



IANA Engagement Survey 2023/24

Final Report - May 2024

Summary

01

```
..
bin -> usr/bi
boot
dev
etc
home
lib -> usr/li
lib64 -> usr/
lost+found
mnt
opt
private -> /h
proc
root
run
sbin -> usr/b
srv
sys
tmp
usr
var
```

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15:53

2023/2024 IANA Engagement Survey – Key Highlights Final Report

METHODOLOGY & TOP FINDINGS



The following results are based on responses collected between October 2023 - April 2024

101 Total surveys completed



Overall score among customer segments **has maintained at 4.1***

STANDOUT RATINGS



Overall perceptions of Transparency (**4.2**) and Fairness (**4.1**) have risen marginally compared to 2022.



Ratings among Operation Customers have improved compared to 2022 with a rise in perceptions across almost all measures.

Perceptions among Community Leadership have declined between studies, particularly for Attentiveness (**3.9**).

Methodology

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Method of obtaining feedback

Echo Research has hosted the IANA Engagement Survey since 2013 to monitor engagement and satisfaction among IANA's customers and external stakeholders.

For 2023-24, the study evolved from a single annual online survey to an 'always on' opportunity to gain feedback from both members and those who attend IANA events.

Between October 2023 and April 2024 respondents had two opportunities to share their views. 826 members classified as ccTLD Operators (S2), gTLD Operators (S4) and Root Server Operators (S7) were emailed the survey directly from contacts provided by IANA, while all other respondents were offered the survey via a generic QR code at relevant events.

To maximise participation the current survey questions were reviewed, and routing was applied to ensure that all respondents were only shown questions relevant to their membership type. 17 key statements (reduced from 22 statements) were included within this survey in order to rate IANA across the following criteria: credibility, transparency, attentiveness, fairness, timeliness, accountability and their relationship with IANA. Year-on-year average comparisons have been recalculated to allow a like-for-like comparison with the statements currently included.

Average time to complete the survey was 15 minutes.

This is the final report covering responses collected between October 2023 and April 24.

Respondent participation

101 respondents completed the survey, resulting in the following response below:

Group numbers	Audience group	Total mailout sample	Total completes 2023/24	% response rate achieved 2023/24
S1	Customer Standing Committee	N/A	8	-
S2	ccTLD Operators	457	35	8%
S3	ccNSO Council	N/A	13	-
S4	gTLD Operators	348	21	6%
S5	gNSO Council	N/A	0	-
S6	Trusted Community Representatives	N/A	1	-
S7	Root Server Operators	21	3	14%
S8	Internet Numbers Resources Leadership and Oversight	N/A	11	-
S9	IETF Leadership	N/A	0	-
S10	IETF Community	N/A	1	-
N/A	Other respondents (collected from the general event link)	N/A	12	-

Four respondents qualified within two membership types

METHODOLOGY

Respondents have been analyzed based on the following groups

Community Leadership 34 respondents	Customer Standing Committee
	ccNSO Council
	gNSO Council
	Trusted Community Representatives
	Internet Numbers Resources Leadership and Oversight
	IETF Leadership
	IETF Community
Operation Customers 55 respondents	ccTLD Operators
	gTLD Operators
	Root Server Operators
Other 12 respondents	Self-describing themselves from the event survey link

Naming Function 88 respondents	Customer Standing Committee
	ccNSO Council
	gNSO Council
	Trusted Community Representatives
	ccTLD Operators
	gTLD Operators
	Root Server Operators
Numbering Function 11 respondents	Internet Numbers Resources Leadership and Oversight
Protocol Parameters 2 respondents	IETF Leadership
	IETF Community
Other 2 respondents	Self-identifying their area of interest from the event survey link

Overall Results

03

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PERCEPTIONS OF IANA - STATEMENTS

In 2023, the statements were streamlined; those removed from the 2023 study are noted below

CREDIBILITY	TRANSPARENCY	ATTENTIVENESS	FAIRNESS	TIMELINESS	ACCOUNTABILITY
<ul style="list-style-type: none"> E14 - I am confident about the IANA team's skills and ability to accomplish its objectives E13 - The IANA team is innovative and forward-looking 	<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 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 E11 - I know how to escalate my concerns within the IANA team 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> E16 - The IANA team is responsive to its customers and stakeholder groups 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"> E8 - IANA routinely delivers on its commitments to its customers and stakeholder groups E4 - IANA acknowledges when they have made an error as it relates to its customers and stakeholder groups
<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> E19 - I am confident in IANA's ability to cooperate with the community if a concern is raised 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> E2 - IANA does not play favorites within its customers and stakeholder groups 	<ul style="list-style-type: none"> E18 - The IANA team clearly and frequently communicates with the community 	<ul style="list-style-type: none"> E5 - IANA learns from mistakes and takes appropriate corrective action to prevent repeated errors

