



IANA Engagement Survey 2021

December 2021

Introduction and Objectives

- Echo Research (previously Ebiquity) has worked with IANA since 2013 to host and manage their annual Customer Engagement Survey.
- Samples have been provided by IANA, with response rates varying - highest where individual invitations have been sent directly.
- This is a report of the findings from the 2021 Engagement Survey conducted in October and November 2021 and includes a comparison to 2020 responses.
- 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 credibility, transparency, attentiveness, fairness, timeliness, accountability and their relationship with IANA.
- Each statement was rated on an agreement scale from Strongly Agree to Strongly Disagree, including an option for those who Don't know. The average ratings have been utilised throughout this report.
- The survey provides the opportunity for IANA to gather qualitative and targeted feedback on its current engagement approach.

Summary

01

echo



2021 IANA Engagement Survey – Key Highlights

METHODOLOGY & TOP FINDINGS



The survey was conducted in October - November 2021

149

total surveys completed



Overall response has **increased** from **8% (2020)** to **10% in 2021** **



Overall score among customer segments **decreased to 4.0** from 4.1 in 2020

STANDOUT RATINGS



Community leadership scored IANA highest surrounding the attentiveness of the IANA team (**4.3**), while lowest surrounding its transparency (**4.1**)



Among operations customers perceptions are highest surrounding the credibility of the IANA team (**4.1**), while lowest for both its fairness and accountability (**3.9**)

Methodology

02



echo

METHODOLOGY

Method of obtaining customer feedback

Echo Research hosted the 2021 Engagement Survey – managing customer responses in eleven (11) customer groups. The online survey was made available to 4,987 customers between 28 October – 3 December 2021.

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 invitations to 1,209 customers across nine (9) customer groups. The email invitation contained a unique URL that allowed customers to complete the survey only once. Three reminder emails were sent to customers who did not respond to the initial email invitation.

Echo provided the IANA team with general URLs for managers to send to two (2) customer mailing lists totaling 3,779 subscribers. The URLs as well as two reminders were sent to customers during the period when the survey was available.

The 2021 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: 13 minutes; Median: 6.3 min. There were 18 outliers with a survey length of over 30 minutes.

METHODOLOGY

Email disposition

- Email invitations were sent to 4,987 IANA customers: 1209 via email, and 3779 via mailing lists. The participation rate for each method is shown below:

| Disposition | 2019 | 2020 | 2021 |
|---|------|------|-------------|
| Number of customers invited by email (Unique links) | 1231 | 1252 | 1209 |
| Completed surveys | 90 | 105 | 117 |
| Participation rate | 7% | 8% | 10% |

| Disposition | 2019 | 2020 | 2021 |
|---|------|------|-------------|
| Number of customers reached through Mailing lists (General URL) * | 3798 | 1986 | 3779 |
| Completed surveys | 62 | 47 | 43 |
| Participation rate | 2% | 2% | 1% |

*Some segments using general URLs have switched to individual links over the years:

2019 Mailing list recipient segments: ccNSO Council; Root DNSSEC Community, IETF Community and Internet Numbers Resources Leadership and Oversight. 2020 Mailing list recipient segments: Root DNSSEC Community, IETF Community and Internet Numbers Resources Leadership and Oversight. 2021 Mailing list recipient segments: Root DNSSEC Community, IETF Community.

Customer participation

- 149 completed the survey, with the following splits and response below:

| Group numbers | Community group | Total sample 2021 | Total completes 2021 ² | % achieved this year | % achieved last year | % change vs. last year |
|---------------|---|-------------------|-----------------------------------|----------------------|----------------------|------------------------|
| S1 | Customer Standing Committee | 9 | 5 | 56% | 27% | +29% |
| S2 | ccTLD Operators | 448 | 44 | 10% | 10% | 0% |
| S3 | ccNSO Council | 16 | 6 | 38% | 38% | 0% |
| S4 | gTLD Operators | 591 | 32 | 5% | 4% | +1% |
| S5 | gNSO Council + RySG chair | 14 | 1 | 7% | 8% | -1% |
| S6 | Trusted Community Representatives | 28 | 6 | 21% | 18% | +3% |
| S7** | Root DNSSEC Community | 722 | 0 | 0% | 2% | -2% |
| S8 | Root Server Operators | 64 | 5 | 8% | 10% | -2% |
| S9* | Internet Numbers Resources Leadership and Oversight | 15 | 8 | 53% | 30% | +23% |
| S10 | IETF Leadership | 23 | 10 | 43% | 25% | +18% |
| S11** | IETF Community | 3057 | 43 | 1% | 2% | -1% |

No contacts from the Root DNSSEC Community sample (S7) completed in 2021, 12 in 2020

Participants have been analyzed based on the following splits

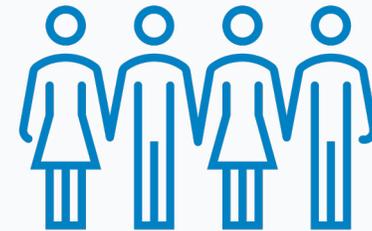
Community Leadership (32 respondents):

- IANA Naming Function:
 - Customer Standing Committee
 - ccNSO Council
 - gNSO Council + RySG chair
 - Trusted Community Representatives
- IANA Protocol Parameter Function
 - IETF Leadership
- IANA Numbering Function:
 - Internet Numbers Resources Leadership and Oversight

Operations Customers (121 respondents):

- IANA Naming Function:
 - ccTLD Operators
 - gTLD Operators
 - Root DNSSEC Community
 - Root Server Operators
- IANA Protocol Parameter Function
 - IETF Community

4 respondents can be classified into both Community Leadership and Operations Customers roles



Participants Demographics

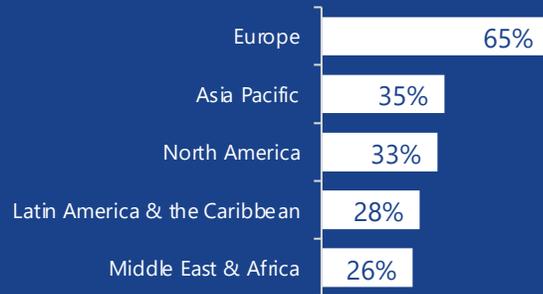
03



2021 IANA Engagement Survey – Key Highlight

WHO TOOK PART

Markets your organization/does business in



Job description

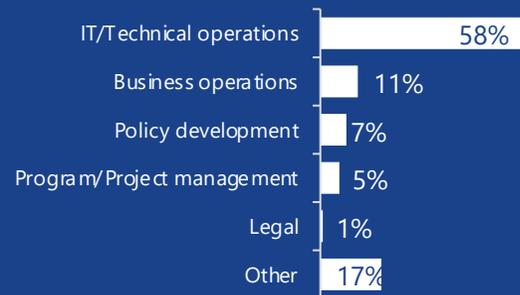
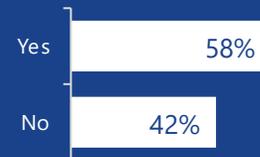
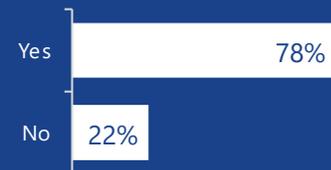


