

**it.com**

# **.IT.COM New Domain Zone**

APTLD83 - Loos - Feb 2023

Munir Badr - Senior Advisor

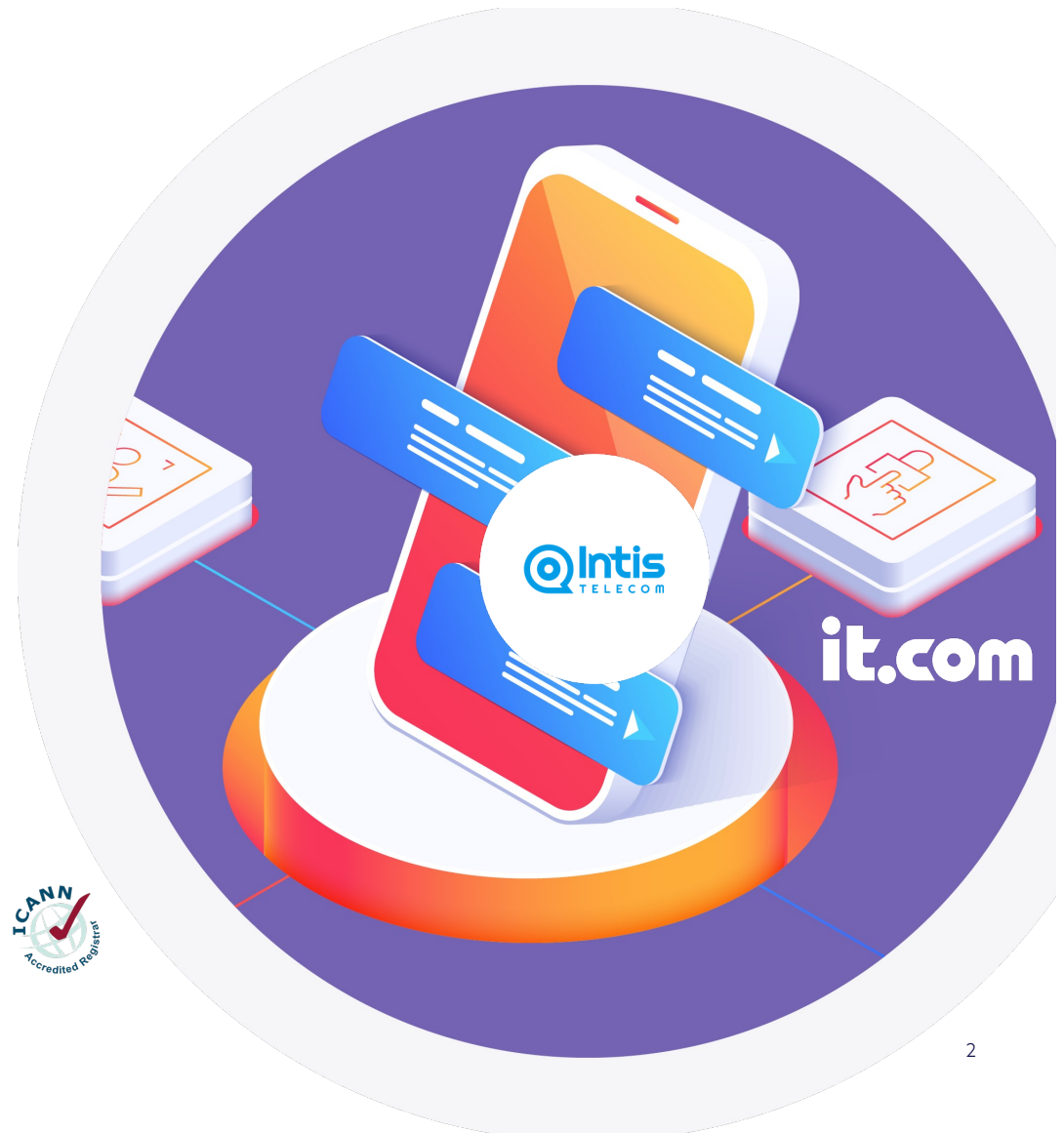


# About Intis Telecom

**UK Based - Intis Telecom is a leading cloud communications company with a very strong position across EMEA and the CIS**

**We have company offices in the UK, USA, Germany, Lithuania, Hong Kong, Uzbekistan, and Kazakhstan**

**Member of multiple globally recognized international telecom and professional associations  
such as the GSMA, Carrier Community, RIPE, MEF, ICANN, APTLD, ICA, i2Coalition**



