# The Window of Opportunity for ccTLDs

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# Strong market demand - global

**Strong demand in the global marketplace:**

- .co: over 450,000 second-level registrations at second-level in first month

- .me: 400,000 second-level registrations within first two years

- .com & .net: 2.7 million new registrations per month (Q1 2010)

# Strong market demand – established ccTLDs

Strong demand for established ccTLDs
(Q1 2010 versus Q1 2009)

- .ru (Russia)          35.4%

- .pl (Poland)          29.5%

- .br (Brazil)          25.9%

- .au (Australia)       24.6%



Zone growth rate Q1 2010 versus Q1 2009
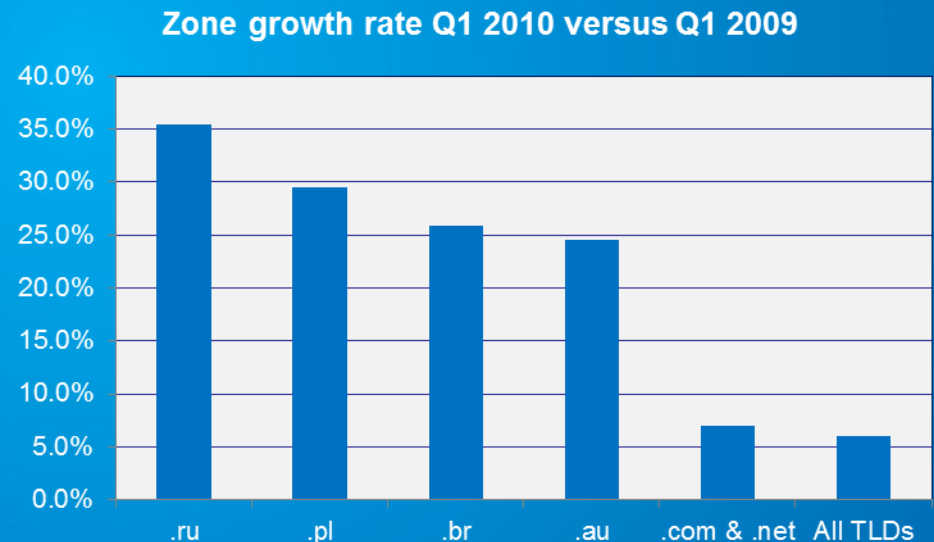
# Strong market demand – new & relaunched ccTLDs

**Re-launched ccTLDs focused on local market**

- .ee (Estonia) – 3,000 registrations in first 10 days since new regulations introduced

- .rs (Serbia) – steady growth since switch-over from .yu – about 60,000 registrations

# The power of well-established ccTLDs

Eurid report released in June highlights the power that well-established and effectively managed ccTLDs can exert in their local markets.

TLD Preference – local ccTLD versus .com
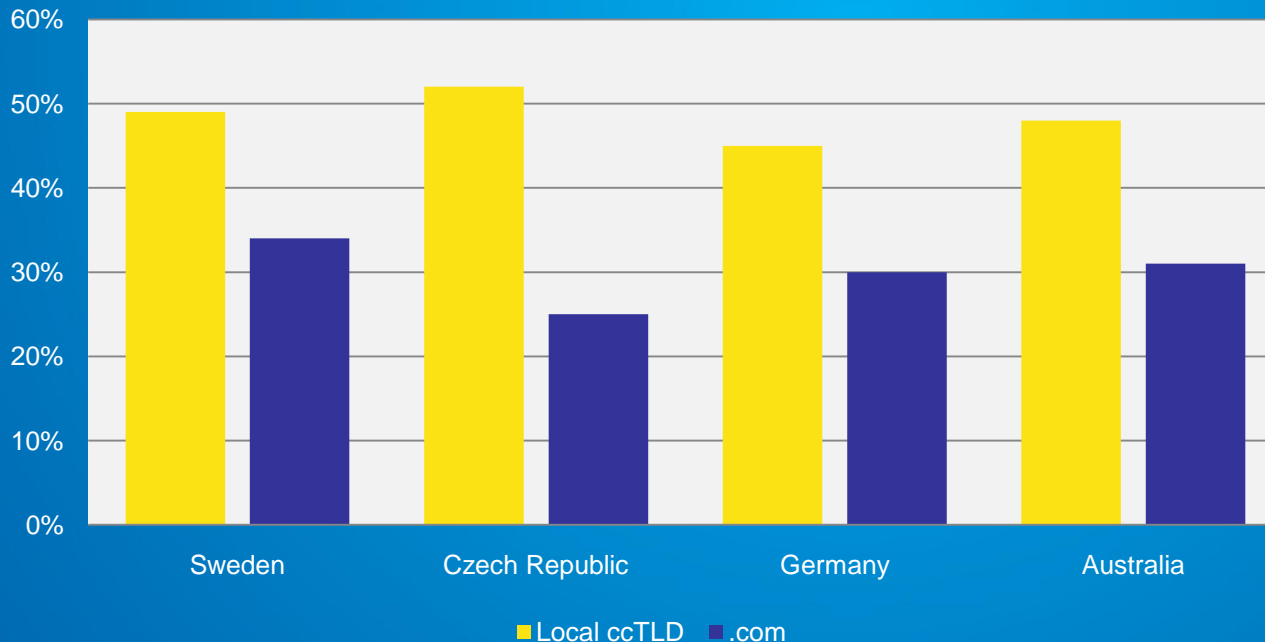
# ccTLD challenges