Chart show the number of respondents in each group

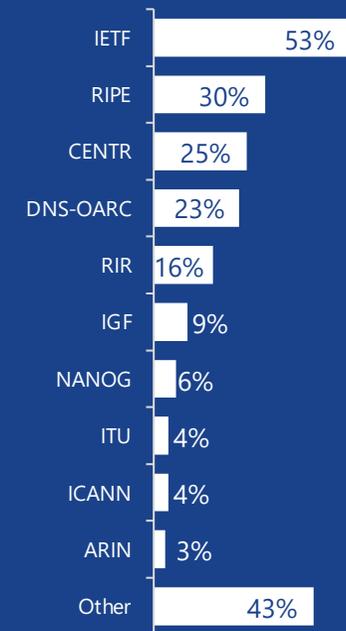
ATTENDANCE TO ICANN MEETINGS



ATTENDANCE TO OTHER INDUSTRY EVENTS



WHICH OTHER INDUSTRY EVENTS ATTENDED



Overall Results

04

echo

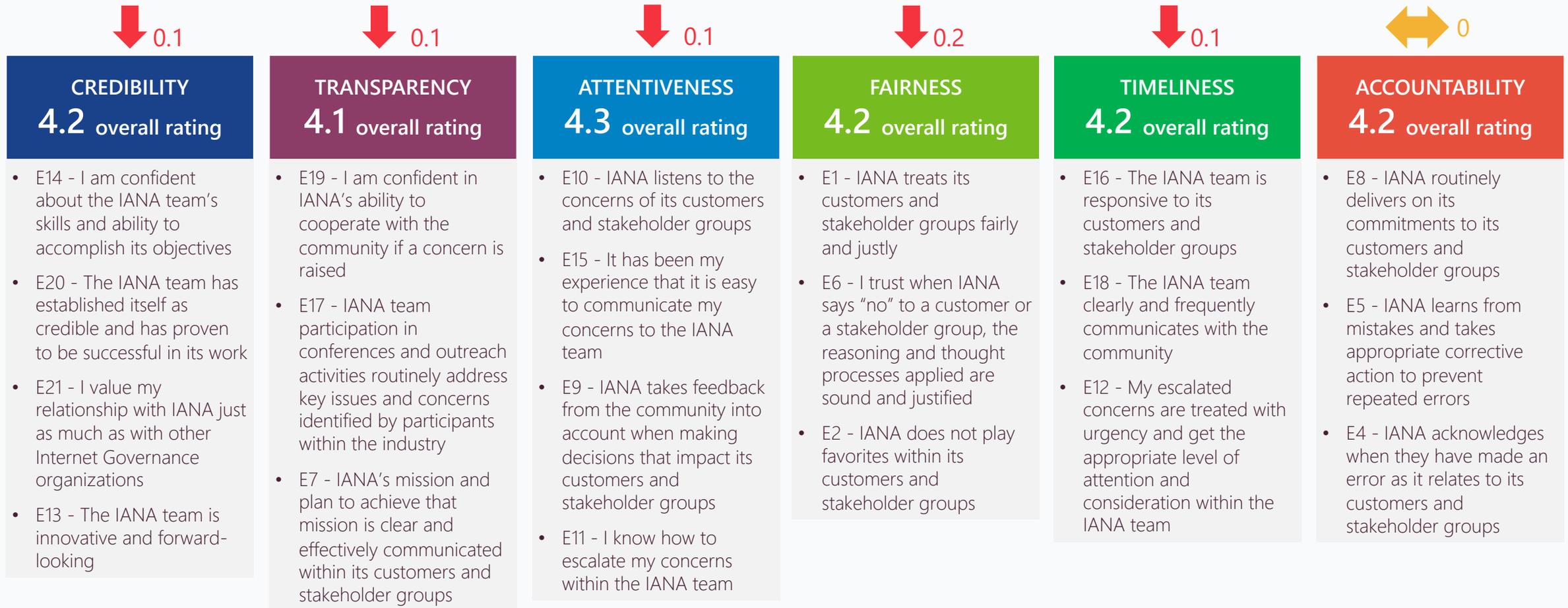
PERCEPTIONS OF IANA – ENGAGEMENT WITH CUSTOMERS/ STAKEHOLDER GROUPS

IANA's engagement ratings have suffered a minimal loss this year



COMMUNITY LEADERSHIP

Compared to all stakeholders, overall perceptions are higher among Community Leaders particularly surrounding the attentiveness of the IANA team



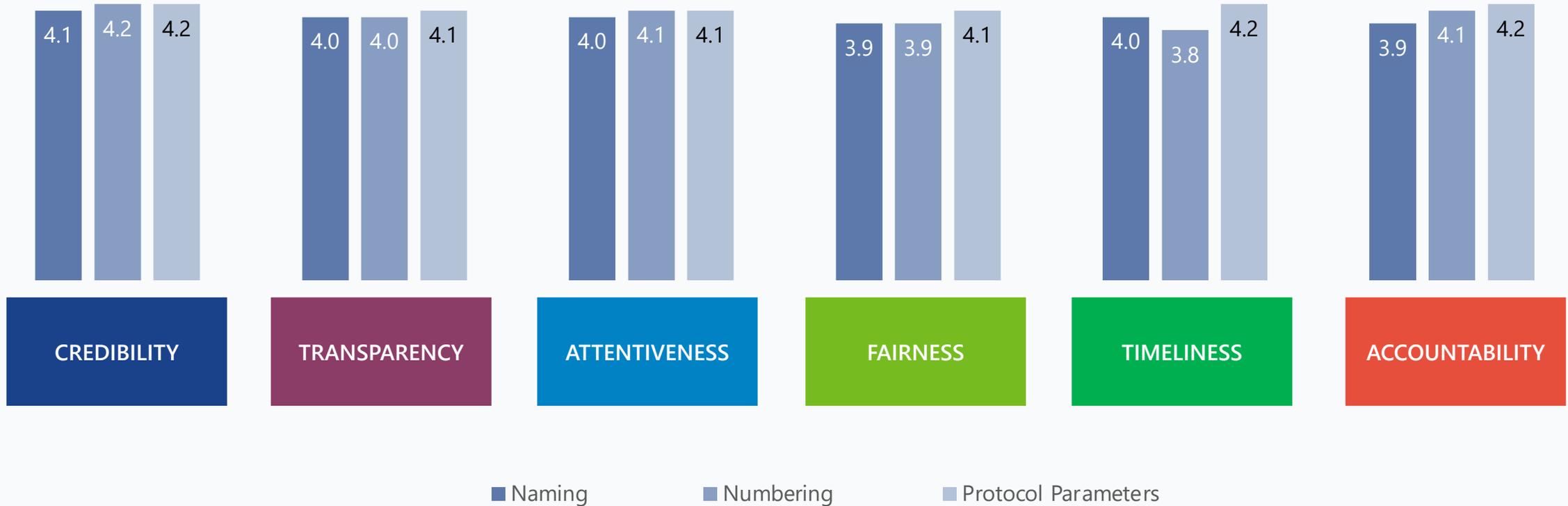
OPERATIONS CUSTOMERS

Overall ratings among Operations Customers have fallen over the past 12 months in terms of the IANAs team fairness towards customers and the quality of reporting



OVERALL RESULTS BY IANA FUNCTION

Overall ratings are consistently higher among customers in the Protocol Parameters function



PERCEPTIONS OF IANA: 2019-2021

Over the past three years, overall ratings are consistently high across each criteria



