

echo



IANA Global Customer Engagement Survey 2025-2026

Community Leadership Survey

Final report – February 2026

echoresearch.com

Introduction

Echo Research has conducted the IANA Global Customer Engagement survey annually since 2013.

In 2025 the study was split into two separate surveys:

- **Community Leadership Survey**, sent to IANA's community oversight groups
- **Event Feedback Survey**, made available to all community members participating in IANA-led engagement sessions between October 2025 and September 2026

This is the report of findings from the **Community Leadership Survey** conducted between November 2025 and January 2026.

The purpose of this survey is to:

- **assess leadership satisfaction** with IANA's support
- establish the effectiveness of IANA in **addressing the needs of community groups**
- **identify areas and considerations** for IANA's strategic direction

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01



Summary

Perceptions of IANA are hugely supportive among Community Leadership groups.

1. The proportion of respondents who said they are satisfied with the support provided by IANA is extremely high – **with 96% overall satisfaction among all 26 respondents**
2. **Timely, clear and knowledgeable communication and support** from the IANA team have driven strong levels of satisfaction
3. All respondents agreed that IANA is **effective in addressing the needs of their specific community group**
4. The **engagement, proactivity and efficiency from IANA representatives** in dealing with specific needs is recognized by interviews
5. The **challenges of the changing technological landscape**, specifically AI, is an area that IANA is challenged to keep pace with
6. Additional areas for IANA to focus on moving forward include **root server governance and RPKI services**

IANA delivers extremely high levels of support for its Community Leadership groups, who in turn are strong advocates for what it does. IANA's must continue to **maintain this support amid an evolving industry landscape.**

Methodology & sample breakdown

In 2025, 26 respondents completed the survey, a 23% response rate, down from 32% among the equivalent groups in 2024



✓ Online survey



✓ 5-minute survey



✓ To maximize engagement and responses to the survey, pre-launch communications were sent from ICANN, advising them of when to expect the survey, as well as highlighting the purpose and value of the study.



✓ The invitation to the survey and three reminders to take part, emailed by Echo and their data partner, Yonder Data Solutions



✓ Survey responses were collected between 13 November 2025-24 January 2026

		2025			2024		
STAKEHOLDER FUNCTION	STAKEHOLDER GROUP	TOTAL SAMPLE AVAILABLE	TOTAL NO. COMPLETES	% RESPONSE RATE ACHIEVED	TOTAL SAMPLE AVAILABLE	TOTAL NO. COMPLETES	% RESPONSE RATE ACHIEVED
NAMING FUNCTION	Customer Standing Committee	14	7	50%	12	4*	33%
	ccNSO Council	18	4	22%	18	11*^	61%
	gNSO Council	21	1	5%	21	3^	14%
	Trusted Community Representatives	16	4	25%	29	10	34%
NUMBERING FUNCTION	Internet Numbers Resources Leadership and Oversight	16	2	13%	15	3	20%
PROTOCOL PARAMETERS	IETF Leadership	30	8	27%	30	12	40%
TOTALS		115	26	23%	125	40	32%

In 2024:

**2 respondents were classified within the two membership types highlighted*

^ 1 respondent was classified within the two membership types highlighted above

While attributed to the counts for stakeholder group above, they are only classed as one respondent in the overall number of completes

