

# APTLD 83



**Session 7A Marketing Challenges for ccTLDs in the light of the new round  
New gTLDs**

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**tucows/registry**

**tucows/registry**

# Marketing Services

Making the Internet Better

Tucows Registry – is a back end registry platform supporting ccTLDs and gTLDs with global distribution of international registrars.

Tucows Domains is portfolio of registrars: OpenSRS, Enom, EPAG, Ascio and Hover.

We are the second largest domain registrar in the world by volume.

**Date: 22 Feb 2023**

**/registry**

**Tucows started in 1993 as a simple shareware site, and has grown into a stable of 3 businesses each sharing the same goal: making the internet better.**

Tucows Domains is the world's second largest domain registrar. We manage millions of domains to help people and businesses all over the world find their places online.

Ting Internet is committed to delivering future proof fiber internet access to communities across the US providing faster more reliable internet connectivity.

Wavelo is a telecom SaaS start-up that revolutionizes how communication service providers (CSPs) do business. We modernize the software that powers telecoms around the world simplifying BSS and OSS to enable features, functionality and new customer experiences.

The logo for Tucows Domains, featuring a white forward slash followed by the word "domains" in a white, lowercase, sans-serif font, all set against a solid blue background.The logo for Ting Internet, featuring the word "ting" in a white, lowercase, sans-serif font. Above the letters "i" and "n" are three small white stars. In the bottom right corner, there is a small white line-art illustration of a rocket ship.The logo for Wavelo, featuring a stylized white "W" icon followed by the word "wavelo" in a white, lowercase, sans-serif font. The background is a dark purple with abstract, colorful, wavy patterns.

# What has happened so far...

## Sub Pro

The “SubPro WG”, as it came to be known, issued their Final Report in February, 2021 ([PDF](#)). The report contains more than 300 “Outputs”, some of which affirm the existing policy while others recommend changes, provide implementation guidance, or at times document that the WG could not reach agreement on the topic.

## ICANN ODP – Board Approval

The ODA Team has completed their analysis of the 300+ Outputs, and is now working on developing a business process design based on those Outputs

This work is supported by the creation of an [Operational Design Phase assessment](#), a process through which ICANN staff attempt to identify and document potential operational impacts of the Outputs for the Board’s consideration.

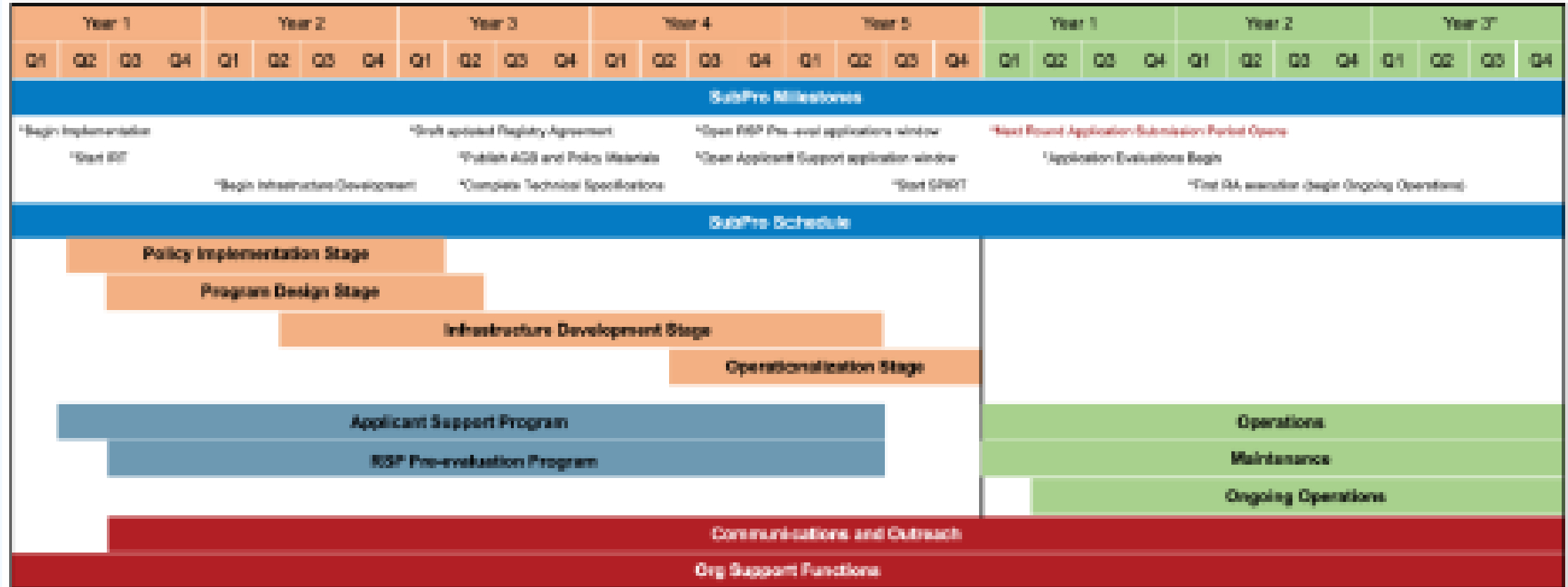
The Operational Design Assessment (“ODA”) was published in December 2022 ([PDF](#)) and is just over 400 pages long.