Results by Segment

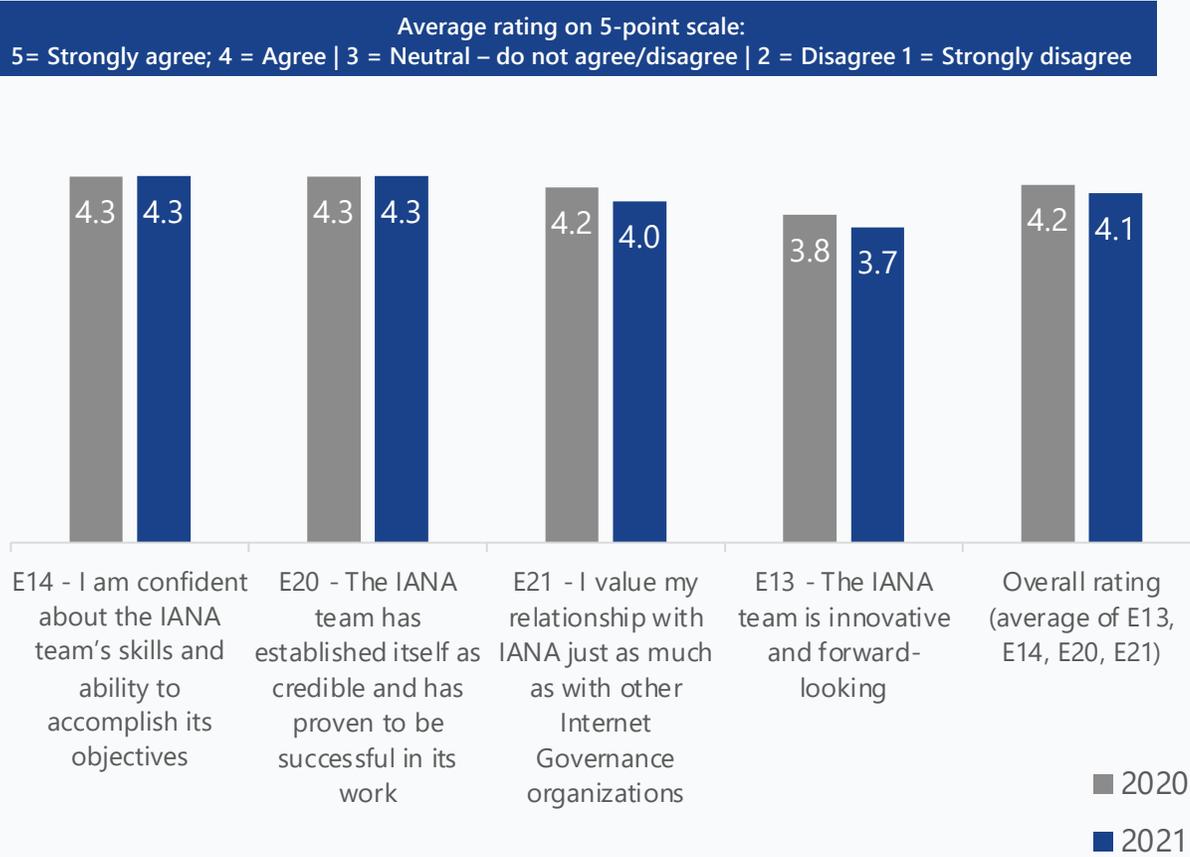
05



echo

PERCEPTIONS OF IANA – CREDIBILITY

Although credible skills and success have maintained strong scores, IANA needs to focus on the value of its stakeholder relationships and its forward-looking innovation

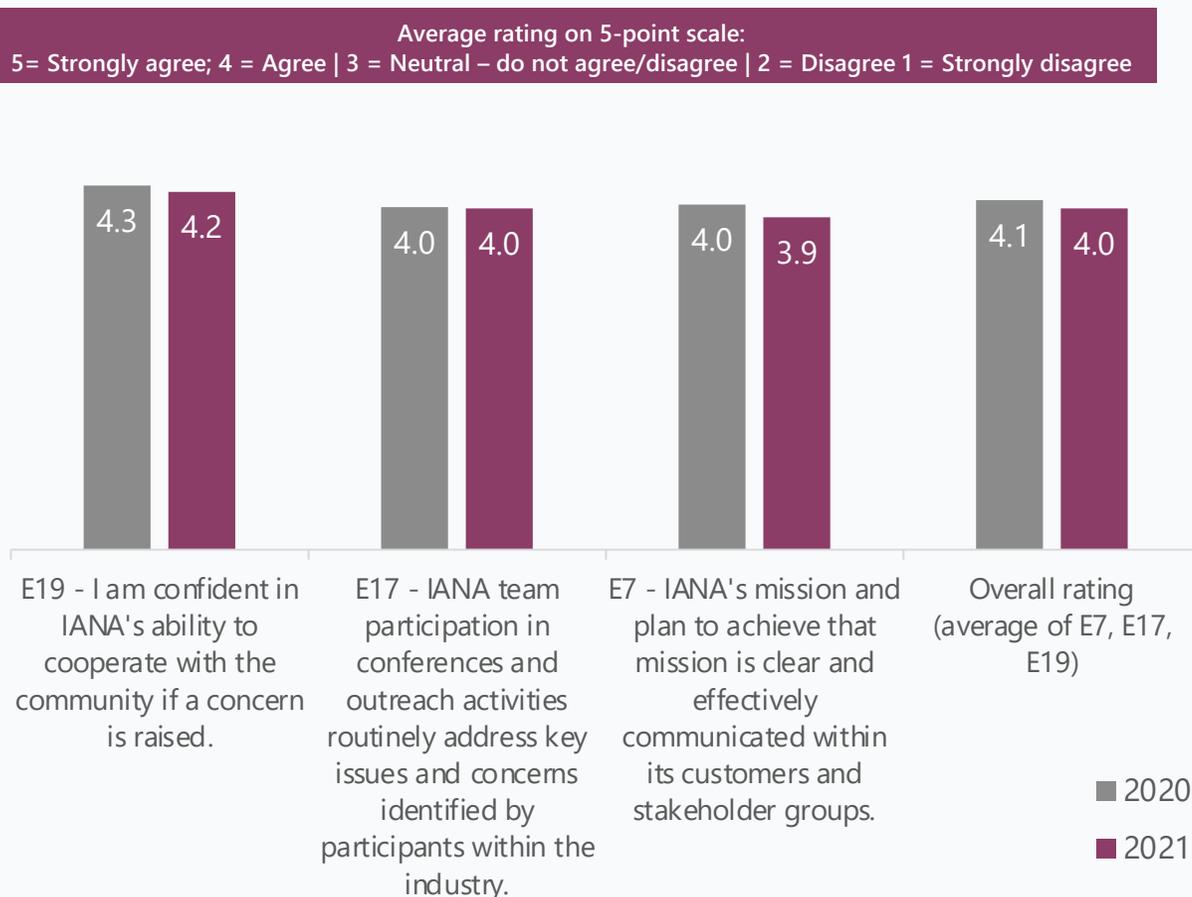


| Average ratings on 5-point scale [2021] | E14 | E20 | E21 | E13 | Overall Rating |
|---|-----|-----|-----|-----|----------------|
| S1: Customer Standing Committee | 4.2 | 4.2 | 3.8 | 3.2 | 3.9 |
| S2: ccTLD Operators | 4.3 | 4.3 | 4.0 | 4.1 | 4.2 |
| S3: ccNSO Council | 4.3 | 4.7 | 3.5 | 3.7 | 4.0 |
| S4: gTLD Operators | 4.1 | 4.1 | 3.9 | 3.2 | 3.9 |
| S5: gNSO Council + RySG chair* | 5.0 | 5.0 | 5.0 | 5.0 | 5.0 |
| S6: Trusted Community Representatives | 4.3 | 4.5 | 4.5 | 3.8 | 4.3 |
| S8: Root Server Operators | 4.8 | 4.8 | 4.3 | 4.5 | 4.6 |
| S9: Internet Numbers Resources Leadership and Oversight | 4.4 | 4.1 | 4.4 | 3.9 | 4.2 |
| S10: IETF Leadership | 4.7 | 4.8 | 4.4 | 4.0 | 4.5 |
| S11: IETF Community | 4.3 | 4.2 | 4.0 | 3.7 | 4.1 |

