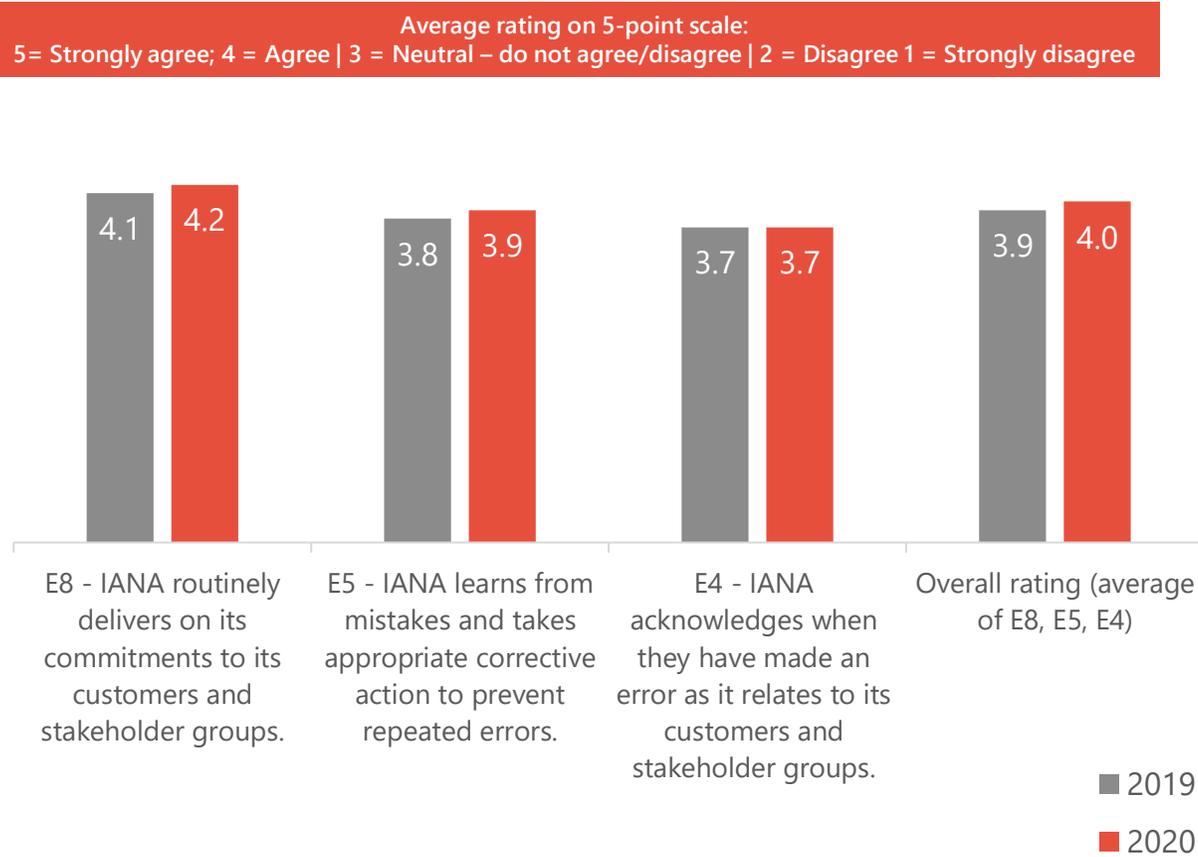
Average rating on 5-point scale:
5= Strongly agree; 4 = Agree | 3 = Neutral – do not agree/disagree | 2 = Disagree 1 = Strongly disagree

- E16 - The IANA team is responsive to its customers and stakeholder groups. — 2019: 4.1 | 2020: 4.2
- E18 - The IANA team clearly and frequently communicates with the community. — 2019: 3.9 | 2020: 4.0
- E12 - My escalated concerns are treated with urgency and get the appropriate level of attention and consideration within the IANA team. — 2019: 3.7 | 2020: 4.0
- Overall rating (average of E16, E18, E12) — 2019: 3.9 | 2020: 4.1