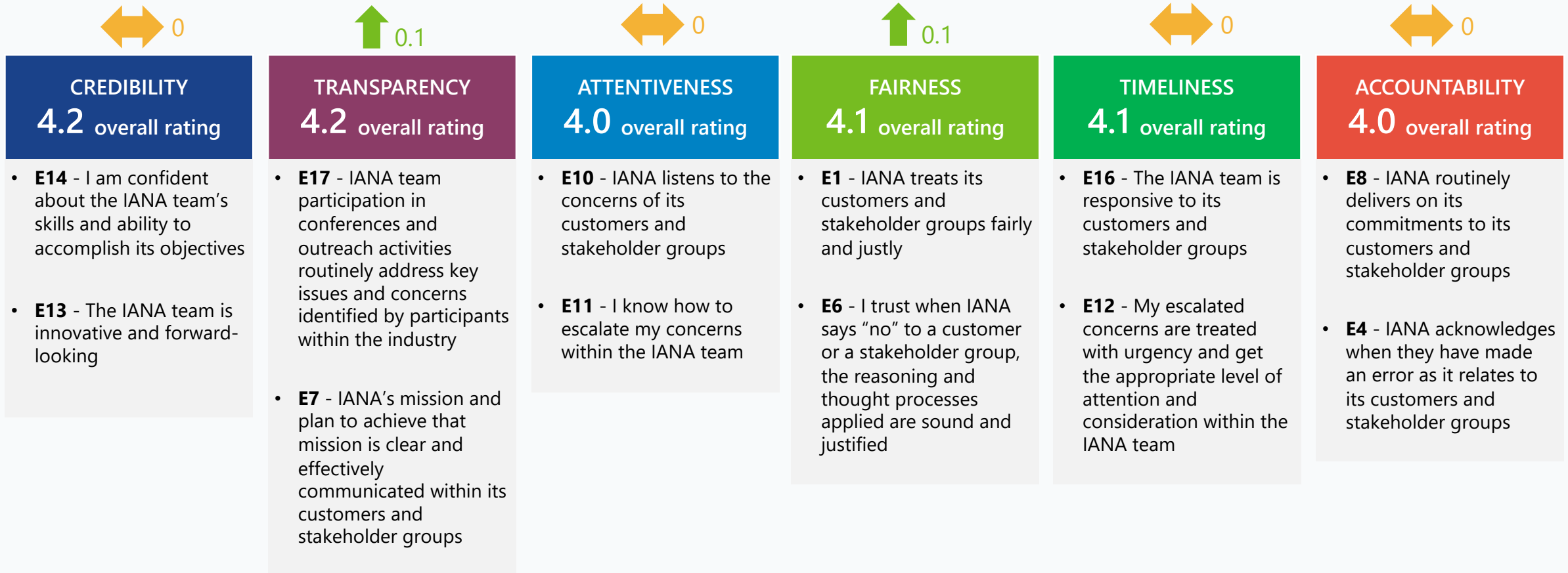
Statements removed in 2023



Q. 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
 Previous year overall ratings have been adjusted to reflect the change in statements

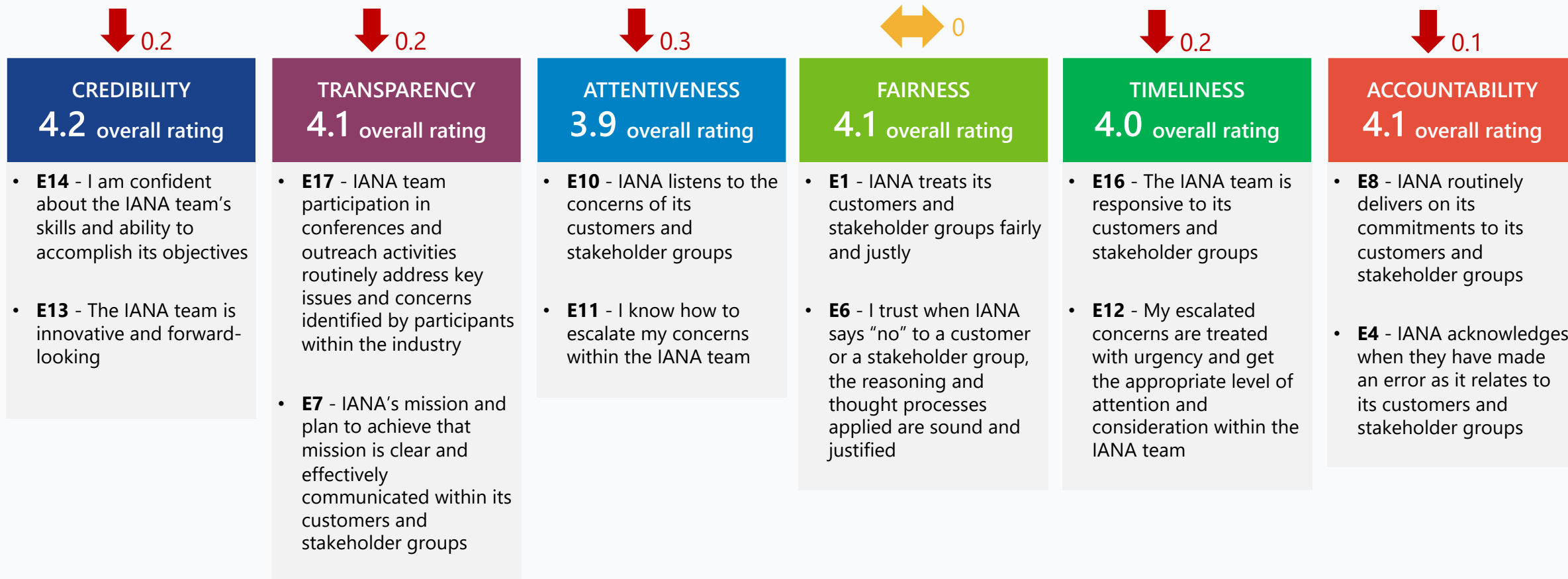
PERCEPTIONS OF IANA – ALL STAKEHOLDER GROUPS