* S5 was answered by one interviewee

PERCEPTIONS OF IANA – TRANSPARENCY

IANA is rated highly for its cooperation and wider industry outreach, but it would be beneficial for IANA to improve how it communicates its plans to achieve its mission

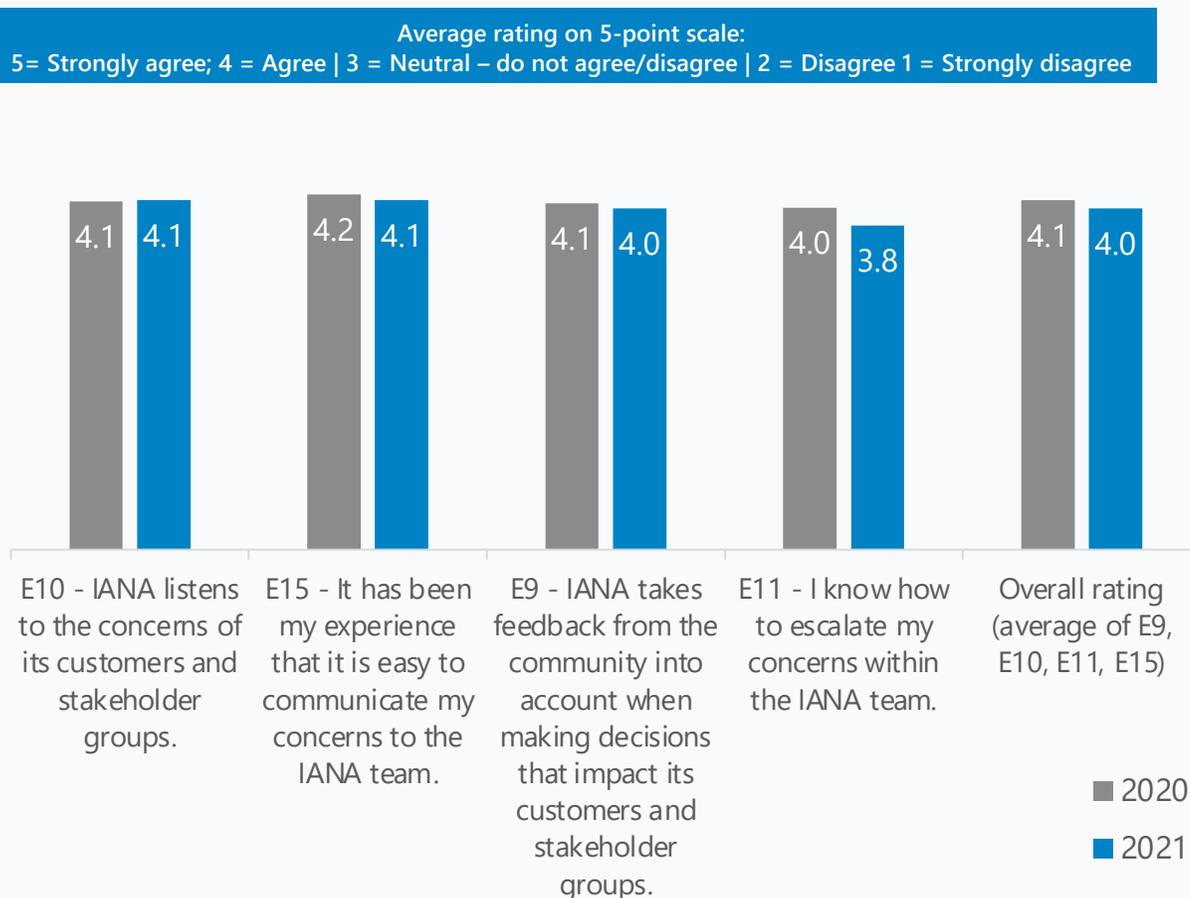


| Average ratings on 5-point scale [2021] | E19 | E17 | E7 | Overall Rating |
|---|-----|-----|-----|----------------|
| S1: Customer Standing Committee | 4.2 | 4.2 | 4.0 | 4.1 |
| S2: ccTLD Operators | 4.2 | 4.0 | 4.0 | 4.1 |
| S3: ccNSO Council | 4.2 | 4.2 | 4.5 | 4.3 |
| S4: gTLD Operators | 3.9 | 3.7 | 3.6 | 3.7 |
| S5: gNSO Council + RySG chair* | 5.0 | 4.0 | 5.0 | 4.7 |
| S6: Trusted Community Representatives | 4.3 | 4.0 | 4.0 | 4.1 |
| S8: Root Server Operators | 4.2 | 4.0 | 4.2 | 4.1 |
| S9: Internet Numbers Resources Leadership and Oversight | 4.3 | 3.7 | 3.9 | 4.0 |
| S10: IETF Leadership | 4.6 | 4.1 | 4.0 | 4.2 |
| S11: IETF Community | 4.2 | 4.1 | 3.9 | 4.1 |

* S5 was answered by one interviewee

PERCEPTIONS OF IANA – ATTENTIVENESS

There has been a slight downward movement in perceptions of IANA’s attentiveness, particularly surrounding stakeholders’ knowledge on how to escalate issues