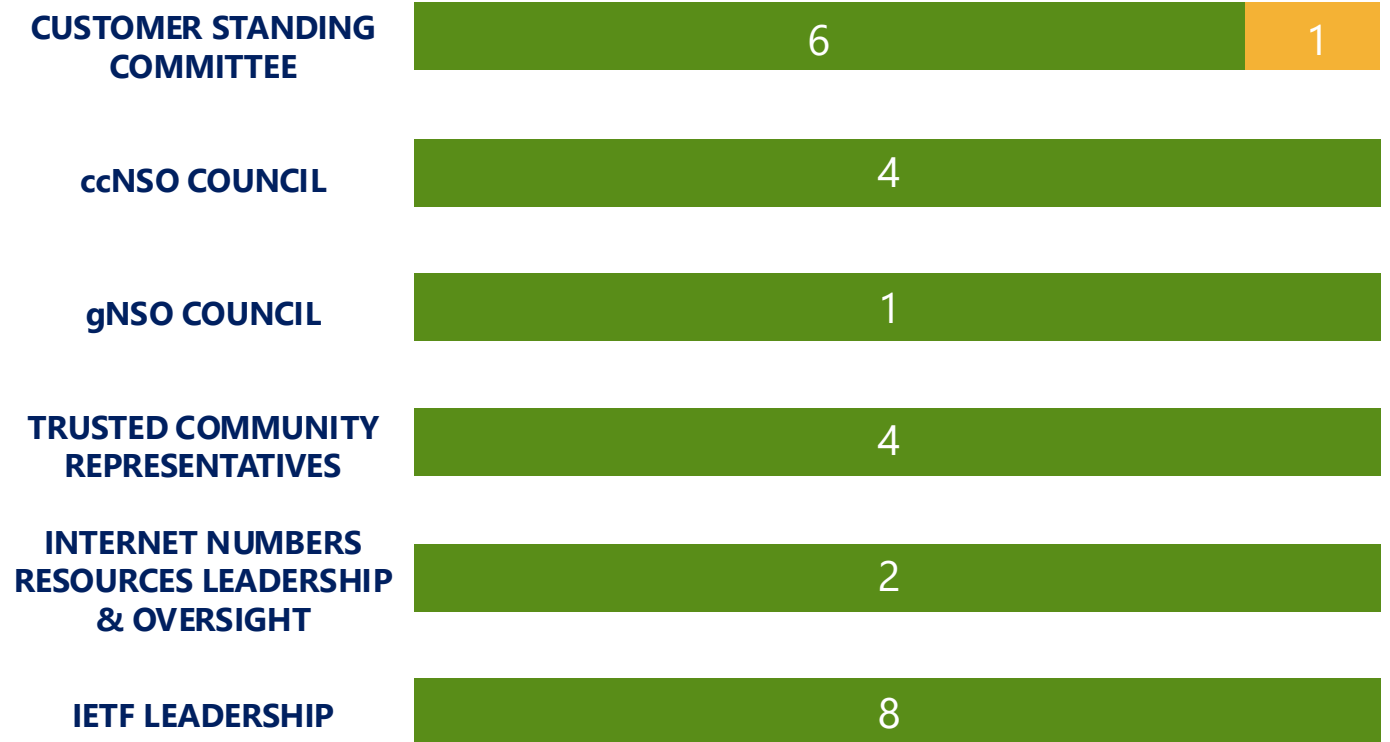
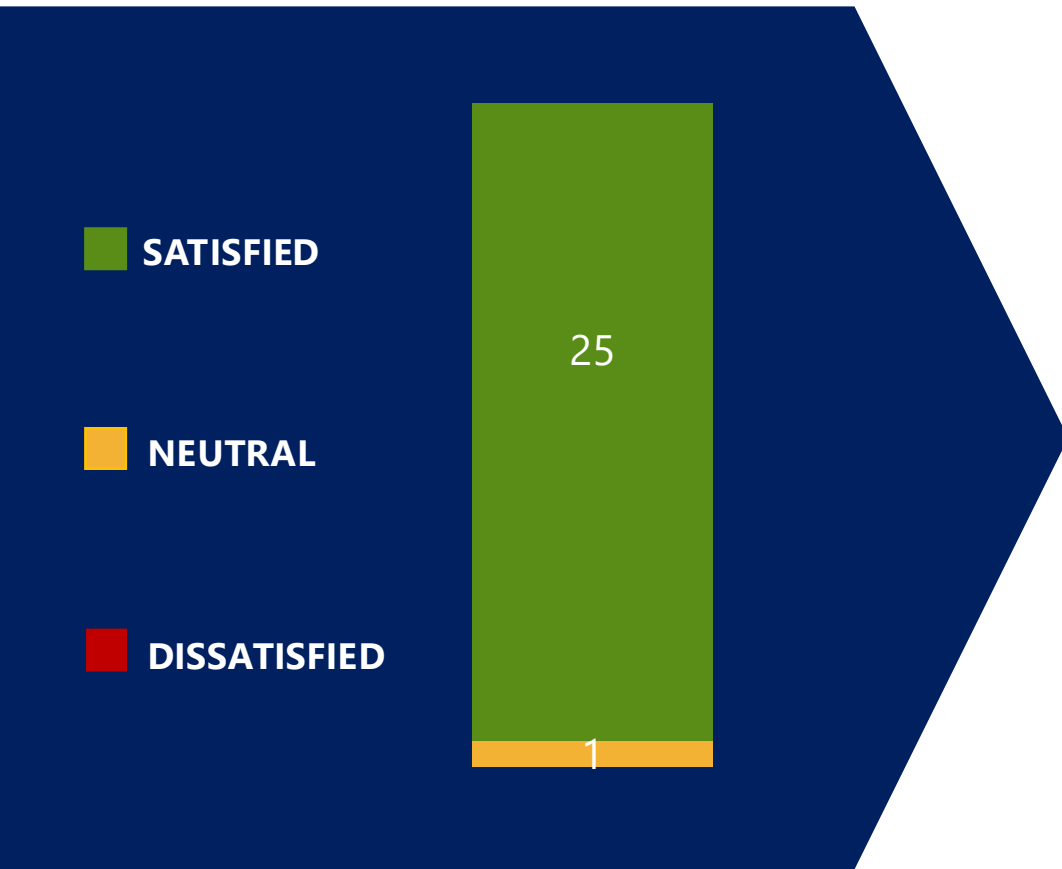
Satisfaction with IANA support

