

# The Window of Opportunity for ccTLDs

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APTLD Meeting – Amman, Jordan  
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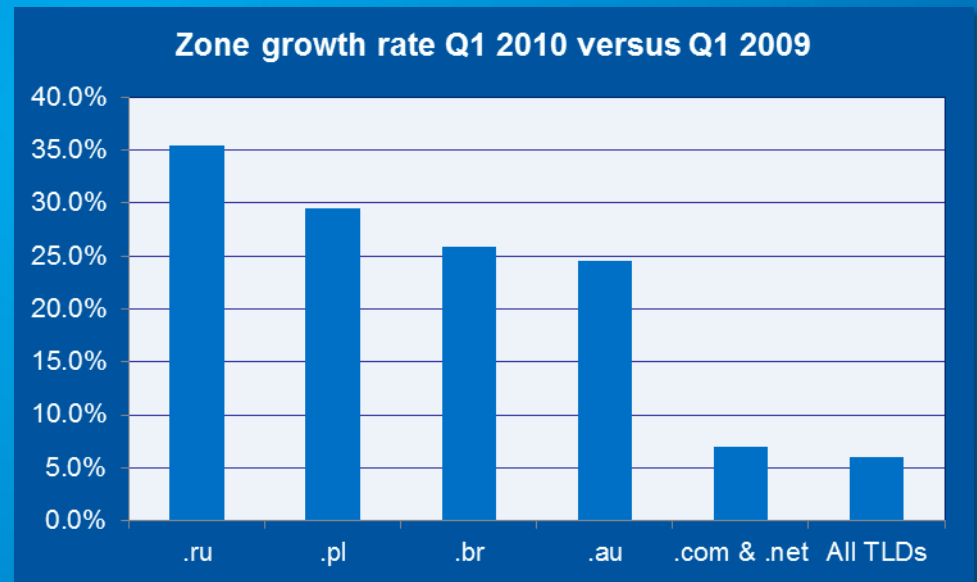
# Strong market demand – global

- Global domain name base grew by 3 million names in Q2 2010 (all TLDs)
- **.co**: over 500,000 second-level registrations in first three months
- **.me**: 400,000 second-level registrations in first two years
- **.com & .net**: 7.9 million new registrations in Q2 2010

# Strong market demand – ccTLDs

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

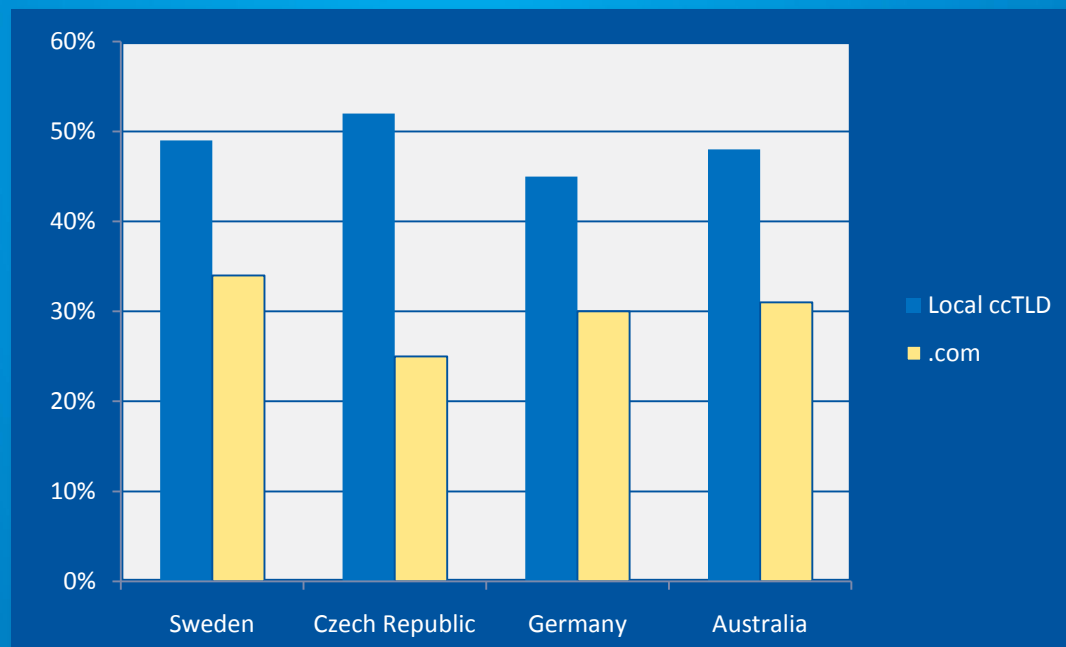
- **.ru** (Russia) 35.4%
- **.pl** (Poland) 29.5%
- **.br** (Brazil) 25.9%
- **.au** (Australia) 24.6%



# The power of established ccTLDs

Eurid report (June 2010) 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 yet to achieve these sorts of rankings, for a range of reasons:

- absence of local control
- legacy systems
- inefficient registration processes
- lack of local capacity
- low levels of awareness

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

# ICANN New TLD Program

Will deliver potentially hundreds of new Top-Level Domains, including:

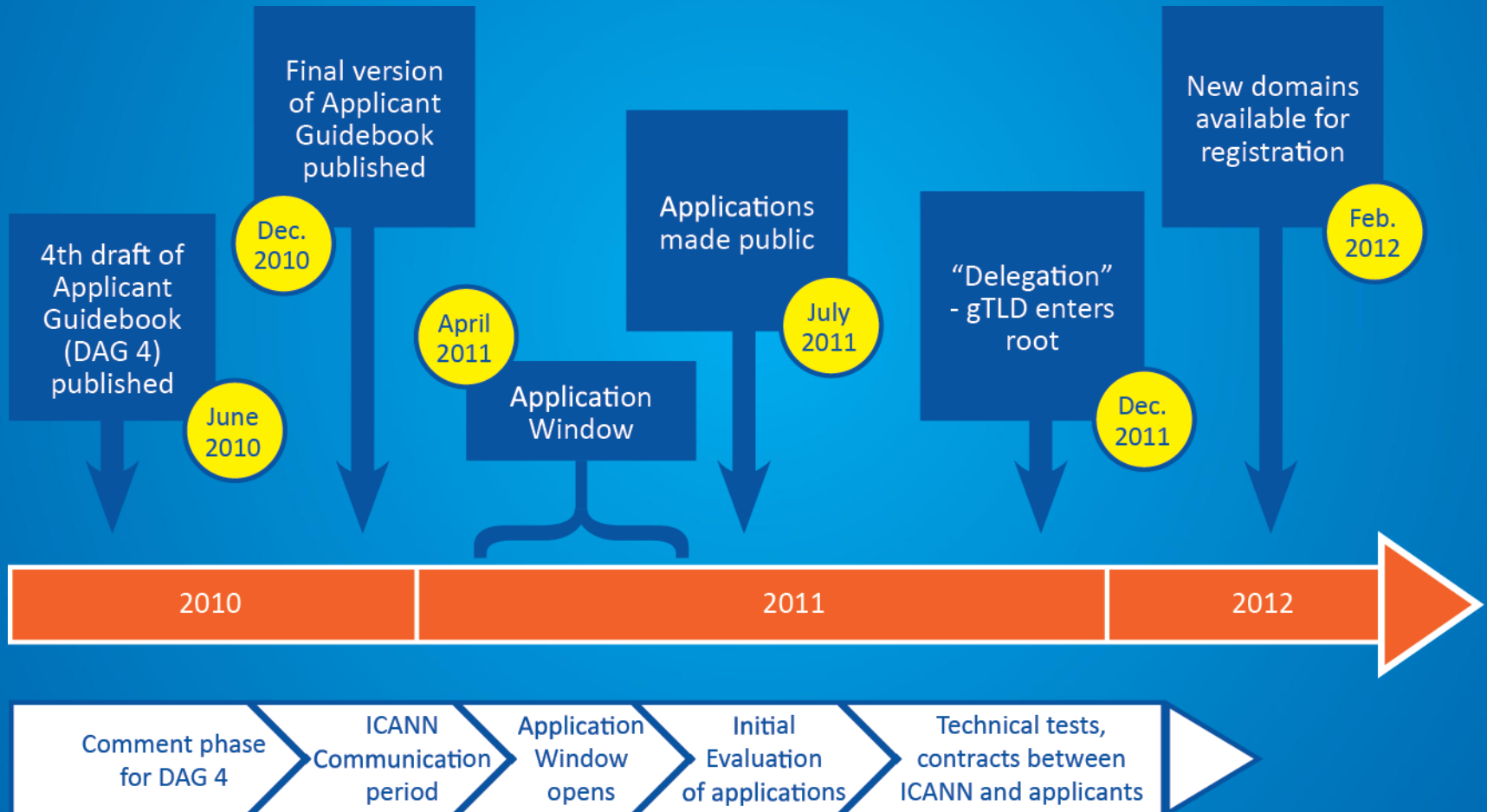
- Generic TLDs: **.web**, **.shop**
- Geographic TLDs: **.arab**, **.africa**, **.london**, **.nyc**
- IDN TLDs: local scripts

# ICANN New TLD Program

These new TLDs will create new challenges for ccTLDs:

- Greater choice = greater competition
- Potential for consumer confusion
- Dilution of message
- Maintaining relevance

# ICANN New TLD Program Timeline



# The Window of Opportunity

18–24 months before impact of new TLDs

Objectives for ccTLDs:

- 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 with automated registration processes
- Develop a strong Registrar channel
- Marketing & Awareness campaigns
  - build the ccTLD brand