■ 2019 ■ 2020

Average ratings on 5-point scale [2020]	E16	E18	E12	Overall Rating
S1: Customer Standing Committee	4.3	4.0	4.0	4.1
S2: ccTLD Operators	4.2	4.0	3.9	4.0
S3: ccNSO Council	4.3	4.0	3.8	4.0
S4: gTLD Operators	4.0	3.9	4.0	4.0
S5: gNSO Council + RySG chair	4.5	3.5	3.0	3.7
S6: Trusted Community Representatives	4.0	4.4	4.6	4.3
S8: Root Server Operators	4.0	4.2	4.5	4.2
S9: Internet Numbers Resources Leadership and Oversight	4.5	3.8	4.0	4.1
S10: IETF Leadership	4.8	4.3	4.8	4.7
S11: IETF Community	4.3	3.9	3.9	4.1

Q1. To what extent do you agree or disagree with the following statements about IANA's...
Categories represent average rating on 5-point scale
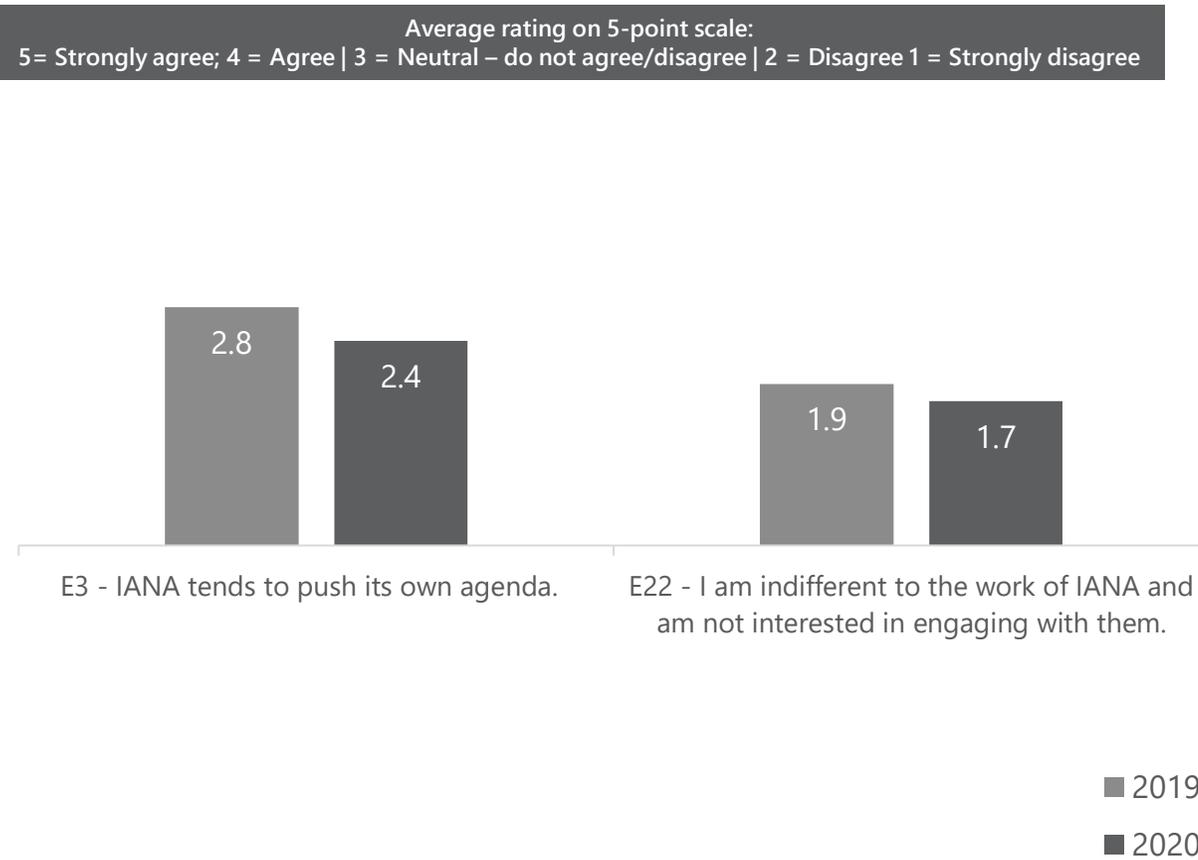Base: All respondents (n=149)

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While IANA scores well for all statements and shows improvement in many, acknowledgement of errors remains at 3.7

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

	E8 - IANA routinely delivers on its commitments to its customers and stakeholder groups.	E5 - IANA learns from mistakes and takes appropriate corrective action to prevent repeated errors.	E4 - IANA acknowledges when they have made an error as it relates to its customers and stakeholder groups.	Overall rating (average of E8, E5, E4)
2019	4.1	3.8	3.7	3.9
2020	4.2	3.9	3.7	4.0

