



Engaging with Global Registrars

Opportunities for growing ccTLDs

APTLD

Bangkok, October 2007

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- Standard ccTLD Operations
- ccTLD Business Challenges
- Global Expansion: Market dealings
- The NeuStar Solution
- Gateway Benefits
- Gateway Features
- Primary and Secondary DNS services

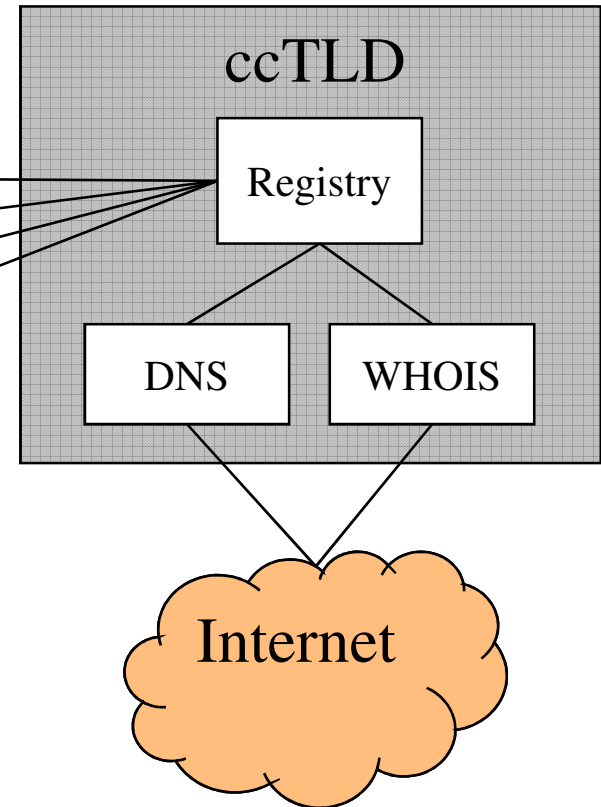
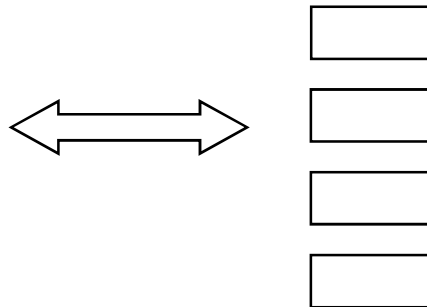
Standard ccTLD Operations



Registrants



Registrars/Resellers



- ccNIC operates Registry, DNS, and WHOIS
- Registrars/Resellers are typically domestic
- Registrars/Resellers market primarily to domestic registrants

- Growing name registration volume
- Growing the number of registrars connected to ccTLD
 - Dispersed market for ccTLD names limits registrar interest in connecting to ccTLDs
 - Having more registrars causes more ccTLD expense for customer support and business relationships

Domestic Market

- Well-understood by ccTLD and domestic registrars
- Personal and corporate interest
- More concentrated appeal

International Market

- ccTLD name market is specialized and unique
- Mostly corporate interest (in-country plans/activities)
- Appeal is widely distributed

Developing a global sales force is a common challenge for growing companies

- Global community of ICANN-accredited registrars has an existing connection to Neustar
- ccTLD has a single connection with NeuStar
- NeuStar manages business relationship, including billing and collections
- NeuStar manages registrar support (Tier 1 and Tier 2)
- Registrars gain access to ccTLD without
 - Additional technical integration expense
 - Establishing an additional business relationship
- ccTLD has sole control over authoritative database

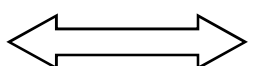
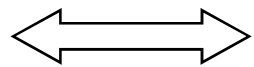
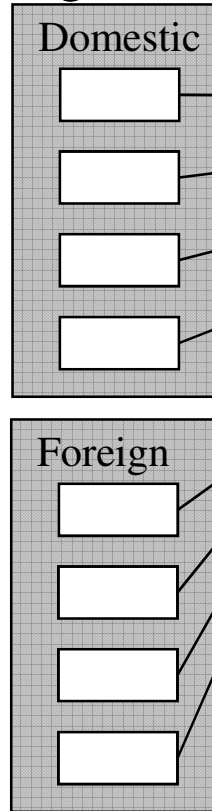
Enhanced ccTLD Operations with Gateway



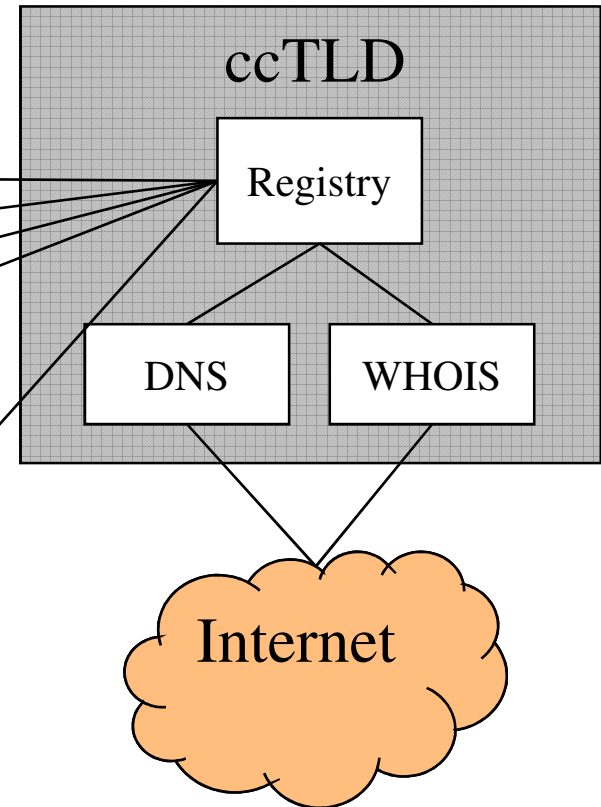
Registrants



Registrars



ccTLD



NeuStar Gateway

- ccTLD still operates Registry, DNS, and WHOIS; and manages domestic registrars
- NeuStar directly manages Foreign Registrars and indirectly supports foreign resellers and registrants
- Foreign Registrars market to foreign registrants

- Adds global community of Registrars in one move
- Adds global community of Registrants in one move
 - NeuStar's Gateway connected Registrars already market international ccTLD names to international Registrants
- Avoids added ccTLD operational expense

- Registry gateway pioneer; 5 years of gateway operations
- Long-standing technology and business relationship with CNNIC (China) and TWNIC (Taiwan)
- Currently offering
 - Ascii and IDN .CN domain names
 - Ascii and IDN .TW domain names

- Security
- Support provided by NeuStar
- ccNIC Control

- Primary and Secondary DNS Services
 - DNS Provider to over 30 TLDs and thousands of enterprises
 - State of the art and proven global network in over twenty locations
 - DNS Traffic Management Solution
 - DNS Shield

Thank You

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