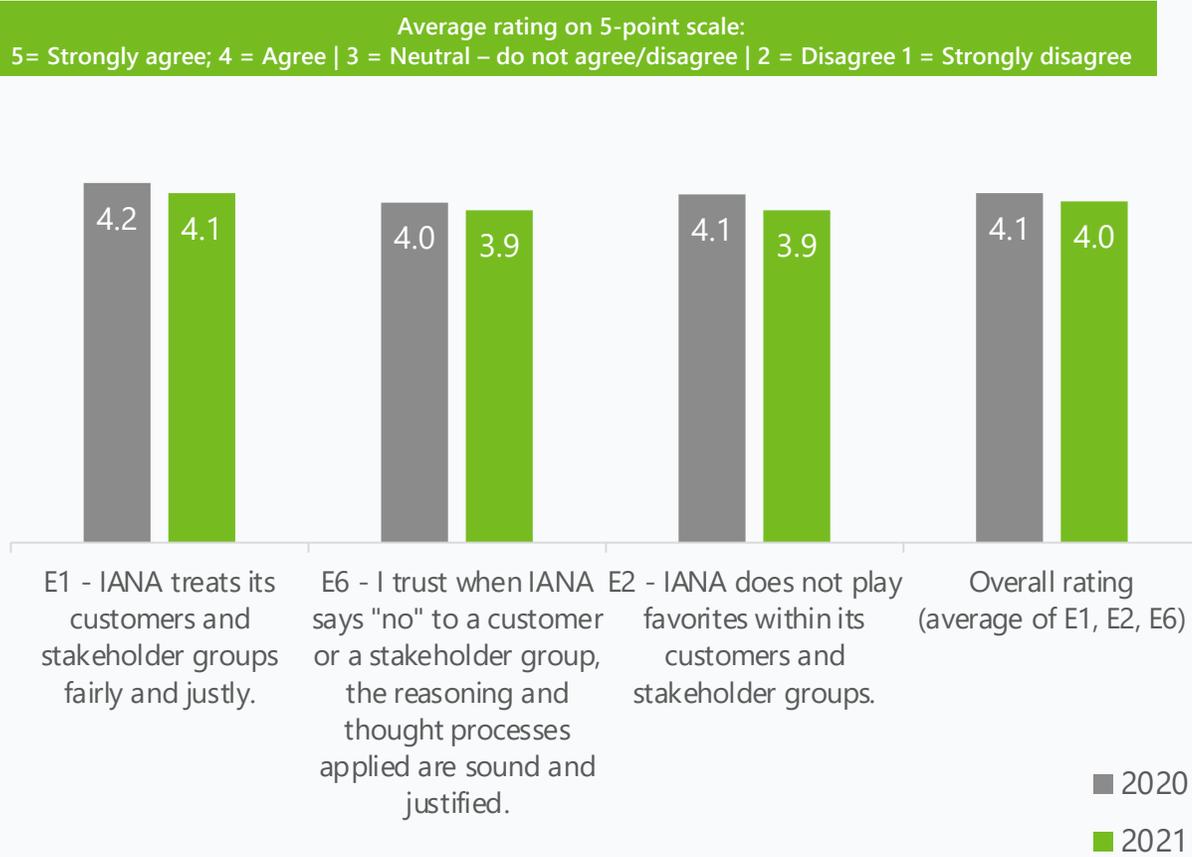


| Average ratings on 5-point scale [2021] | E10 | E15 | E9 | E11 | Overall Rating |
|---|-----|-----|-----|-----|----------------|
| S1: Customer Standing Committee | 4.2 | 4.0 | 4.2 | 4.0 | 4.1 |
| S2: ccTLD Operators | 4.0 | 4.0 | 4.0 | 4.0 | 4.0 |
| S3: ccNSO Council | 4.3 | 4.2 | 4.3 | 4.2 | 4.3 |
| S4: gTLD Operators | 3.9 | 3.8 | 3.8 | 3.9 | 3.9 |
| S5: gNSO Council + RySG chair* | 5.0 | - | 5.0 | 4.0 | 4.7 |
| S6: Trusted Community Representatives | 4.3 | 4.3 | 4.0 | 4.2 | 4.2 |
| S8: Root Server Operators | 4.2 | 4.5 | 4.2 | 4.5 | 4.4 |
| S9: Internet Numbers Resources Leadership and Oversight | 4.0 | 4.3 | 4.3 | 3.6 | 4.1 |
| S10: IETF Leadership | 4.6 | 4.9 | 4.5 | 4.5 | 4.6 |
| S11: IETF Community | 4.1 | 4.1 | 4.0 | 3.4 | 3.9 |

* S5 was answered by one interviewee

PERCEPTIONS OF IANA – FAIRNESS

Stakeholders believe that IANA treats them fairly, but IANA should be mindful of the slight decline in satisfaction this year

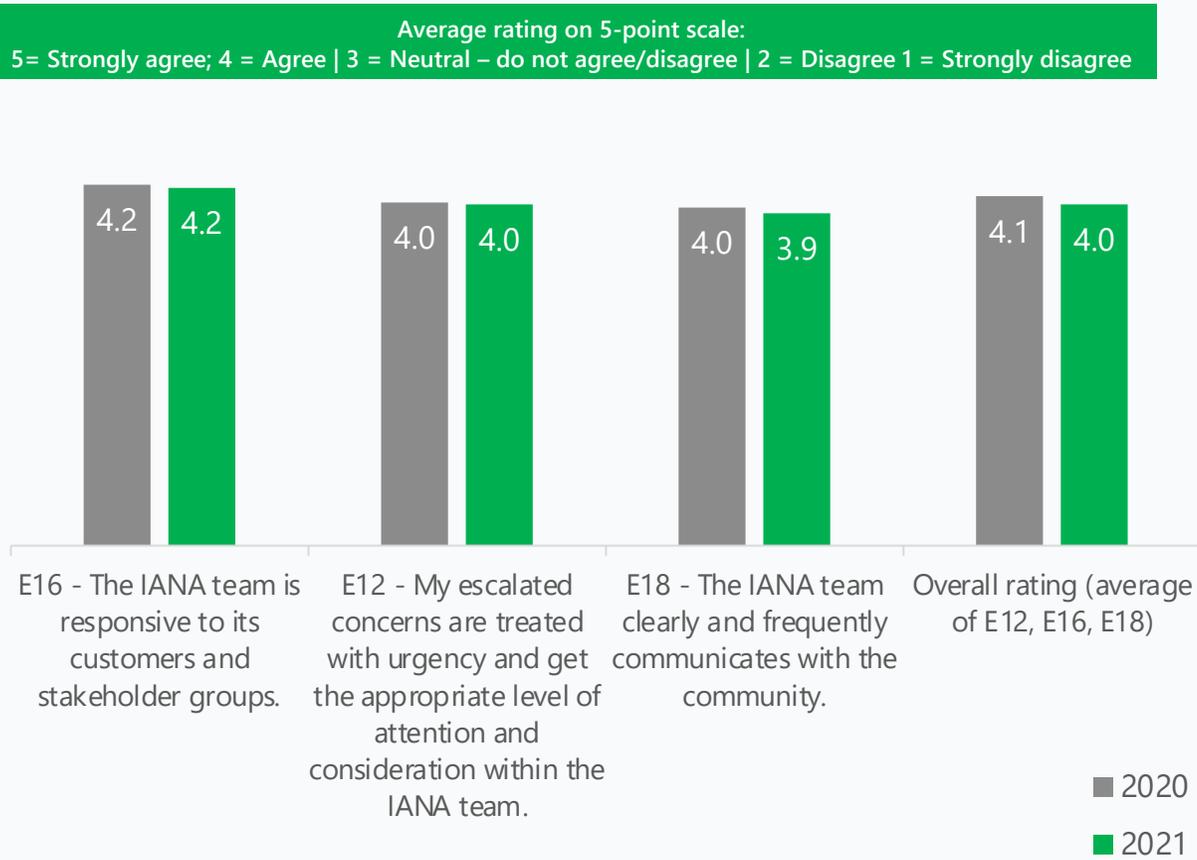


| Average ratings on 5-point scale [2021] | E1 | E6 | E2 | Overall Rating |
|---|-----|-----|-----|----------------|
| S1: Customer Standing Committee | 4.4 | 4.0 | 3.3 | 3.9 |
| S2: ccTLD Operators | 4.2 | 3.7 | 3.8 | 3.9 |
| S3: ccNSO Council | 4.0 | 3.8 | 3.8 | 3.9 |
| S4: gTLD Operators | 3.9 | 3.8 | 3.8 | 3.8 |
| S5: gNSO Council + RySG chair* | 5.0 | 5.0 | 5.0 | 5.0 |
| S6: Trusted Community Representatives | 4.2 | 4.2 | 4.2 | 4.2 |
| S8: Root Server Operators | 4.2 | 4.3 | 3.0 | 3.8 |
| S9: Internet Numbers Resources Leadership and Oversight | 4.1 | 3.7 | 4.0 | 3.9 |
| S10: IETF Leadership | 4.5 | 4.5 | 4.5 | 4.5 |
| S11: IETF Community | 4.1 | 4.0 | 4.0 | 4.0 |

* S5 was answered by one interviewee

PERCEPTIONS OF IANA – TIMELINESS

Stakeholders' perception of IANA's ability to respond to their concerns is generally high, but more clarity and frequency of communication efforts could be a focus for 2022