Average ratings on 5-point scale [2020]	E8	E5	E4	Overall Rating
S1: Customer Standing Committee	4.5	4.0	3.7	4.1
S2: ccTLD Operators	4.1	3.9	3.6	3.9
S3: ccNSO Council	4.3	3.9	3.9	4.0
S4: gTLD Operators	4.1	3.6	3.2	3.6
S5: gNSO Council + RySG chair	4.0	4.0	3.0	3.7
S6: Trusted Community Representatives	4.2	4.4	4.2	4.3
S8: Root Server Operators	4.2	4.0	4.0	4.1
S9: Internet Numbers Resources Leadership and Oversight	4.3	4.0	3.7	4.0
S10: IETF Leadership	4.7	4.4	4.6	4.6
S11: IETF Community	4.3	4.2	4.2	4.2

Q1. To what extent do you agree or disagree with the following statements about IANA's…
Categories represent average rating on 5-point scale
Base: All respondents (n=149)

echo

More stakeholders now feel that IANA does not tend to push its own agenda

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

E3 - IANA tends to push its own agenda.
- 2.8 (2019)
- 2.4 (2020)

E22 - I am indifferent to the work of IANA and am not interested in engaging with them.
- 1.9 (2019)
- 1.7 (2020)

■ 2019
■ 2020

Average ratings on 5-point scale [2020 results]	E3	E22
S1: Customer Standing Committee	3.0	2.0
S2: ccTLD Operators	2.7	1.8
S3: ccNSO Council	2.7	1.8
S4: gTLD Operators	2.7	1.9
S5: gNSO Council + RySG chair	2.0	2.0
S6: Trusted Community Representatives	2.4	1.2
S8: Root Server Operators	1.7	1.4
S9: Internet Numbers Resources Leadership and Oversight	2.2	1.3
S10: IETF Leadership	1.3	1.2
S11: IETF Community	2.0	1.4

Q1. To what extent do you agree or disagree with the following statements about IANA's…
Categories represent average rating on 5-point scale
Base: All respondents (n=149)

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04

Questions for specific groups (sections 2-5)

S1: Customer Standing Committee
S3: ccNSO Council
S5: gNSO Council + RySG chair
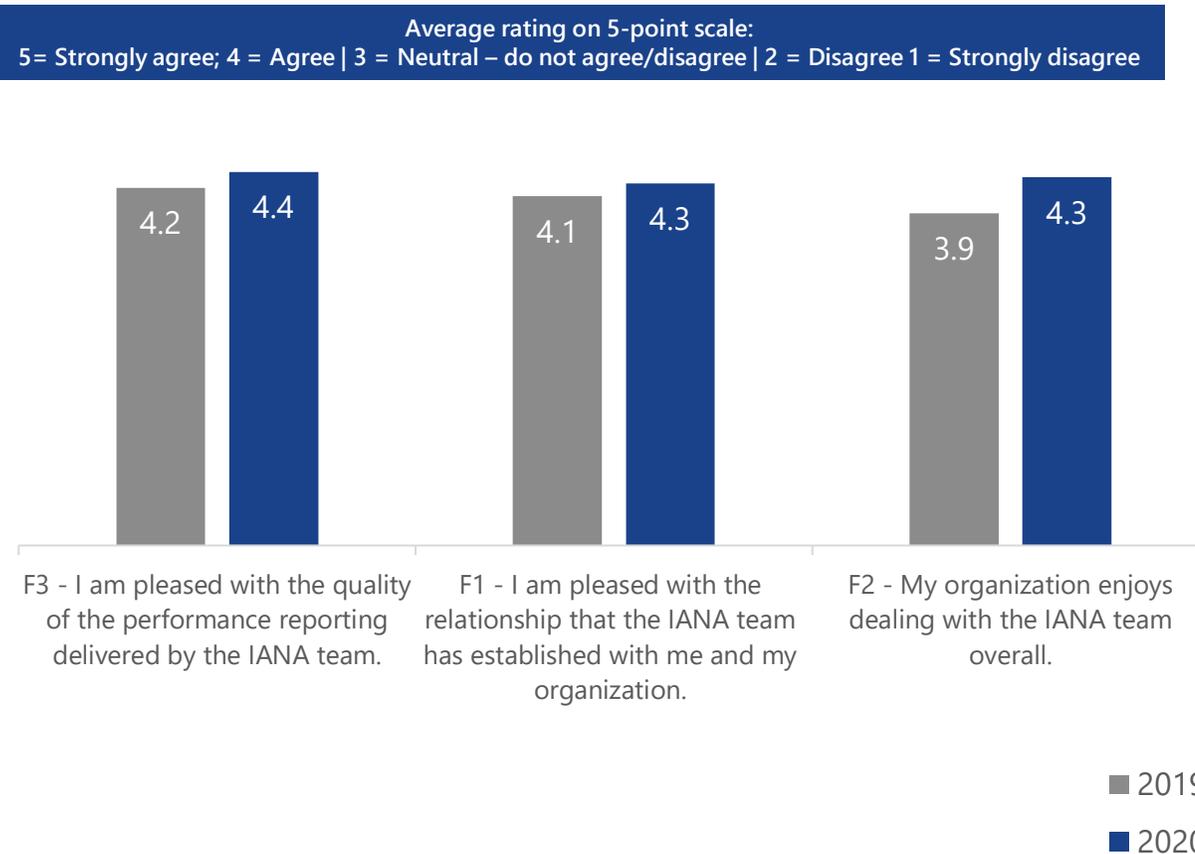S6: Trusted Community Representatives
S9: Internet Numbers Resources Leadership and Oversight
S10: IETF Leadership
S11: IETF Community