Among all stakeholders, perceptions of IANA have largely remained consistent with 2022, rising when considering transparency and fairness



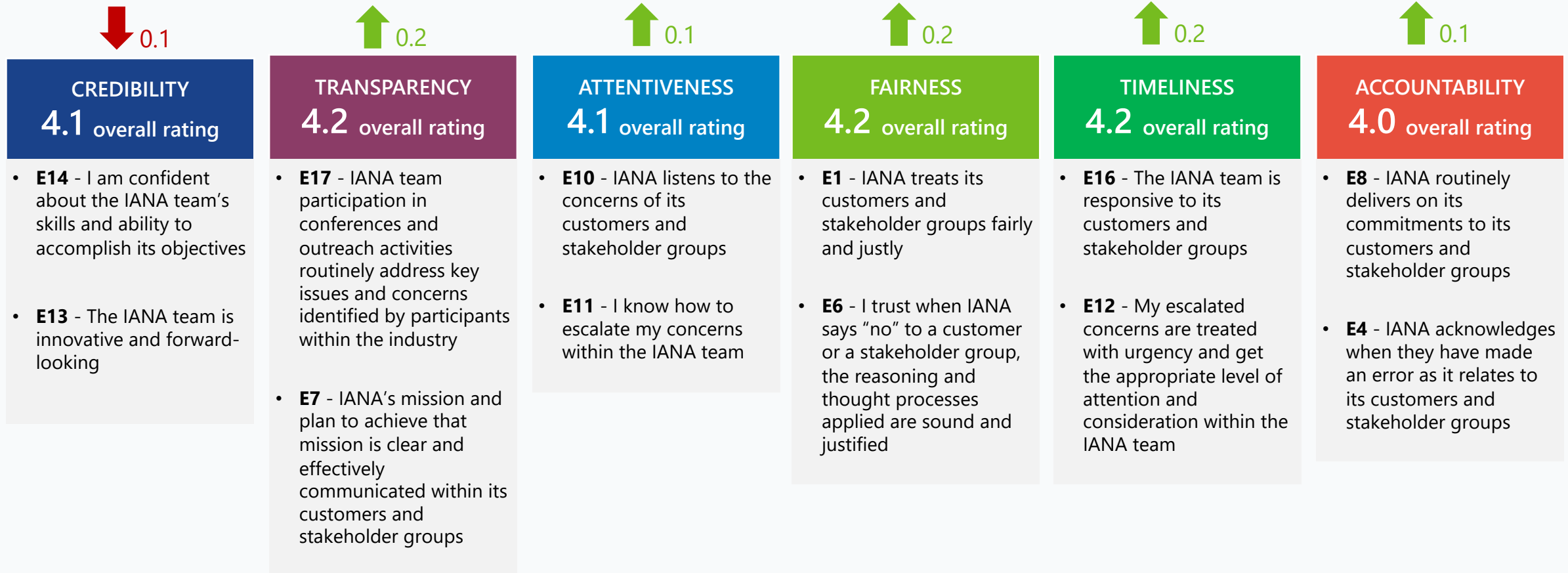
PERCEPTIONS OF IANA – COMMUNITY LEADERSHIP

There has been an overall decline in Community Leadership perceptions year-on-year particularly when considering the attentiveness of the IANA team