02



Satisfaction with the support provided by IANA

Overall satisfaction levels were high, with complete satisfaction seen in 5 out of 6 audience groups, and no participants said they were dissatisfied



Q1. How satisfied are you with the support provided by IANA over the past year?
Base: All respondents (n=26)

Reason for satisfaction with the support provided by IANA

IANA's efficiency and expertise in responding to issues is a key driver of strong satisfaction levels, coupled with the approachability and helpfulness of IANA staff



Timely responses



I was very satisfied with the support I received because they provided clear and timely communication, responding quickly to my request and keeping me informed at every stage of the process.
- **ccNSO Council**



They are always quick to review specifications as they work their way towards publication. Also, they are responsive to questions and concerns.
- **IETF Leadership**



Skills and knowledge of employees



IANA provides very timely updates to the registries and manages the review by designated experts.
- **IETF Leadership**



Today DNS is safe, secure and stable due to technical skills and operational efficiency of IANA.
- **Customer Standing Committee**



Approachable and helpful team



All my interactions with the IANA team have been professional and satisfactory. They are approachable, understanding and ready to help.
- **ccNSO Council**



My interactions with IANA have been great - IANA is hugely competent, professional, quick, and friendly.
- **IETF Leadership**

Q2. Can you tell us why you were [PIPE IN RESPONSE SELECTED AT Q1] with the support you received from the IANA team? Please give as much detail as possible.
Base: All respondents (n=26)

Reason for satisfaction with the support provided by IANA

Examples of satisfaction with IANA's support can also be seen in the context of specific roles and events



Quality of communications



As part of the IAB and IETF-IANA coordination team, the monthly reports are detailed and easy to track. The IANA responds promptly to queries on both procedural and technical matters.
- IETF Leadership



I appreciate the open communications that I have seen from the IANA team during the meetings we have had. As a 'newbie' I feel welcome and do not feel any hesitation in approaching the members of the team if I have any questions or thoughts I may want to discuss.
- Customer Standing Committee



Availability of support



To perform my role I depend on IANA staff to provide support, and they do it very well, they were always available and helpful in coordination and facilitating.
- Trusted Community Representatives



In regard to our work as ASO/AC members, IANA has been very informative and available when requested.
- RIR/ASO member



Professionalism of IANA



As Area Director, I have frequent interactions with IANA and they are professional and timely.
- IETF Leadership