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Community leadership groups score IANA highly in its quality reporting. Enjoyment in dealing with the IANA team sees a marked increase since 2019
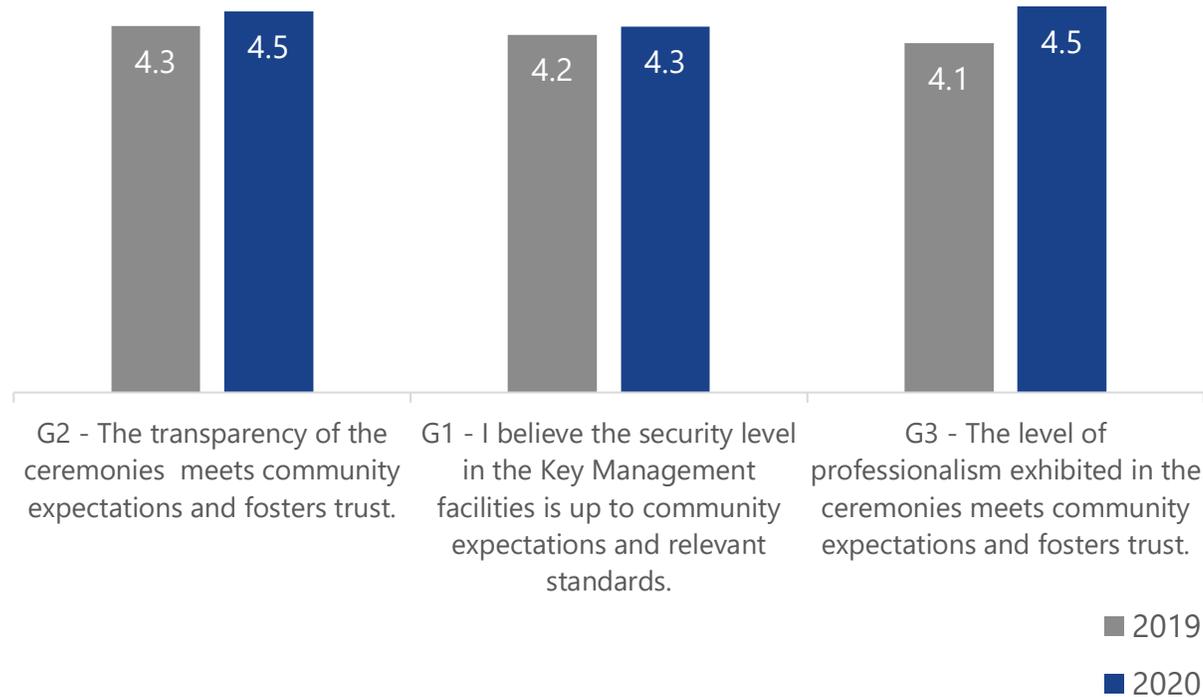
Average rating on 5-point scale:
5= Strongly agree; 4 = Agree | 3 = Neutral – do not agree/disagree | 2 = Disagree 1 = Strongly disagree