# About Munir Badr

**Founder+CEO of AEservers.com** - UAE's Largest ccTLD Domain Name Registrar & Web Host based in Dubai.

**Senior Advisor** - .IT.COM Project

**Program Committee Member** - Middle East DNS Forum - ICANN

**Munir is a trilingual (Arabic/English/Russian) web entrepreneur based in Dubai, UAE since 1996.**

**Frequent speaker at industry events such as Middle East DNS Forum, MENOG, CloudTalk Global, Web Summit, Affiliate World Summit & APTLD.**



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## Registry Facts

**it.com  
purchased  
for \$3.8m**

**21+ Registrars**

**FAANG  
Trusted**

**~ 3000  
Premiums**

**Inhouse EPP  
based registry  
(RFC based)**

**PSL - On Public  
Suffix List**

**Pro Team:  
-Joe Alagna  
(USA)**

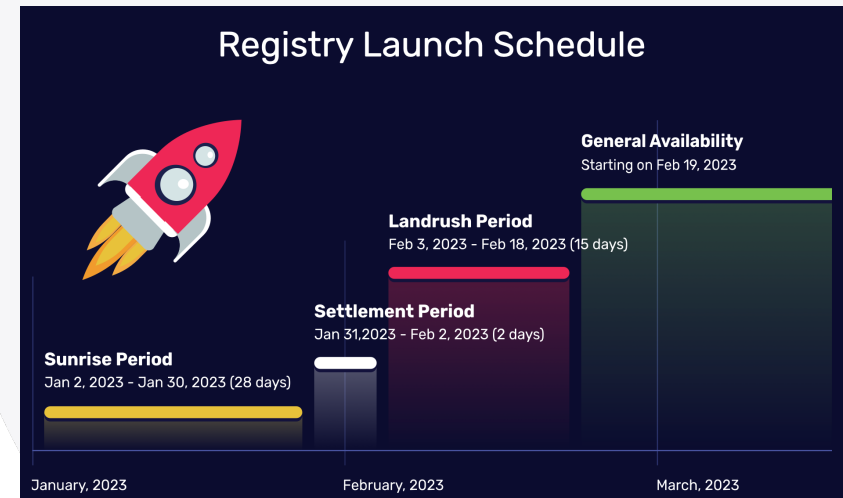


**-Alessandro Baruffi  
(Italy)**



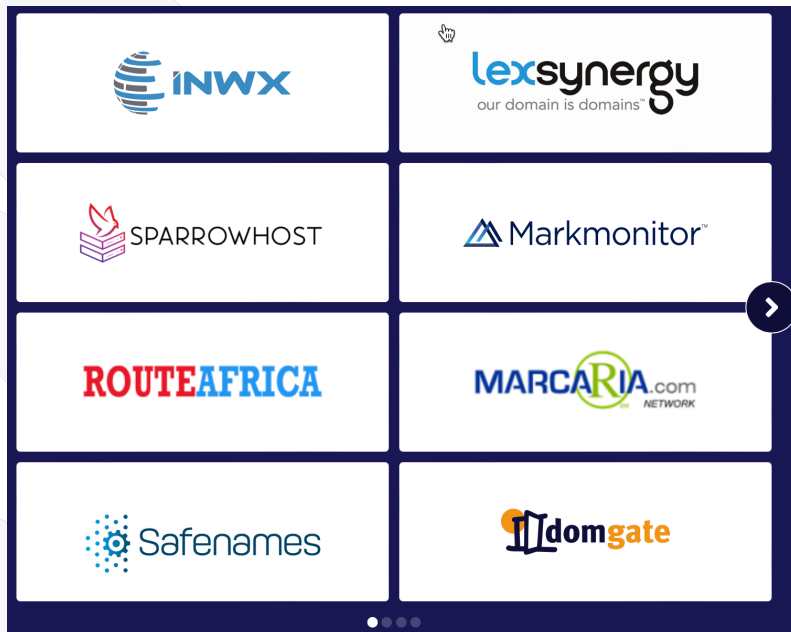
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## Website & Launch Schedule – www.it.com



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## Accredited Registrars (21+)



# Reasons for Creating it.com Zone

**75%** of the GTLD  
market .com zones

**41%** of all domains  
in the .com world zone (156  
million at the beginning of 2021)

**Top 5 Sites** in  
the .com zone

**90%** traffic  
in .com zone

**33%** of five-character  
names already taken  
(4 million names)

**92%** of the  
startwords already  
taken, in the English  
language  
(1.49 million)

In the next **5 years**, there  
will be an additional  
200 million domain  
names registered