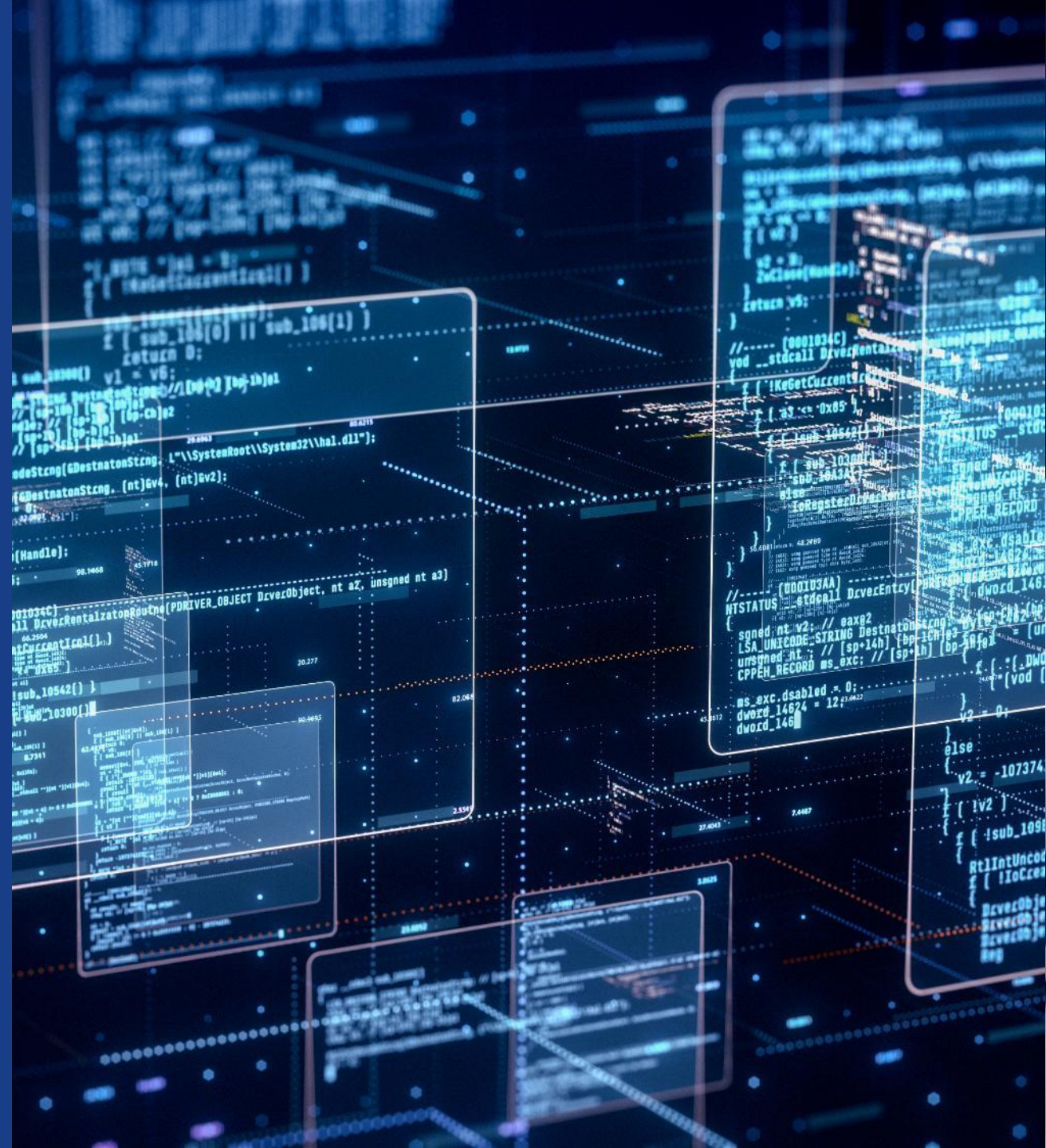


I interacted with my Mr Foley and Mr Pavez for the KSK Ceremonies. They were both responsive to my queries and helpful in resolving the issues in a satisfactory manner.
- Trusted Community Representatives

Q2. Can you tell us why you were [PIPE IN RESPONSE SELECTED AT Q1] with the support you received from the IANA team? Please give as much detail as possible.
Base: All respondents (n=26)

Effectiveness of IANA in addressing community needs

03



Effectiveness of IANA in addressing community needs

IANAs accurate and efficient responses, availability of support and openness to feedback are credited for their effectiveness in addressing community needs



ALL respondents rated IANA as effective in addressing their community needs

Q3. How effective has the IANA team been in addressing the needs of your community group?