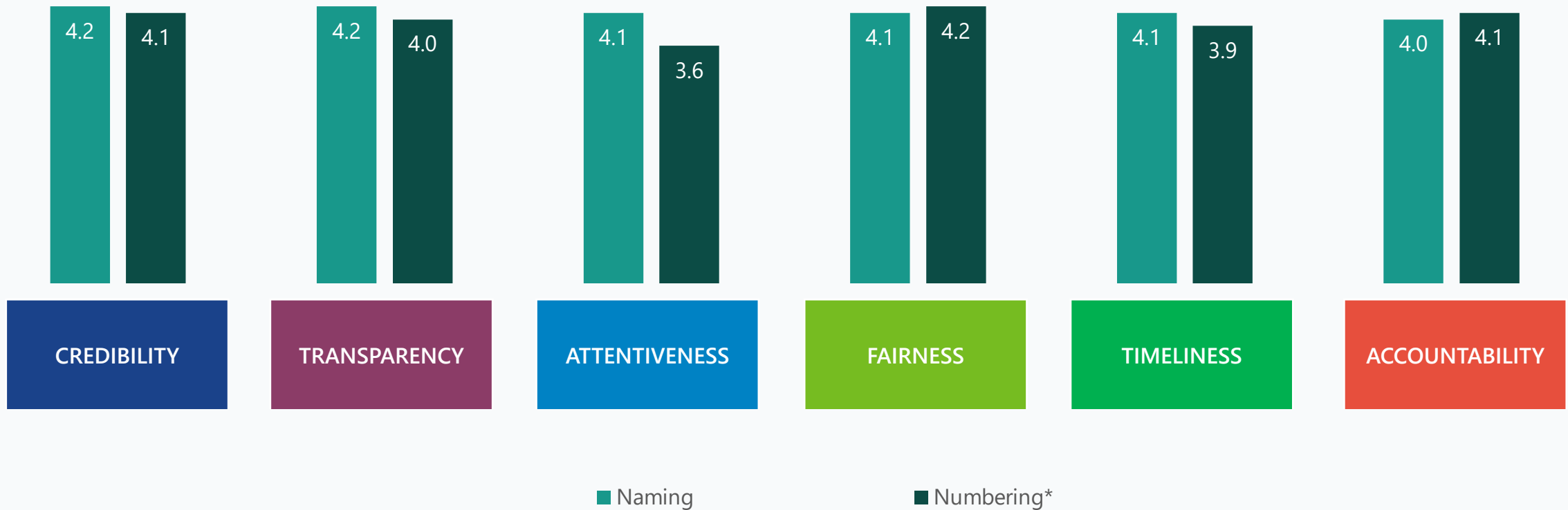
PERCEPTIONS OF IANA – OPERATIONS CUSTOMERS

Operations Customers have largely improved perceptions of IANA with transparency, fairness and timeliness of interactions seeing the biggest uplift



PERCEPTIONS OF IANA – IANA FUNCTION

Perceptions among Naming and Numbering interviewees differ across all measures. The small number of Numbering respondents rate IANA less well for attentiveness than those in the Naming segment



Results across Measures

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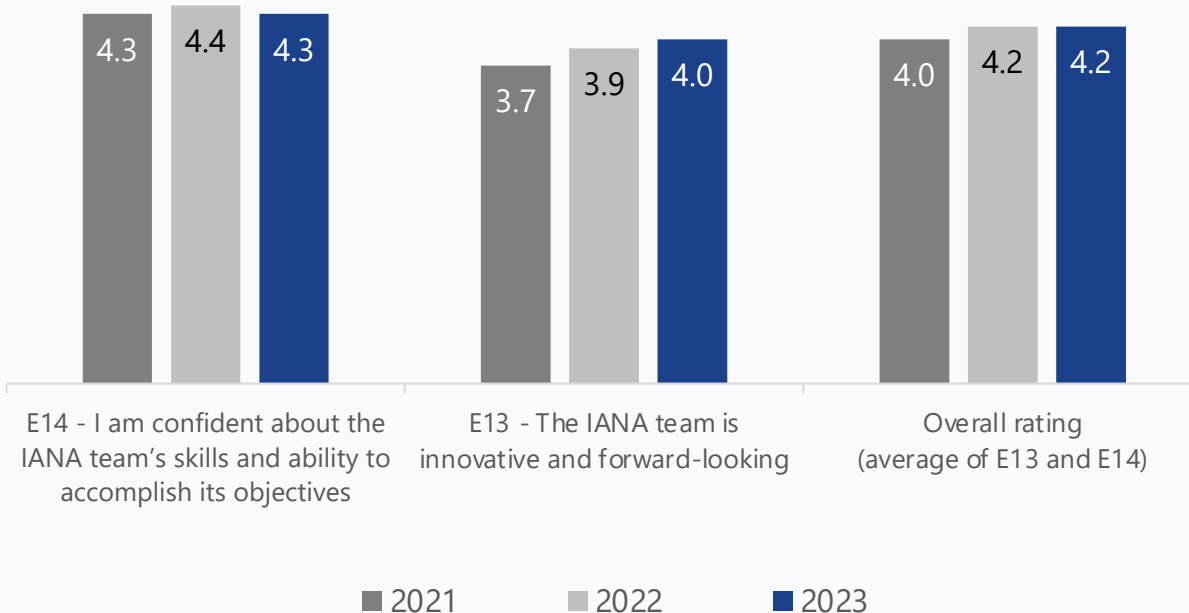


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PERCEPTIONS OF IANA – CREDIBILITY

Over the past three years perceptions of the IANA team as innovative and forward-looking have continued to improve, while overall confidence in the skills of the team remain consistent

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



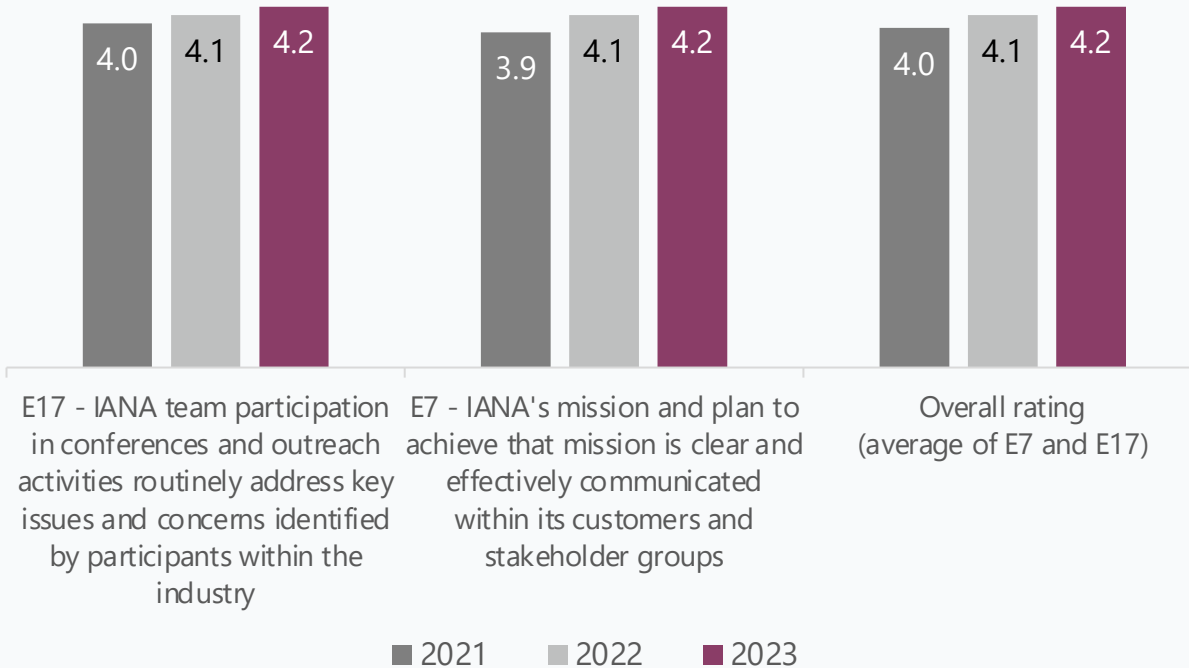
Average ratings on 5-point scale [2023/24]	E14	E13	Overall Rating
S1: Customer Standing Committee*	4.3	3.9	4.1
S2: ccTLD Operators	4.2	3.9	4.1
S3: ccNSO Council	4.6	4.4	4.5
S4: gTLD Operators	4.3	3.9	4.1
S7: Root Server Operators*	5.0	4.7	4.8
S8: Internet Numbers Resources Leadership and Oversight	4.5	3.7	4.1