# Target Audience of it.com

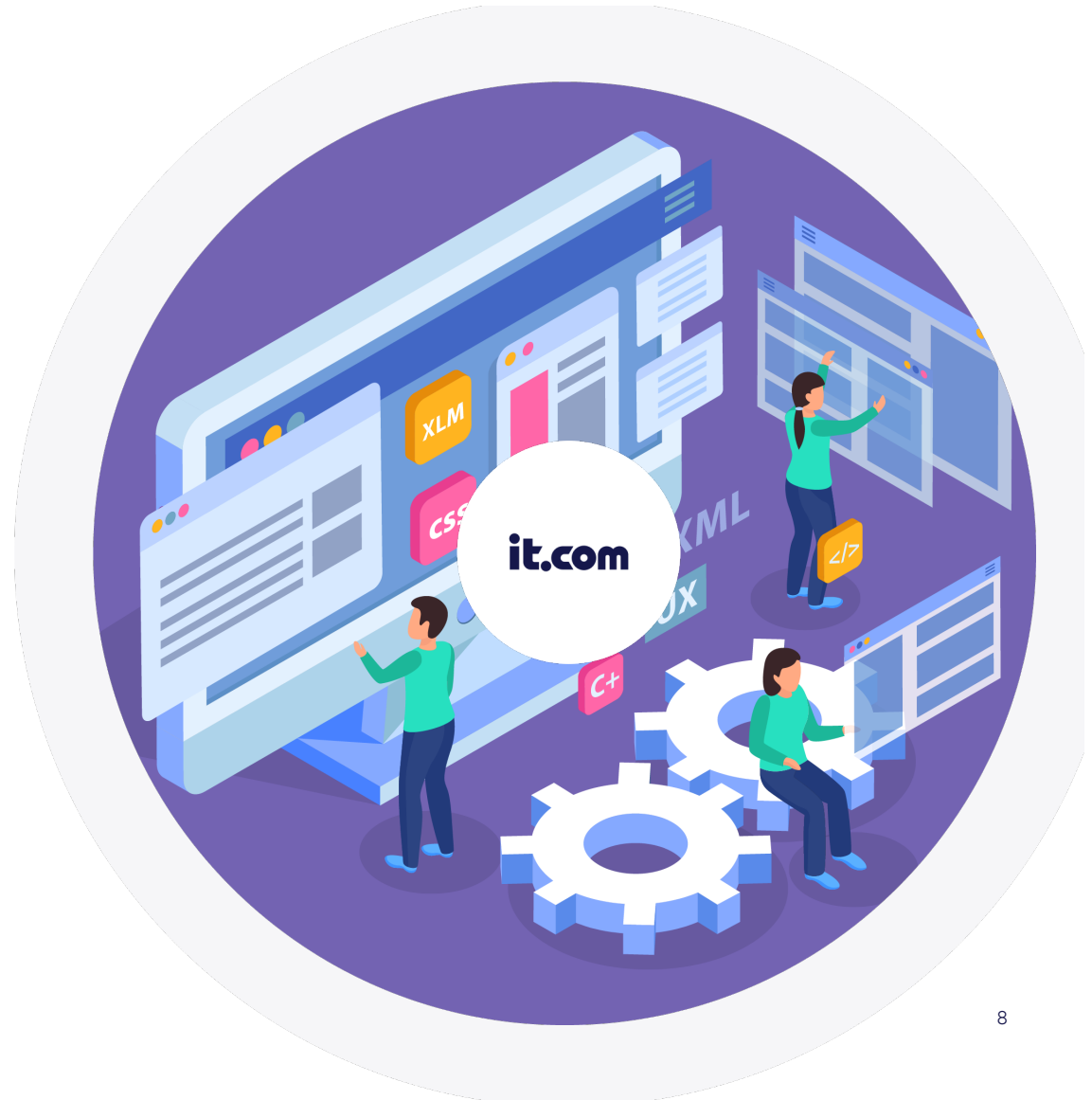
- 1 Domain market professionals (Registrants, Registrars and SEO specialists)
- 2 New companies and services, start-ups and more!
- 3 IT market orientated, Italian Market

## Niche audience:

- ⚙️ Oriented to the Italian market (~3 million domains 2023)
- ⚙️ IT- Market orientated

## Wider audience:

- ⚙️ Noun + it.com (car.it.com, loan.it.com)
- ⚙️ Verb + it.com (buy.it.com, rent.it.com)
- ⚙️ Adverb + it.com (hot.it.com, cool.it.com)





# Accreditation Program for Registrars

## Selling Premium Names

At the moment, we have **~3,000 premium names allocated to be sold**. The median price will be around **USD 2,000 per name**. Partners are paid up to **50% commission**

## Selling Regular Names

The selling price of a regular name will be around the **USD 49 mark**. Again, commission of up to **60%** is available

## Easy Registrar Accreditation

- Sign Digital RRA
- Create Registrar Account
- Integration: **EPP or WHMCS Module**
- Open to resellers





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