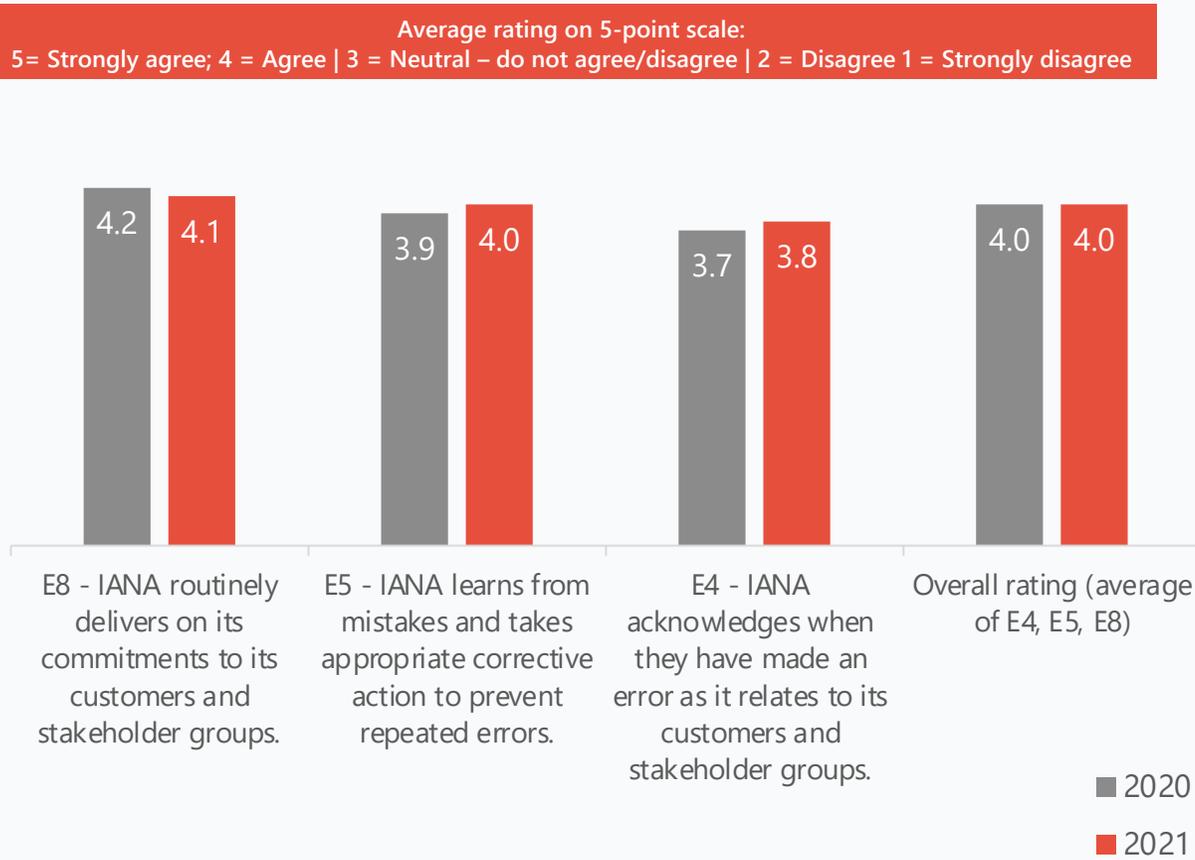


| Average ratings on 5-point scale [2021] | E16 | E12 | E18 | Overall Rating |
|---|-----|-----|-----|----------------|
| S1: Customer Standing Committee | 4.4 | 4.0 | 3.8 | 4.1 |
| S2: ccTLD Operators | 4.1 | 4.1 | 3.9 | 4.0 |
| S3: ccNSO Council | 4.0 | 3.8 | 4.2 | 4.0 |
| S4: gTLD Operators | 4.0 | 4.0 | 3.7 | 3.9 |
| S5: gNSO Council + RySG chair* | 5.0 | 4.0 | 4.0 | 4.3 |
| S6: Trusted Community Representatives | 4.5 | 4.2 | 4.2 | 4.3 |
| S8: Root Server Operators | 4.2 | 4.3 | 3.6 | 4.0 |
| S9: Internet Numbers Resources Leadership and Oversight | 4.1 | 3.6 | 3.6 | 3.8 |
| S10: IETF Leadership | 4.8 | 4.8 | 4.4 | 4.7 |
| S11: IETF Community | 4.3 | 3.9 | 3.8 | 4.0 |

* S5 was answered by one interviewee

PERCEPTIONS OF IANA – ACCOUNTABILITY

There has been a rise in 2021 among stakeholders perceptions surrounding IANA's ability to acknowledge and learn from its mistakes