*LOW BASE: Audiences with a base under 10

PERCEPTIONS OF IANA – TRANSPARENCY

The slight rise in overall perceptions of IANA as transparent is supported by increased participation in conferences and other activities

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



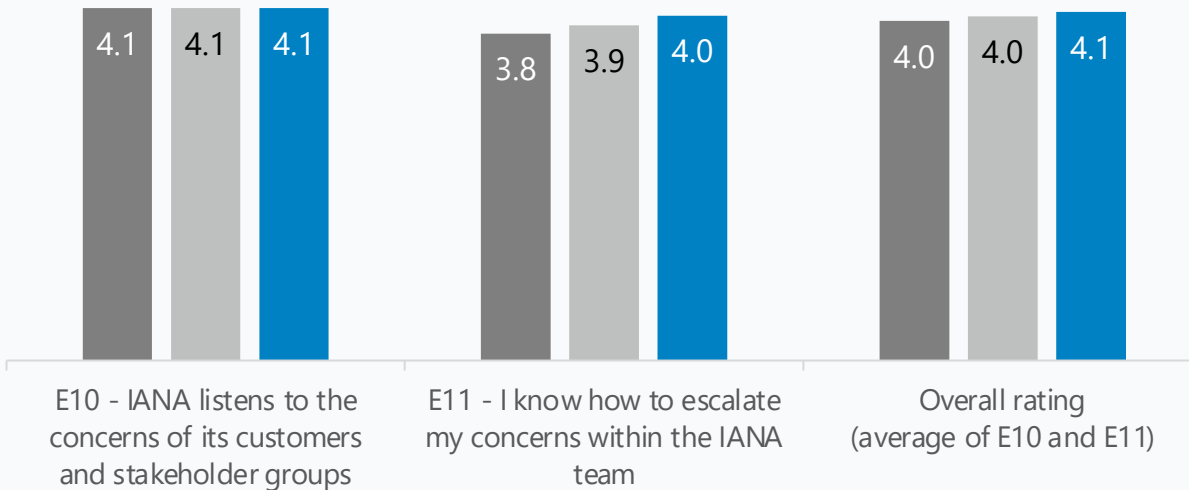
Average ratings on 5-point scale [2023/24]	E17	E7	Overall Rating
S1: Customer Standing Committee*	4.3	4.3	4.3
S2: ccTLD Operators	4.2	4.0	4.1
S3: ccNSO Council	4.2	4.2	4.2
S4: gTLD Operators	4.4	4.2	4.3
S7: Root Server Operators*	4.7	4.7	4.7
S8: Internet Numbers Resources Leadership and Oversight	4.1	3.8	4.0

*LOW BASE: Audiences with a base under 10

PERCEPTIONS OF IANA – ATTENTIVENESS

Clarity on how to escalate concerns has increased, resulting in a slight increase in IANA's overall rating for attentiveness