	2019	2020
F3 - I am pleased with the quality of the performance reporting delivered by the IANA team.	4.2	4.4
F1 - I am pleased with the relationship that the IANA team has established with me and my organization.	4.1	4.3
F2 - My organization enjoys dealing with the IANA team overall.	3.9	4.3

Average ratings on 5-point scale [2020 results]	F3	F1	F2
S1: Customer Standing Committee	4.3	4.8	4.3
S3: ccNSO Council	4.5	4.3	4.2
S5: gNSO Council + RySG chair	4.0	3.5	3.5
S6: Trusted Community Representatives	4.0	4.2	4.2
S9: Internet Numbers Resources Leadership and Oversight	4.5	4.2	4.5
S10: IETF Leadership	4.7	4.7	4.8

■ 2019
■ 2020

Q1. To what extent do you agree or disagree with the following statements about IANA's…
Categories represent average rating on 5-point scale
Base: All respondents (n=33)

echo

There is a clear increase in ratings for the level of professionalism exhibited at ceremonies among community members and the root DNSSEC community

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

2019	2020
4.3	4.5

G2 - The transparency of the ceremonies meets community expectations and fosters trust.

2019	2020
4.2	4.3

G1 - I believe the security level in the Key Management facilities is up to community expectations and relevant standards.

2019	2020
4.1	4.5

G3 - The level of professionalism exhibited in the ceremonies meets community expectations and fosters trust.

■ 2019
■ 2020

Average ratings on 5-point scale [2020 results]	G2	G1	G3
S6: Trusted Community Representatives	4.8	4.6	4.8
S7: Root DNSSEC Community	4.3	4.2	4.4

Q1. To what extent do you agree or disagree with the following statements about IANA's…
Categories represent average rating on 5-point scale
Base: Trusted Community Representatives & Root DNSSEC Community members (n=17); caution low base size

echo

PROJECTS/TASKS TO BE PRIORITIZED
✓ Ensuring that the code is well audited
✓ I think the KSKs have been reasonably transparent pre-COVID and see no real need to change them moving forward
✓ Backup individuals if someone is unable to attend or in an emergency
✓ Accessibility and more diversity
✓ Accomplishment of next and future KSK rollover plan
✓ Rotation of Trusted Community Representatives; Exercise RKSH operations; Emergency evacuation of key facilities during a ceremony
✓ To solve centralisation issue
✓ In the long-run eliminate the dependency on a single GEO location (US), but for now with the current pandemic, find a way to perform the task without travel
✓ Retirement of RSA keys
✓ COVID contingency

Note – due to small base size, all comments are shown

Q3a. What project or task do you believe should be prioritized when it comes to KSK ceremonies or ceremony administration?
Base: Trusted Community Representatives & Root DNSSEC Community members who provided a comment (n=10); caution low base size

echo

IANA receives a near-perfect score for availability among IETF leaders

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

H2 - The IANA team makes itself sufficiently available to the IETF community through its outreach, help desk and other engagement.
- 2019: 4.2
- 2020: 4.8

H1 - Issues are effectively communicated to the IETF leadership and properly managed to resolution by the IANA staff
- 2019: 4.1
- 2020: 4.4

■ 2019
■ 2020

Average ratings on 5-point scale [2020 results]	H2	H1
S10: IETF Leadership	4.8	4.8
S11: IETF Community	n/a	4.4

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| 25

Q1. To what extent do you agree or disagree with the following statements about IANA's…
Categories represent average rating on 5-point scale
Base: IETF leadership and community members (n=6, H2 and n=35, H1); caution low base size

echo

05
PARTICIPATION

echo

Two-thirds of participants attend ICANN meetings...

% that attend ICANN meetings

Group	%
S1: Customer Standing Committee*	100%
S3: ccNSO Council	100%
S5: gNSO Council + RySG chair*	100%
S8: Root Server Operators	100%
S9: Internet Numbers Resources Leadership and Oversight	83%
S4: gTLD Operators (top-level domain)	81%
S2: ccTLD Operators	70%
All groups (n=149)	65%
S7: Root DNSSEC Community	58%
S6: Trusted Community Representatives	40%
S11: IETF Community	21%
S10: IETF Leadership	17%

P3. [Please provide an indication of your] participation in ICANN meetings. *Select the best fit* [single-code]
Base: All respondents (n=149); Groups shown in descending order
* Small base size of less than n-5; respondents who take part in the survey are more likely to be engaged than non-responders

echo

...and three quarters attend another type of industry event

Do you or someone from your organization attend other industry events?