Many ccTLDs are yet to achieve these sorts of rankings, for a range of reasons:

- absence of local control

- legacy systems

- inefficient registration processes

- restrictive policies

- lack of local capacity

- low levels of awareness

Each of these issues can be addressed, over time.  But there is trouble on the horizon…

# New gTLD Program

ICANN's new gTLD Program will deliver potentially hundreds of new Top Level Domains, including:
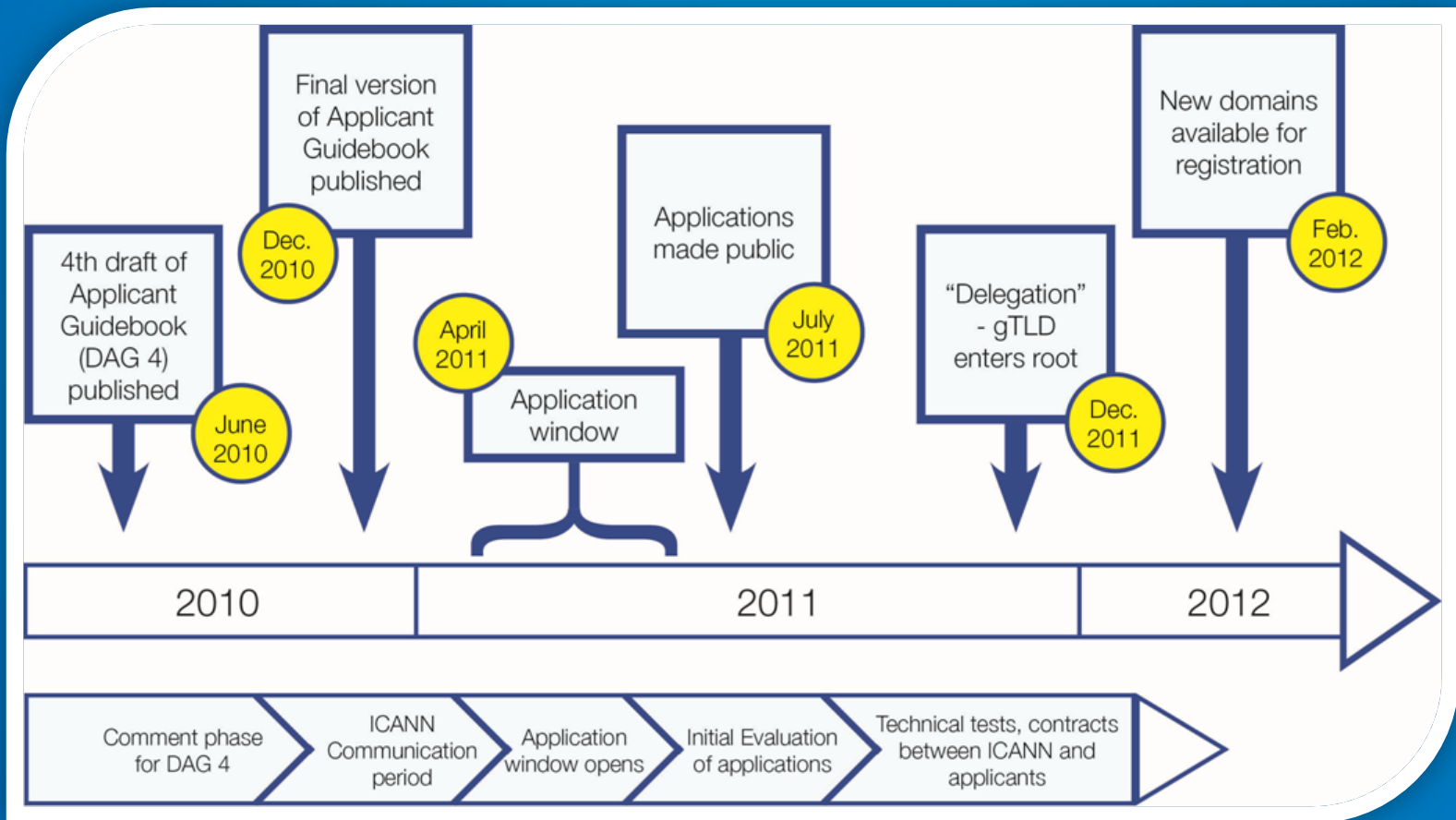
- New generic domains - .web , .shop etc