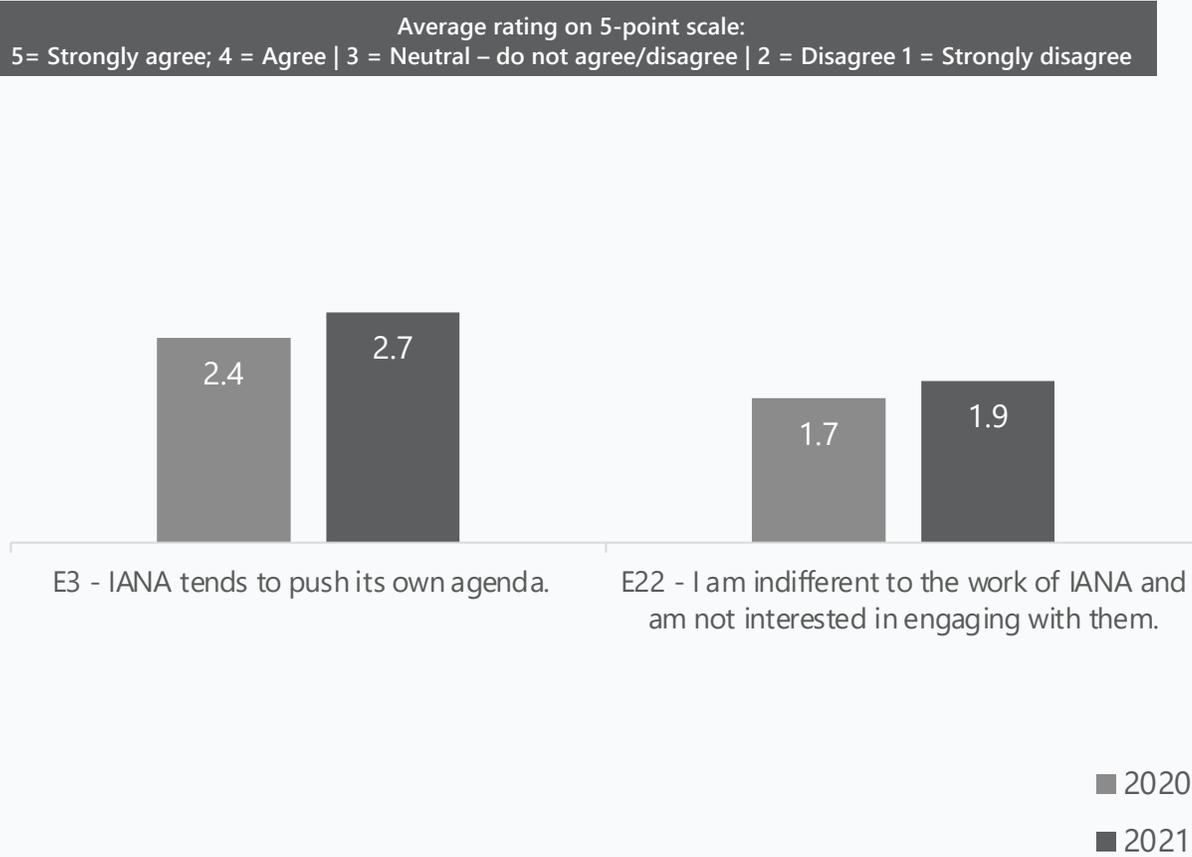


| Average ratings on 5-point scale [2021] | E8 | E5 | E4 | Overall Rating |
|---|-----|-----|-----|----------------|
| S1: Customer Standing Committee | 4.0 | 4.0 | 3.6 | 3.9 |
| S2: ccTLD Operators | 4.0 | 3.9 | 3.9 | 3.9 |
| S3: ccNSO Council | 4.5 | 3.8 | 3.6 | 4.0 |
| S4: gTLD Operators | 3.7 | 3.8 | 3.4 | 3.6 |
| S5: gNSO Council + RySG chair* | 5.0 | 5.0 | 5.0 | 5.0 |
| S6: Trusted Community Representatives | 4.2 | 4.3 | 4.0 | 4.2 |
| S8: Root Server Operators | 4.8 | 4.5 | 4.0 | 4.4 |
| S9: Internet Numbers Resources Leadership and Oversight | 4.1 | 4.2 | 4.0 | 4.1 |
| S10: IETF Leadership | 4.8 | 4.5 | 4.5 | 4.6 |
| S11: IETF Community | 4.1 | 3.9 | 3.8 | 3.9 |

* S5 was answered by one interviewee

PERCEPTIONS OF IANA – RELATIONSHIP WITH IANA

There has been a rise in the perception that IANA tends to push its own agenda



| Average ratings on 5-point scale [2021] | E3 | E22 |
|---|-----|-----|
| S1: Customer Standing Committee | 2.7 | 1.8 |
| S2: ccTLD Operators | 3.0 | 2.0 |
| S3: ccNSO Council | 2.6 | 1.7 |
| S4: gTLD Operators | 2.9 | 1.8 |
| S5: gNSO Council + RySG chair* | 1.0 | 1.0 |
| S6: Trusted Community Representatives | 2.5 | 1.8 |
| S8: Root Server Operators | 2.0 | 1.5 |
| S9: Internet Numbers Resources Leadership and Oversight | 2.4 | 1.6 |
| S10: IETF Leadership | 1.5 | 1.6 |
| S11: IETF Community | 2.7 | 1.9 |

* S5 was answered by one interviewee

Community Leadership Feedback

06

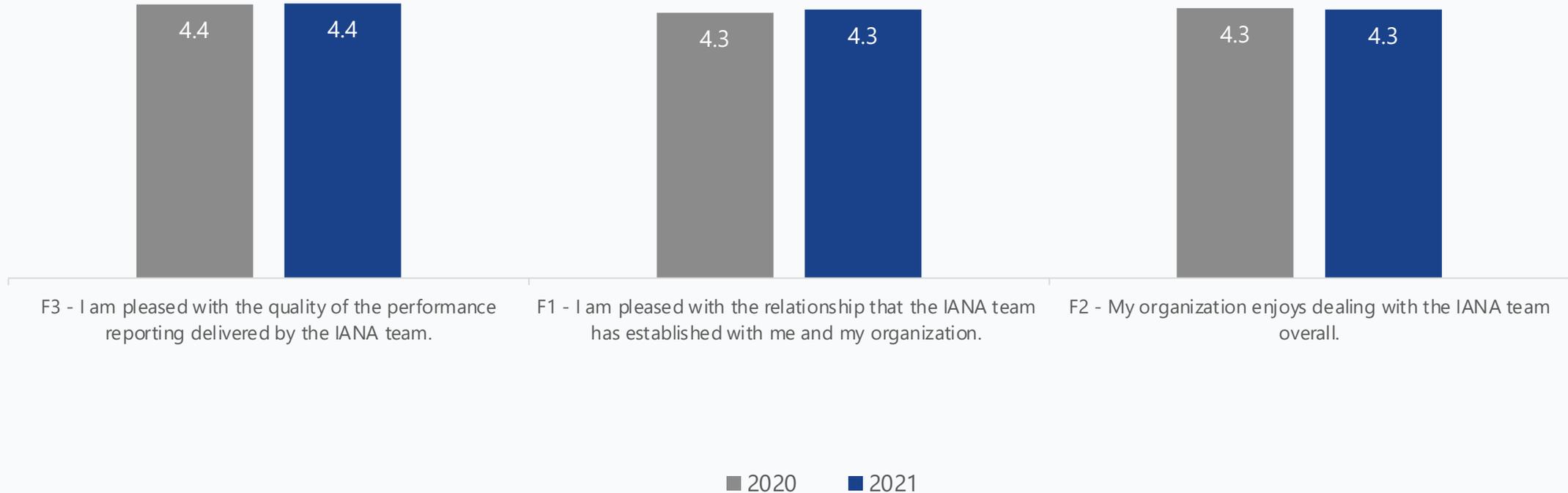
echo



RELATIONSHIP WITH IANA – COMMUNITY LEADERSHIP GROUP’ SATISFACTION

IANA has maintained the high satisfaction scores achieved in 2020

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



RELATIONSHIP WITH IANA – KEY CEREMONY EXPECTATIONS

Stakeholders are further impressed with this year's transparency, security and professionalism at key ceremonies

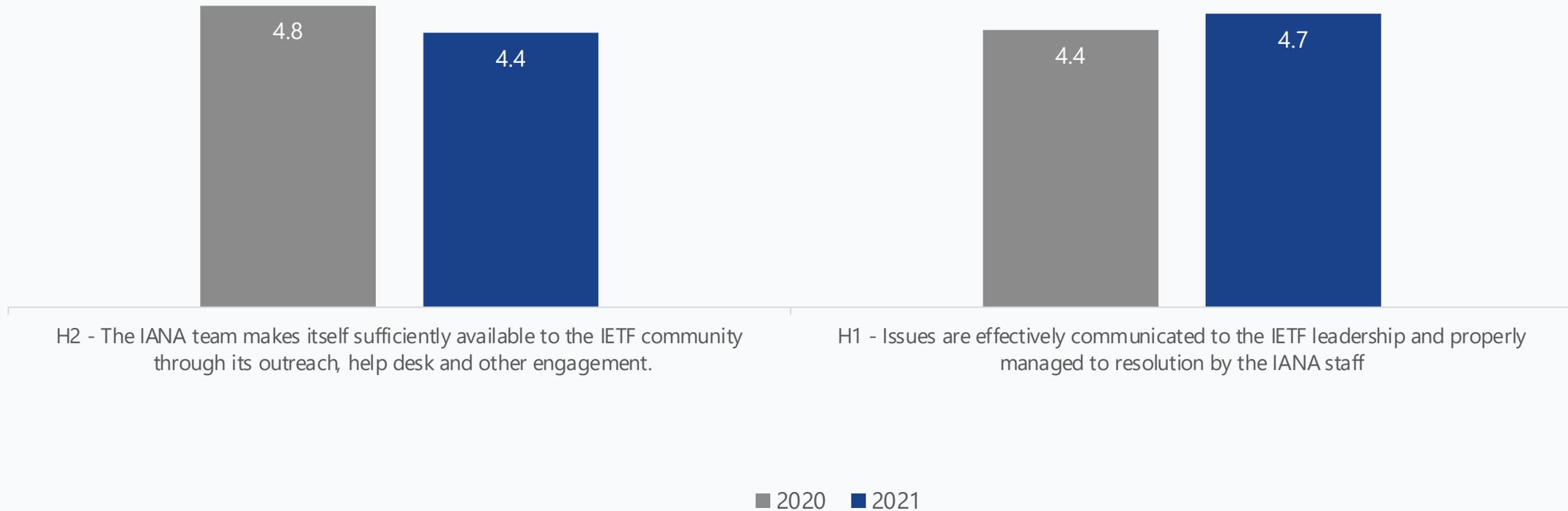
Average rating on 5-point scale:
5= Strongly agree; 4 = Agree | 3 = Neutral – do not agree/disagree | 2 = Disagree 1 = Strongly disagree