Q4. Can you tell us why you rated the IANA team as [PIPE IN RESPONSE SELECTED AT Q3] in addressing the needs of your community group? Please give as much detail as possible.

Base: All respondents (n=26)

Effectiveness of IANA in addressing community needs

The willingness and openness of IANA to engage, in different ways, with community groups is highlighted



Openness



I asked questions about the transparency of the KSK Ceremonies and administrative ceremonies with respect to the expectations of the Internet community. I also sent suggestions on how to improve transparency. The suggestions were put into practice for the next KSK ceremonies.
- Trusted Community Representatives

Engage at ICANN conferences, with IANA presentations, and team members present have an openness for feedback.
- Customer Standing Committee



Organised & efficient



Protocol registries for IETF are handled efficiently, and IANA also provides advance reviews and advice to document authors.
- IETF Leadership

We in IETF interact with IANA almost on a daily basis as we process our documents with IANA considerations. They have stayed on top of all the requests and have rarely been the bottleneck in our ability to process our documents.
- IETF Leadership



Proactive & transparent



Clear documentation, clear process, clear Tracking of progress and open issues.
- IETF Leadership

When others drop the ball, IANA sends nudges. When that is not sufficient, IANA escalates the issue to the IESG.
- IETF Leadership

Q3. How effective has the IANA team been in addressing the needs of your community group?

Q4. Can you tell us why you rated the IANA team as [PIPE IN RESPONSE SELECTED AT Q3] in addressing the needs of your community group? Please give as much detail as possible.

Base: All respondents (n=26)

► **Future strategic
direction and areas for
engagement**

04



Considerations for IANA's strategic direction

Keeping up-to-date with technology/AI and the changing geopolitical landscape are seen as key for IANA



Innovation



Evolving global landscape



Service Delivery



Maintain high standards



I believe they should look into the different ways RPKI may need services from IANA.

- Trusted Community Representatives

IANA should consider what the changing geopolitics mean for its functioning and trust, specifically related to key ceremonies and key material only in one country, while many countries are reconsidering their natural structural independence.

- Customer Standing Committee

Continue to support protocol registries ensuring rapid review and turn around for new registries given the rapid development of new technologies for AI.

- IETF Leadership

I believe IANA is well positioned for the future, and aligning its strategy with continued innovation, strong security practices, and inclusive global engagement would further strengthen its role.

- ccNSO Council



There is interest in the community about potential impacts of agentic AI to the internet's management operations.

- gNSO Council

Increased globalization regarding location of the HSM by expanding service locations to Singapore and Geneva with additional HSM.

- Trusted Community Representatives

Evolution of root server governance may affect the role of IANA operations.

- Customer Standing Committee

More autonomy for IANA; they know what the right thing to do is, and letting them get on with it is useful...

- IETF Leadership



Keep on top of new technologies and adapt when needed.

- ccNSO Council

More involvement at the regional and national level.

- ccNSO Council

IANA has plans that will allow developers to download IANA Registries in JSON format. This is very forward looking and helpful.

- IETF Leadership

Maintain current direction.

- Customer Standing Committee

Q5. 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 respondents (n=26)

About Echo Research

- 30-year track record in **communication, brand, and reputation research** - delivering actionable insights which drive strategic outcomes.
- Full range of **research capabilities**
 - Brand & reputation measurement
 - Stakeholder mapping & research
 - Stakeholder engagement and customer satisfaction
 - Social intelligence & horizon-scanning
 - Sustainability & issues management research
 - Campaign & thought-leadership research.
- **MRS Company Partners** with 100+ awards for research excellence
- **Expert Witnesses** in image and reputation
- **London, New York, Abu Dhabi,**

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