- Geographic domains – .arab, .africa, .london, .berlin

- IDNs – local scripts

These will create new challenges for ccTLDs:

- Greater choice = Greater competition

- Potential for consumer confusion

- Dilution of message

# New gTLD Program Timeline

# The window of opportunity

**18-24 months before impact of new gTLDs**

Objectives:

- Achieve pre-eminence in the local market

- Become the default choice for local registrants

**It's not too late but the time to act is now**

# Achieving pre-eminence

How?

- Develop appropriate policies based on local stakeholder input

- Implement best practice Registry System

  - automated registration processes

- Develop a Registrar channel

  - Local ISPs, law firms etc

  - International Registrars (where appropriate)

# Achieving pre-eminence

How?

- Execute Marketing and awareness programs

  - Build ccTLD brand

  - Secure high-profile anchor tenants

  - Educate local market on benefits of ccTLD registration

  - Pricing promotions

# Considerations

**Constraints:**

- Limited budget
- Lack of capacity
- Tight timeframe

**Solutions:**

- Seek government funding
  - Infrastructure investment
- Engage local stakeholders
- Utilise external assistance
  - Policy development
  - Marketing Strategy
  - Operational Processes
  - Training

# Outsourcing technical operations

- Consider outsourcing technical operations

  o Fast implementation

  o Lower upfront costs

  o Allows focus on marketing and awareness

  o Provides best practice Registry System

  o Option to move to locally-implemented System after initial period

# Managed Domain Name Registry Service

Utilises AusRegistry International's best of breed Domain Name Registry Software, developed over eight years and currently supporting over 2 million active Domain Names:

- EPP-based Registry-Registrar model

- **Unity IDN Technology™** - full IDNA2008 support for all scripts

- **NOW DNS Technology™** - Real-time DNS propagation

- **Domain Guardian™** Technology – Advanced Registry Security and Privacy features

- DNSSEC-enabled & IPv6 ready

- Fully Managed Service including Registrar Billing and Support

- Data migration from existing system

- Also available as Software Licence – allows for seamless migration to locally-implemented Registry System

# TLD Vision™ – Consulting Methodology

Each of the three phases of the TLD Vision™ consulting methodology involves customised solutions that are tailored to suit the particular requirements of each client.  These three phases are:

- **TLD Insight™** – Discovery, Requirements Gathering and Objective Setting

- **TLD Architect™** – Planning, Specification and Design

- **TLD Build and Deploy™** – Implementation and Go-Live

| TLD Insight™ | TLD Architect™ | TLD Build & Deploy™ |
|---|---|---|
| •Stakeholder Workshops<br>•Setting Strategic Objectives<br>•Defining ccTLD Roadmap | •Delegation/Redelegation<br>•Policy Development<br>•Marketing Strategy<br>• Launch Plan<br>•Technical Specifications<br>•Operational Processes | •Hardware implementation<br>•Software implementation<br>• Registrar Recruitment, Acreditation and Training<br>• Staff Recruitment and Training<br>•Launch Processes<br>•Marketing Execution |

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# Current Operations

## Australia

Domain Name Registry Operator for .au ccTLD since 2002

- 25% year-on-year growth (now >1.7million names)

## United Arab Emirates

Domain Name Registry Software & Services provider

- .ae ccTLD

- امارات .‎ (emarat.) Arabic IDN ccTLD

## Qatar

Domain Name Registry Software & Services provider

- .qa ccTLD

- Arabic IDN ccTLD

## South Africa

Consultancy Services provider

- .za Central Registry Project

## New gTLD Program

Working with prospective new gTLD applicants

- Geographic TLDs

- .brand TLDs

- Generic TLDs

- IDN TLDs

# The new gTLD opportunity

**Comprehensive new gTLD offering**

- Consultancy Services

  - gTLD Ignition™ Business Planning workshops

  - Application preparation – guaranteed Technical approval

- gTLD Registry Services

  - Fully-compliant with ICANN requirements

  - Managed and Licensed options

  - Guaranteed Launch Date and 100% Uptime

# Sources

- Verisign Domain Name Industry Brief, Volume 7 (2), June 2010

- .CO Internet SAS

- Eesti Internet SA – Estonian Internet Foundation

- Domen.me

- RNIDS – Serbian National Register of Internet Domain Names

- EURid – .eu insights – How top-level domain customer service and brand influence customer buying behaviour

- AusRegistry .au statistics