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



■ 2021 ■ 2022 ■ 2023

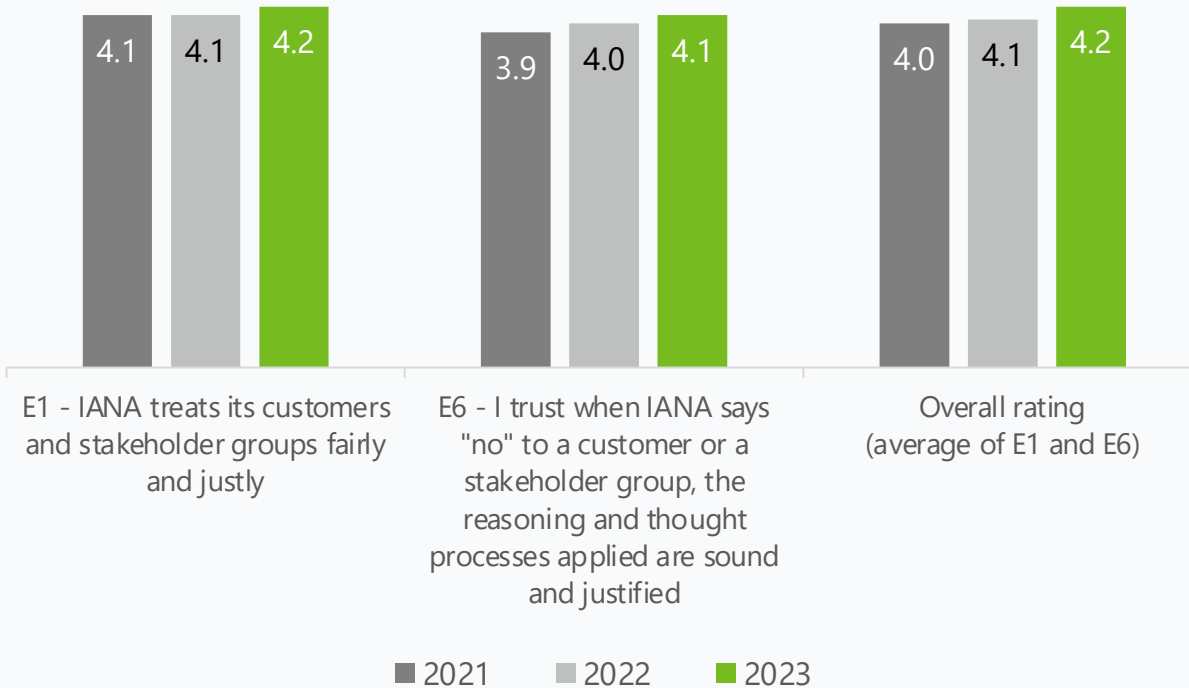
Average ratings on 5-point scale [2023/24]	E10	E11	Overall Rating
S1: Customer Standing Committee*	4.3	4.2	4.2
S2: ccTLD Operators	3.9	4.0	4.0
S3: ccNSO Council	4.0	3.8	3.9
S4: gTLD Operators	4.1	4.1	4.1
S7: Root Server Operators*	5.0	4.7	4.8
S8: Internet Numbers Resources Leadership and Oversight	4.1	3.1	3.6

*LOW BASE: Audiences with a base under 10

PERCEPTIONS OF IANA – FAIRNESS

Stakeholder perceptions of fairness have consistently increased, with both measures increasing to the same extent

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



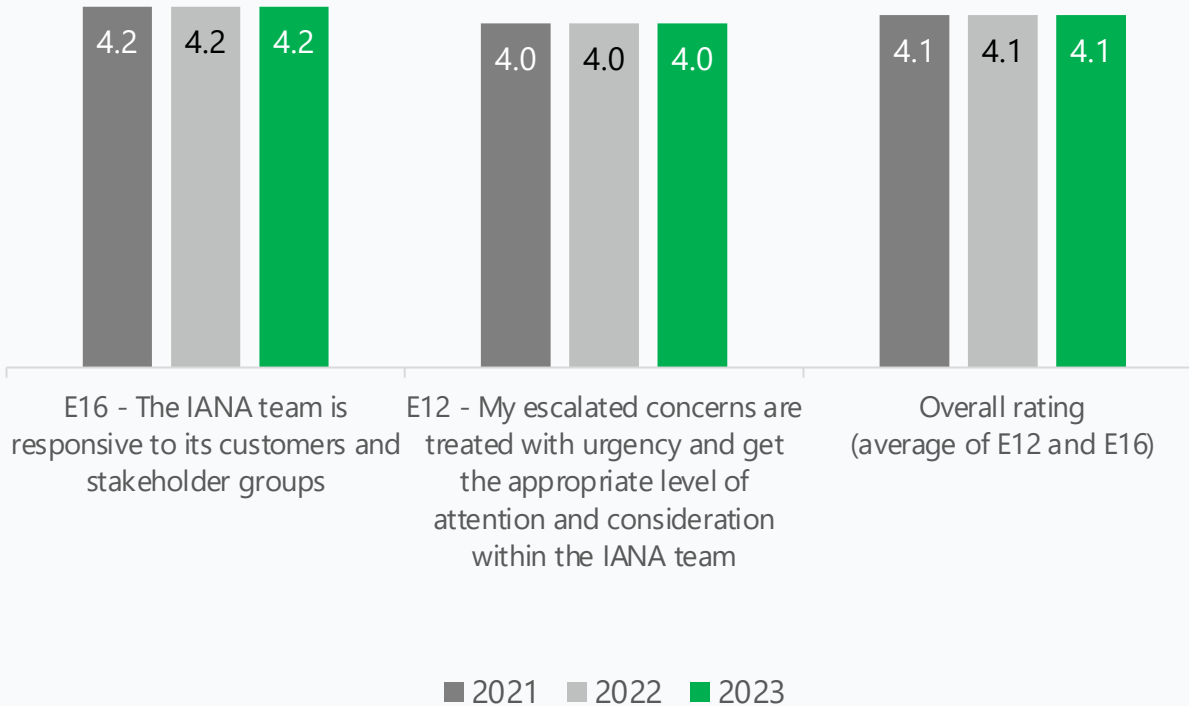
Average ratings on 5-point scale [2023/24]	E1	E6	Overall Rating
S1: Customer Standing Committee*	4.3	3.9	4.1
S2: ccTLD Operators	4.2	4.1	4.1
S3: ccNSO Council	4.3	4.0	4.2
S4: gTLD Operators	4.1	4.1	4.1
S7: Root Server Operators*	4.7	4.7	4.7
S8: Internet Numbers Resources Leadership and Oversight	4.2	4.1	4.2