26% No

74% Yes

■ Yes
■ No
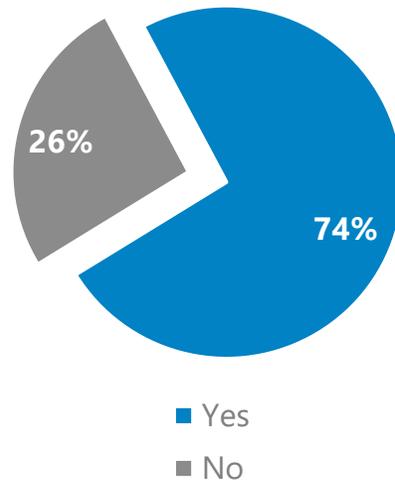
Events attended by customer or someone in their organization

Event	%
IETF	45%
RIPE	23%
RIR	14%
CENTR	13%
IGF	12%
ITU	12%
Other	25%
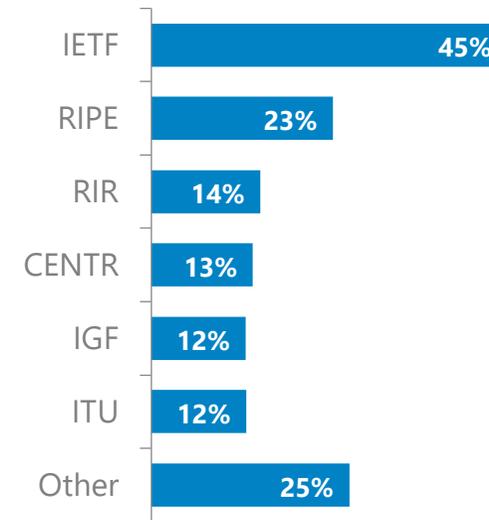
Others include:
APNIC (8%), LACNIC (8%), LACTLTD (7%), APTLD (6%), DNS-OARC (4%)

P4. [Please provide an indication of your] Attendance of other industry events. *Do you or someone from your organization attend other industry events?* [single-code]
Base: All respondents (n=149)
P5. If yes, which events? (n=110)

echo

06

CUSTOMER FEEDBACK

echo

COMMENTS ON IANA'S CURRENT ENGAGEMENT APPROACH

HAPPY WITH THE WAY IT IS	COMMUNICATION COULD IMPROVE	THE IMPACT OF COVID-19
"I have only engaged with IANA in terms of setting up registries and found the IANA folks I worked with helpful and motivated to ensure everything was accomplished expediently and properly." IETF Community	*"I'm not sure what the current engagement approach is, but regardless I don't feel like it's reaching me in any meaningful way."* IETF Community	*"Good at meetings, harder in COVID-19."* ccNSO Council
"IANA is visible, engaging is easy, they are responsive, etc." IETF Community	*"It's great and accessible, but not always well advertised."* IETF Community	*"Normally perfect currently as good as it can be under COVID-19 restrictions"* IETF Community
"I find it collaborative and efficient." gTLD Operator	*"I believe that PTI need to be more communicative now when the key ceremonies are out of its usual schedule, to make sure that everything works as expected, and what the plan ahead looks like. It is far too quiet in my opinion."* Root DNSSEC Community	*"With the lack of F2F meetings, I think it continues to work, but then again, I have personal relationships with IANA staff that other ccTLD Managers do not."* ccNSO Council
"Excellent - very communicative!" IETF Community	*"I work in a technical role so do not often interact with IANA. You ask about things like IANA's agenda and IANA's admitting they made a mistake. Simply outside my scope. This may be true of other technical people as well."* Root Server Operator	*"Works fine. Miss the [face-to-face] stuff."* IETF Community