# Constraints

- Limited budget
- Lack of local capacity
- Tight timeframes

# Solutions

- Seek government or external funding
- Engage local stakeholders, industry
- Utilise external assistance
  - Policy development
  - Technical specifications
  - Operational processes
  - Technical implementation
  - Training
  - Marketing Strategy and Execution

# AusRegistry International

## Domain Name Registry Software

- Best of breed, developed over eight years
- Supporting over 2 million active domains
  - EPP Registry-Registrar model
  - **Unity IDN™** Technology – full IDNA2008 support
  - **NOW DNS™** Technology – real-time DNS propagation
  - **Domain Guardian™** Technology – Advanced Security and Privacy features
  - DNSSEC-enabled and IPv6 ready



# AusRegistry International Managed Registry Service

- Fully-managed service with strict SLAs
- Guaranteed 100% DNS uptime
- Registrar Billing & Support
- Fast deployment, including migration of data from existing Registry system
- Option to seamlessly migrate to local installation

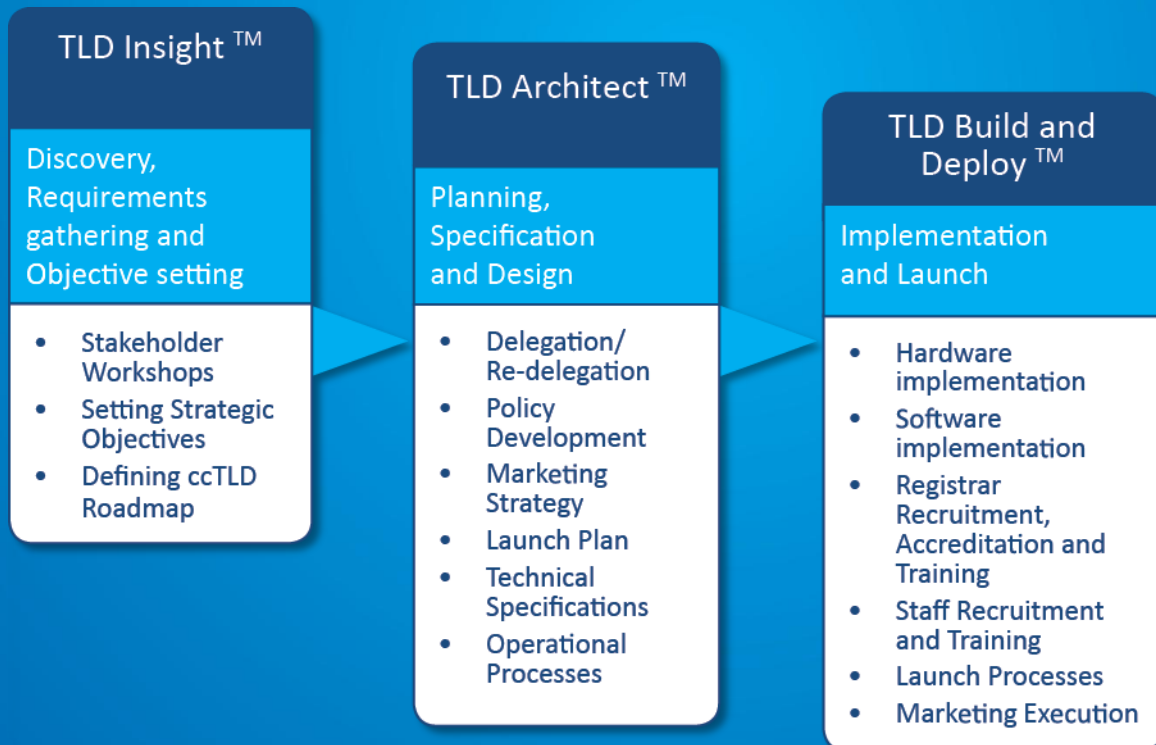


# AusRegistry International Registry Software Licence

- Flexible deployment options
- Local installation
- Full implementation assistance
  - Training
  - Data migration
  - Hand-over
- Ongoing second-level support and upgrades

# AusRegistry International Consulting Services

Proprietary TLD Vision™ consulting methodology  
– a three phase approach



# Current operations

## Australia

Domain Name Registry operator for .au ccTLD since 2002

- 25% year on year growth – 1.9 million names

## United Arab Emirates

Domain Name Registry Software and Services provider

- .ae ASCII ccTLD
- .امارات (.emarat) Arabic script IDN ccTLD

## South Africa

Consultancy Services provider

- .za Central Registry project

## Qatar

Domain Name Registry Software and Services provider

- .qa ASCII ccTLD
- قطر (.qatar) Arabic script IDN ccTLD

## New TLD program

Working with prospective new TLD applicants around the world:

- Geographic TLDs
- .brand TLDs
- Generic TLDs
- IDN gTLDs

Driving  
**innovation** and  
the **expansion** of the  
**internet** through the  
delivery of **world-class**  
**Domain Name**  
Registry Services.



The TLD  
Specialists  
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