*LOW BASE: Audiences with a base under 10

PERCEPTIONS OF IANA – TIMELINESS

Perceptions of IANA’s timeliness have remained 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 [2023/24]	E16	E12	Overall Rating
S1: Customer Standing Committee*	4.1	4.3	4.2
S2: ccTLD Operators	4.1	4.1	4.1
S3: ccNSO Council	4.1	3.8	4.0
S4: gTLD Operators	4.3	4.2	4.2
S7: Root Server Operators*	4.7	3.0	4.3
S8: Internet Numbers Resources Leadership and Oversight	4.1	3.7	3.9

*LOW BASE: Audiences with a base under 10



Q. To what extent do you agree or disagree with the following statements about IANA?

Categories represent average rating on 5-point scale

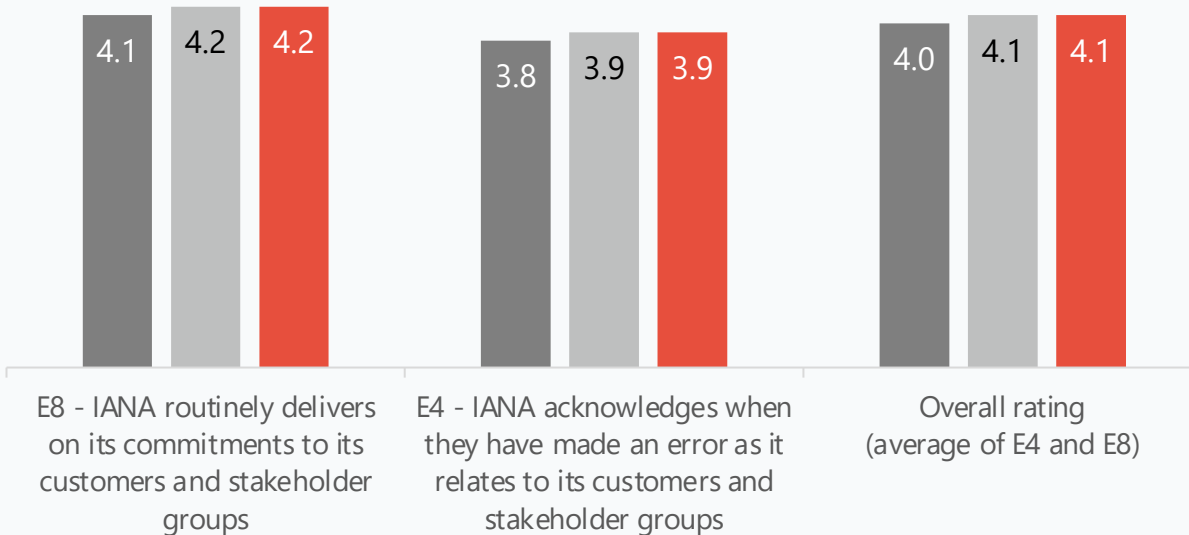
Base: All respondents (n=101), excluding Don't know

Previous year overall ratings have been adjusted to reflect the change in statements

PERCEPTIONS OF IANA – ACCOUNTABILITY

When considering IANA’s overall accountability perceptions continue to be positively influenced by IANA delivering on its commitments

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



■ 2021 ■ 2022 ■ 2023

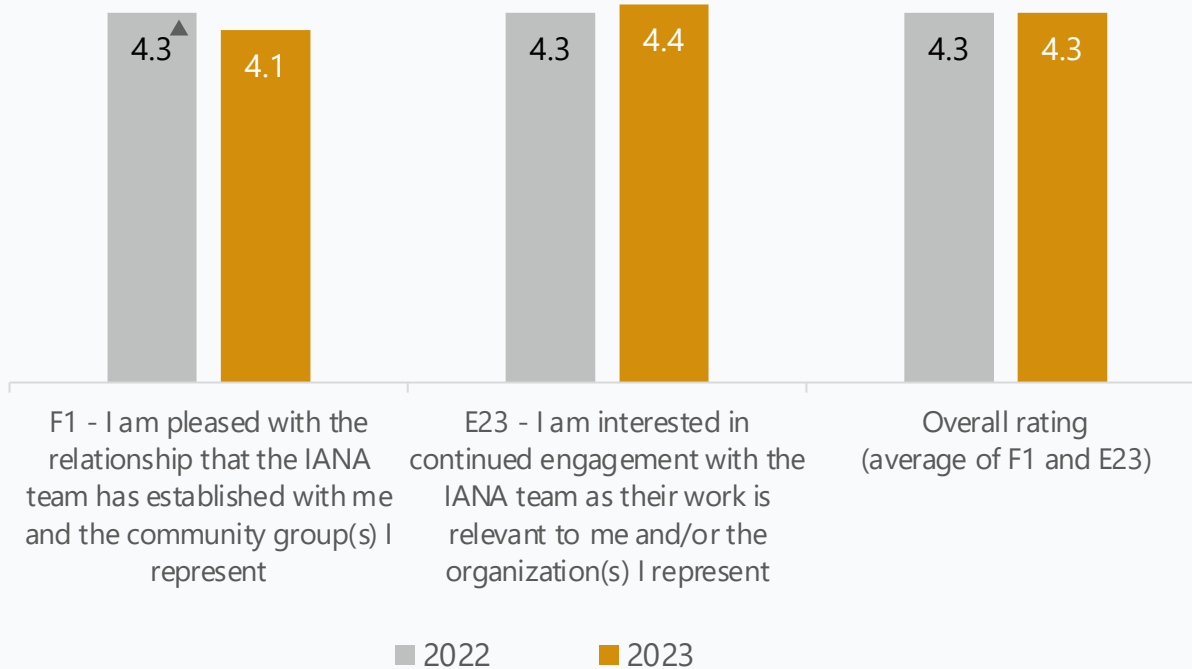
Average ratings on 5-point scale [2023/24]	E8	E4	Overall Rating
S1: Customer Standing Committee*	4.3	4.0	4.2
S2: ccTLD Operators	4.0	3.7	3.8
S3: ccNSO Council	4.2	4.1	4.1
S4: gTLD Operators	4.3	4.0	4.2
S7: Root Server Operators*	5.0	5.0	5.0
S8: Internet Numbers Resources Leadership and Oversight	4.3	3.9	4.1