RELATIONSHIP WITH IANA – COMMUNICATION WITH THE IETF COMMUNITY

There has been a perceived improvement surrounding the effectiveness of communication when issues have arisen

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



Open Ended Comments

07

echo



PROJECTS/TASKS TO BE PRIORITIZED

- ✓ keeping transparency for the whole process
- ✓ ECDSA signing trial
- ✓ geographical diversification
- ✓ Setup a DR site for the Key management facility with the same security levels.
- ✓ Key management functions need to be transparent, auditable, highly trusted but not require people to travel across half the world to view them. Consider rebuilding the KMFs and installing significantly more cameras, so every step can be viewed from multiple angles

Note – small base size all relevant comments shown

COMMENTS ON IANA'S CURRENT ENGAGEMENT APPROACH

HAPPY WITH THE WAY IT IS

| | | |
|---|---|--|
| <p><i>"IANA has a very important role in the community and I am completely satisfied with the execution of its functions"</i> Internet Numbers Resources Leadership and Oversight</p> | <p><i>"Most engagement seems to be over publicly archived mailing lists, which is cheap, effective, and transparent"</i> IETF Community</p> | <p><i>"Reasonably happy with it."</i> ccNSO Council</p> |
| <p><i>"It works well for anyone interested"</i> Trusted Community Representative</p> | <p><i>"I am well informed, and I keep up with the agreements between the IETF and IANA."</i> IETF Community</p> | <p><i>"When answering this questionnaire I came to realise that COVID doesn't help. I have missed the personal contact with IANA staff at meetings. So in my personal opinion I have missed any engagement."</i> ccTLD Operator/ gTLD Operator</p> |
| <p><i>"We are fine with the current engagement approach between IANA and our organization"</i> Trusted Community Representative</p> | <p><i>"I think it is thoughtful and appropriate for the community."</i> IETF Community</p> | <p><i>"getting better than before"</i> Root Server Operator</p> |
| <p><i>"Perfectly adequate."</i> ccTLD Operator</p> | <p><i>"I think IANA is spot on with their engagement."</i> Root Server Operator</p> | <p><i>"Good, especially considering how difficult Covid19 has made things."</i> ccTLD Operator</p> |

SUGGESTIONS FOR IANA'S COMMUNICATIONS APPROACH

| REMOTELY (50%) | MIX OF APPROACHES/ HYBRID (41%) | IN-PERSON (17%) |
|--|--|--|
| <i>"Now that we've all mastered remote meetings I hope we will not go 100% back to the big "ICANN/IANA travelling agency" (except we travel by sail boat) and when Covid19 is gone we have the Climate change to fight – don't we?"</i> ccTLD Operator | <i>"A mix of approaches - Hybrid model. Meet once a year in person and rest virtual."</i> Customer Standing Committee | <i>"Face-to-face communication is often more effective than online communication. In offline events, the circle of contacts is expanding"</i> ccTLD Operator |
| <i>"Interaction has mostly been online; so travel restrictions didn't impact my interaction"</i> Internet Numbers Resources Leadership and Oversight | <i>"Mix approach, Using other meeting and chat tools such whatsapp."</i> ccTLD Operator | <i>"In-person. I want the dnssec key ceremonies to be back to normal soon enough."</i> IETF Community |
| <i>"Remotely. always remotely. because it is cheap and fast."</i> ccTLD Operator | <i>"I think a mixture of remote and in-person would be good. Certain things are much easier to discuss face-to-face."</i> IETF Community (Internet Engineering Task Force) | <i>"When restrictions are off - in person."</i> ccTLD Operator |
| <i>"Remotely"</i> ccNSO Council/ Trusted Community Representative | <i>"Remotely. Once the pandemic is done, hybrid is preferred."</i> ccTLD Operator | <i>"In person"</i> Internet Numbers Resources Leadership and Oversight |

CONSIDERATIONS FOR IANA'S STRATEGIC DIRECTION

| DNS | SECURITY | OTHER TOPICS |
|--|---|---|
| <i>"Study what threat (if any) this block chain DNS idea has to the current structure of the DNS."</i> ccNSO Council | <i>"Privacy concerns. Effective and timely collaboration/response activities with respect to Cyber incidents."</i> Trusted Community Representative | <i>"Root KSK algorithm rollover"</i> IETF Community |
| <i>"Geopolitical DNS issues"</i> ccNSO Council | <i>"Abuse mitigation; Cyber threat/detection; identity/know your registrant; block chain technology as applied to the DNS."</i> gTLD Operator | <i>"Showing the community that another "internet" is not the Internet"</i> gNSO Council + RySG chair |
| <i>"Export some of the IANA operations out of USA. Explore new identifiers and interoperability with the old DNS"</i> Trusted Community Representative | <i>"Security, privacy, and open access to the net"</i> IETF Community | <i>"I am looking forward to the automation projects that IANA is working [on]."</i> IETF Community |
| <i>"Remain aware and alert about alternative DNS resolution technologies."</i> ccTLD Operator | <i>"Cyber Security"</i> ccTLD Operator | <i>"Increase awareness of IANA Functions at the regional level to cover the gap experienced by engineers especially from 3rd world regions, in understanding the role of IANA and the technologies/protocols implemented"</i> Internet Numbers Resources Leadership and Oversight |

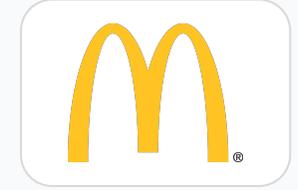
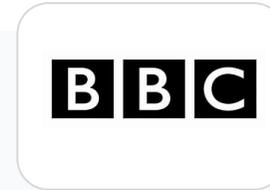
About Echo

08

echo

About Echo Research

- **Global leaders** in actionable insights into reputation and brand to drive strategic outcomes.
- **Full range of research** capabilities, all languages, all markets.
- Responsible for **Britain's Most Admired Companies** study - the UK's longest running corporate reputation survey celebrating excellence in leadership.
- Winners of industry **awards for excellence** in communications research including top AMEC Platinum Award for the most effective media intelligence, research & insight company
- **Expert Witnesses** in image and reputation.





Reputation / brand audits

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



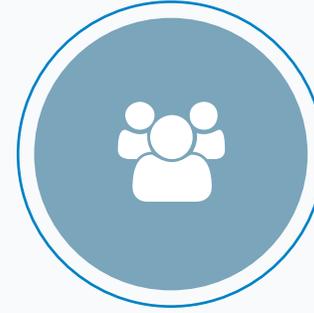
Risk & issues monitoring

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.

Tracey Croft | Research Director



+44 (0)20 8050 3623



tracey.croft@echoresearch.com

Ruth David | Senior Account Executive



+44 (0) 20 8050 3619



ruth.david@echoresearch.com



echoresearch.com



AIM FOR BETTER

echo