## Next round or Next rounds

- Regions
- IDNS
- New geos
- New brands
- New generics

## 5 YEARS from ICANN approval

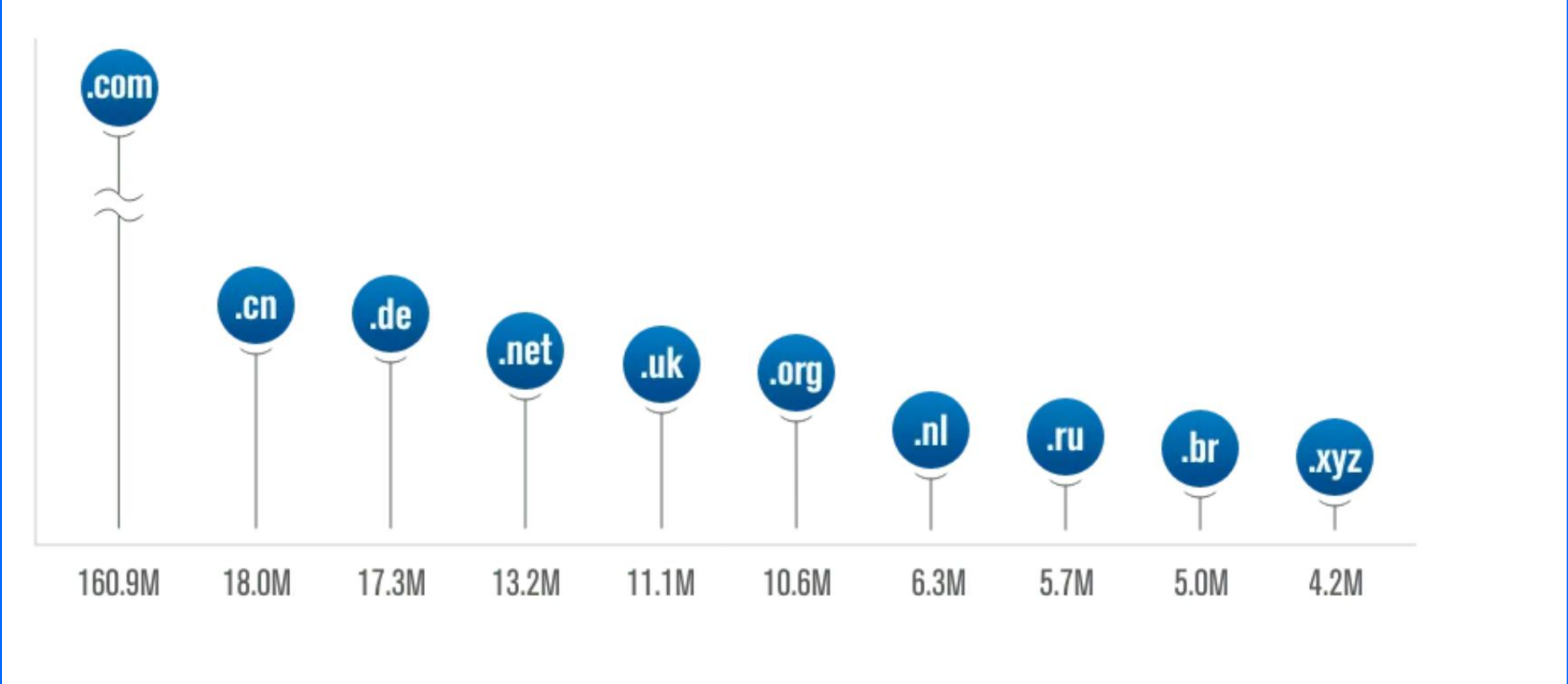
### New gTLD SubPro Timeline



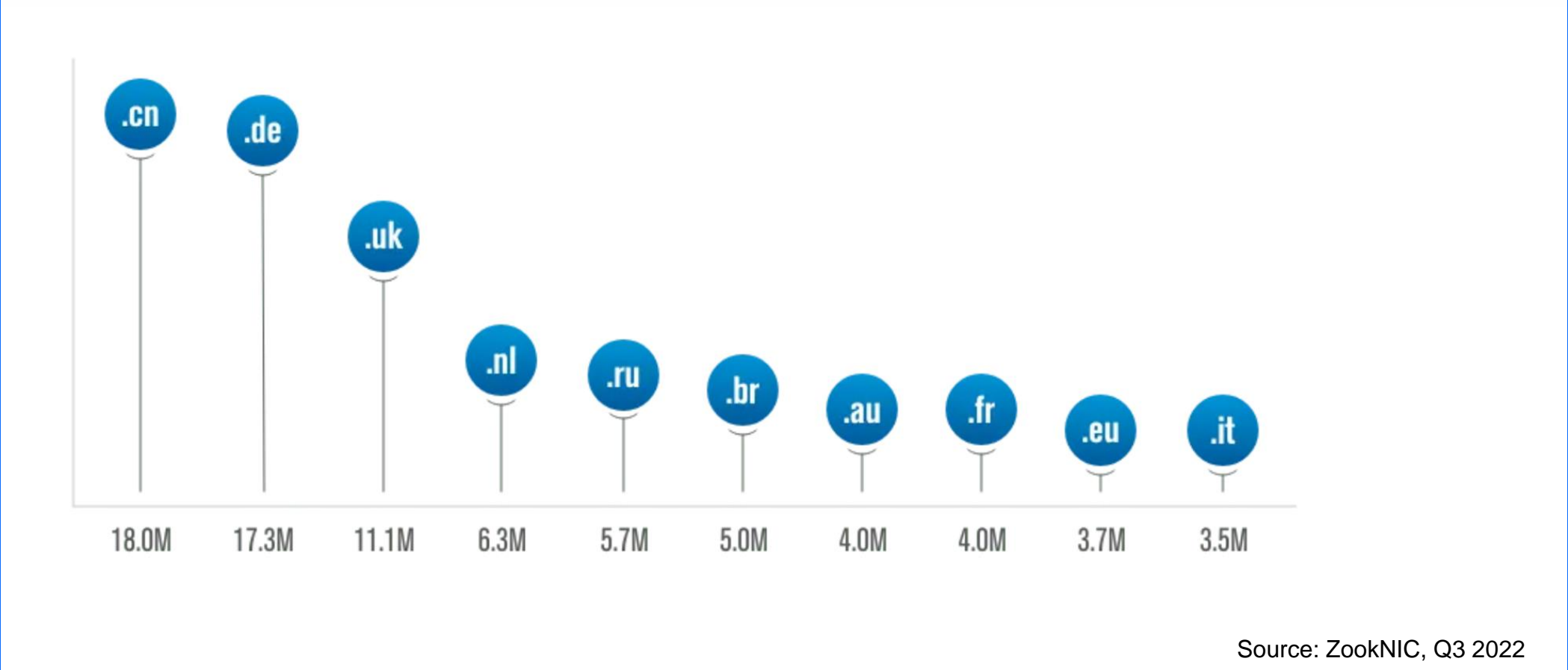
\*Operations Phase expected to take 2-3 years depending on number of applications and resolution of dependencies

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TOP 10 LARGEST TLDs BY NUMBER OF REPORTED DOMAIN NAMES



# TOP 10 LARGEST ccTLDs BY NUMBER OF REPORTED DOMAIN NAMES



# ICANN's last round 10+ years ago 2011

## **gTLDs**

All domain names in all TLDs:  
more than 192 million domains  
in 1232 gTLDs

**Increased Competition**  
**Increased consumer**  
**choice or confusion?**

## **Consolidation of internet traffic to Big Tech Platforms**

- Facebook, Insta,
- Amazon
- Google Search



# Top 12 – recommendations (1-4)

**1**

Focus on Marketing --Celebrate your customers and users – to enhance awareness of ccTLD

**2**

Look to how you can increase registrations working with Chambers of Commerce, Registration of Companies and businesses – whether by regulation or enhancing cooperation.

**3**

Make available short and meaningful domains – even if this is best done with premium pricing. Look at drop catching for repricing and relaunching – short names.

**4**

Engage with your registrars and offer promotions for first year registrations.

# Top 12 – recommendations (cont/)

**5**

Do engage with ICANN on the next round to ensure your voice is heard. Don't let others decide and regret later.

**6**

- Develop new services that help your customers – like Registry Lock to make it more secure.

**7**

Do ensure security, stability and resilience of your all your systems – Trust is key

**8**

- Limit friction in the registrar channel – policies robust but friendly.

# Top 12 – recommendations (cont/)

**9**

Do engage with ICANN on the next round to ensure your voice is heard. Don't let others decide and regret later.

**10**

- Standardise your life-cycle and policies such as UDRP, ICANN Inter-registrar transfer policies, etc

**11**

Engage with government stakeholders to ensure your ccTLD is associated with a strong digital government

**12**

- Consider whether increased distribution with using an international back end registry RSP – you can focus more on marketing, customer satisfaction, KPIs and compliance

# Questions?

**/registry**

**Thank you!**

**/registry**

# Thank you!

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## **Contact us**

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# Thank you!

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