Q6. How do you feel about our current engagement approach?
Base: All who provided a comment: (n=57)

echo

SUGGESTIONS FOR IANA'S COMMUNICATIONS APPROACH

HOLD WEBINARS/SEMINARS	VIRTUAL MEETINGS	WORKS WELL AS IT IS
"One or two webinar talking about operation, budget and strategy" ccTLD Operator	*"Physical meetings shouldn't be required. Find a video conferencing and chat platform that is user friendly and welcoming."* IETF Community	*"I think that IANA is effectively meeting the needs of the IETF community despite the new virtual arrangement."* IETF Leadership
"Remote seminar with different interest groups once or twice a year treating specific topics would help many people to understand better IANA functions and address critical issues." ccTLD Operator	*"You could do a Zoom like IANA office hour during the virtual IETFs."* IETF Community	*"What IANA is doing serves the purpose"* ccNSO Council
"Holding periodic Webinar in addition to ICANN meeting" Root DNSSEC Community	*"Hang around in the virtual corridor at future IETFs"* IETF Community	*"Email has worked for a very long time. Anyone or groups that want can use internet conferencing tools. All is well."* IETF Community
	"Online/Virtual engagements using available technologies like Zoom, MS Teams, Skype and the like instead of regular face-to-face meetings" Trusted Community Representative	

Q7. With travel likely significantly constrained in the year ahead, are there specific changes you would recommend for how the IANA team communicates with the community?
Base: All who provided a comment: (n=54)

echo

CONSIDERATIONS FOR IANA'S STRATEGIC DIRECTION

IPv6	SUSTAINABILITY	NEW IDENTIFIERS
"IPv6 promotion." IETF Community	*"Yes, always think about the promotion of a responsible use of it, thinking of the foot-print Internet is having and will have"* IETF Community	*"Possible future evolution of internet identifiers and its impact on the current model"* ccNSO Council
"Consider more support on IPv6" Internet Numbers Resources Leadership and Oversight	*"Sustainability and carbon impact of operations and infrastructure should be explicitly addressed."* gTLD Operator	*"Taking note of new identifiers like the payment identifiers (RFC 8905), not just IP and domain identifiers."* gTLD Operator
"Adoption of IPv6 Security for online services and activities" Trusted Community Representative		
"Security. Initiatives to boost IPv6 deployment." Internet Numbers Resources Leadership and Oversight		

Q8. Considering the long-term evolution of the Internet, are there any topic areas or considerations you think we should align our strategic direction with?
Base: All who provided a comment: (n=40)

echo

ROOT ZONE MANAGEMENT	ADDITONAL COMMENTS
"KSK algorithm rollover needs to be part of the strategic direction" Root DNSSEC Community	*"Yes. Fighting against increasing government intervention, e.g. in the EU in regard to the NIC directive. Governments do see the Internet more and more as an opponent and seem to be afraid of it. Governments dislike the freedom of the borderless internet and tend to include every aspect of it in their jurisdiction, even though "it" doesn't belong there. Please put more focus on this."* ccTLD Operator
"A long desired change is to have a more fine-grained, intuitive GUI to the root zone operations." ccTLD Operator, gTLD Operator	*"Make any communication user-friendly, especially for non-native UK speakers."* ccNSO Council

Q8. Considering the long-term evolution of the Internet, are there any topic areas or considerations you think we should align our strategic direction with?
Base: All who provided a comment: (n=40)

echo

ABOUT ECHO

About Echo Research

Global leaders in actionable insights into reputation and brand to drive strategic outcomes

Independent Expert Witnesses in image and reputation

Full range of research capabilities, all languages, all markets, including **Auditing** existing evidence and building integrated scorecards and frameworks

Responsible for **Britain's Most Admired Companies** study - the longest running corporate reputation survey celebrating excellence in leadership

Winners of industry **awards for excellence** in communications research

Award **judges** and recognized for **outstanding achievement** in reputation management

Offices in **London** and **New York**

Our services

Social listening & media analysis

How do we come through in the media and in conversations? What is sentiment towards us? How effective are our narrative and efforts?

Influencer mapping

Who are our most influential stakeholders? Who should we be engaging with?

Reputation / brand audits

How are we perceived by our stakeholders? How can we improve our stakeholder communications and engagement?
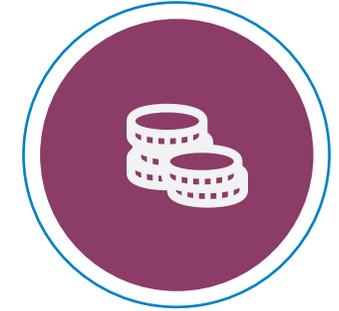
Research for publicity

How can we use great research to promote and position our brand?

Risk & issues monitoring

What issues are emerging that may impact our reputation?

Reputation measurement & valuation

What are the metrics that matter to our senior leadership? How do we value & measure and value our reputation?

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AIM FOR BETTER

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