*LOW BASE: Audiences with a base under 10

PERCEPTIONS OF IANA – RELATIONSHIP WITH IANA

Those with a relationship with IANA continue to rate it positively, with high levels of interest in ongoing engagement

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 [2023/24]	F1	E23	Overall Rating
S1: Customer Standing Committee*	4.2	4.0	4.1
S3: ccNSO Council	4.2	4.6	4.4
S8: Internet Numbers Resources Leadership and Oversight*	4.0	4.5	4.3

*LOW BASE: Audiences with a base under 10

Open Ended Comments

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CONSIDERATIONS FOR IANA'S STRATEGIC DIRECTION

24% of respondents were able to comment on IANA's future strategic direction with a number of themes identified

Industry leadership/ support

"It should keep track of evolving naming technologies in addition to the domain name system. It should evolve and align with the deployment of IPv6. I find that IANA staff already do so." Root Server Operator

"Protection of Freedom of Expression and Freedom of Speech." Other audience

"Work with the NRO to increase the stability and resiliency of the RIR system by establishing processes to monitor RIR adherence to community high-level governance principles and, specifically registry escrow and other relevant business continuity measures." Root Server Operator

"Provide leadership in the security area that can act as a beacon for TLD operators." Other audience

"Please help us hinder an ongoing heavy regulations that are meant to strengthen the 'security' of the internet but are in fact just making surveillance cost go higher (NIS I) without contributing anything." ccTLD Operator

"Important to listen to non-state stakeholders and when a stakeholder is a non-sovereign territory or an entity or person from such a non-sovereign territory, please listen to those local stakeholders fairly. This is key to the legitimacy of the multistakeholder governance model." ccNSO Council

Administrative support

"Better disclosure of how they are incorporating Board approved policies into their day-to-day procedures." ccNSO Council

"More automation." ccTLD Operator

"Allowing Role accounts (instead of enforcing personal accounts) for IANA would be better for departments or teams who would work on IANA cases even during absence of individual persons." gTLD Operator (top-level domain)

"Outreach, especially among smaller countries on cctld. This could be tough since there are 200+ cctlds, and many could not attend the global/regional meetings" ccTLD Operator

"Top level domain management and administration." ccTLD Operator

Regulation

"How can regulators or high level providers combat malicious infosec threats to end users." Other audience

"How to better enforce policy prescripts for ccTLDs without overstepping and encroaching on their sovereignty." ccNSO Council

"I think that more attention should be paid to regulating DNS trough TLS in browserd." ccTLD Operator

CONSIDERATIONS FOR IANA'S FUTURE ENGAGEMENTS

20% of respondents were able to clarify topics for future IANA face-to-face engagements

Specific topics
<i>"I would like to know about the implementation of global internet blocking techniques of malicious domains and their applications to block SPAM phishing messages."</i> ccTLD Operator
<i>"Local solutions by RIR and ccTLDs."</i> Non-member of IANA
<i>"Network security training. Policy security."</i> ccNSO Council
<i>"PTI distinctions between sovereign countries and dependent territories and ways to update those views."</i> ccNSO Council
<i>"ccTLD survive and growth within blockchain and AI technology."</i> ccNSO Council
<i>"DNS abuse."</i> Other audience
<i>"web-3."</i> gTLD Operator (top-level domain)
<i>"Continue the good work coordinating the DNS Root, IP addressing and other Internet protocols without the interference of other bodies!"</i> gTLD Operator (top-level domain)

General educational opportunities
<i>"Explain strategy to ccnso once a year"</i> ccNSO Council
<i>"I know there's a plan on visiting diverse conferences, but I do miss IANA at the conferences I attend. This is mostly CENTR and/or DNS-OARC meetings."</i> gTLD Operator
<i>"They should continue to inform about the ongoing work regarding key roll-overs and algorithm roll-overs for the DNS root key signing key, and surrounding matters. They already do, and I hope that continues."</i> Root Server Operator
<i>"More direct engagement instead presentation only."</i> ccTLD Operator
<i>"Make a LinkedIn Learning course on what you do."</i> Other audience



About Echo

06



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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.
- 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 ESG balanced scorecard

How is ESG driving value to your organisation?

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