



# Marketing Challenges for ccTLDs in the light of the new round of New gTLDs



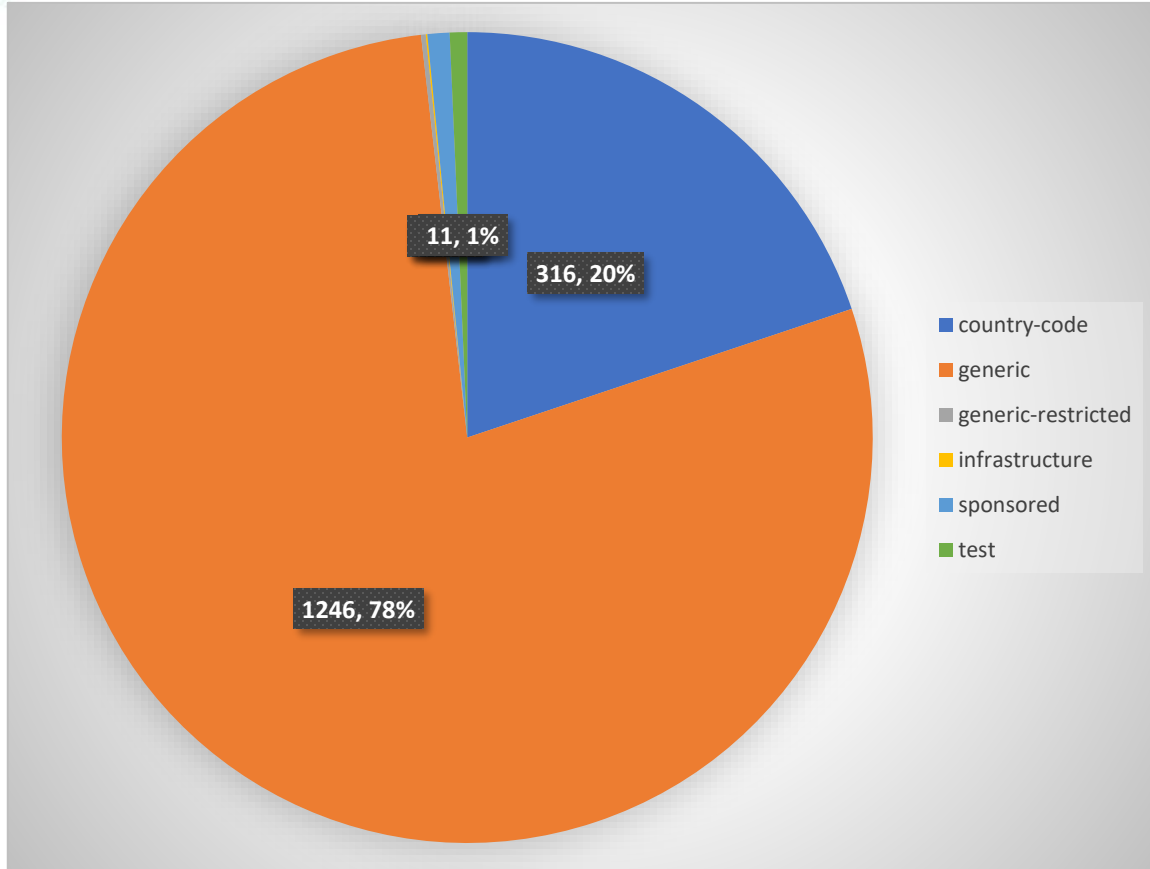
Shubham Saran  
22<sup>nd</sup> February 2023



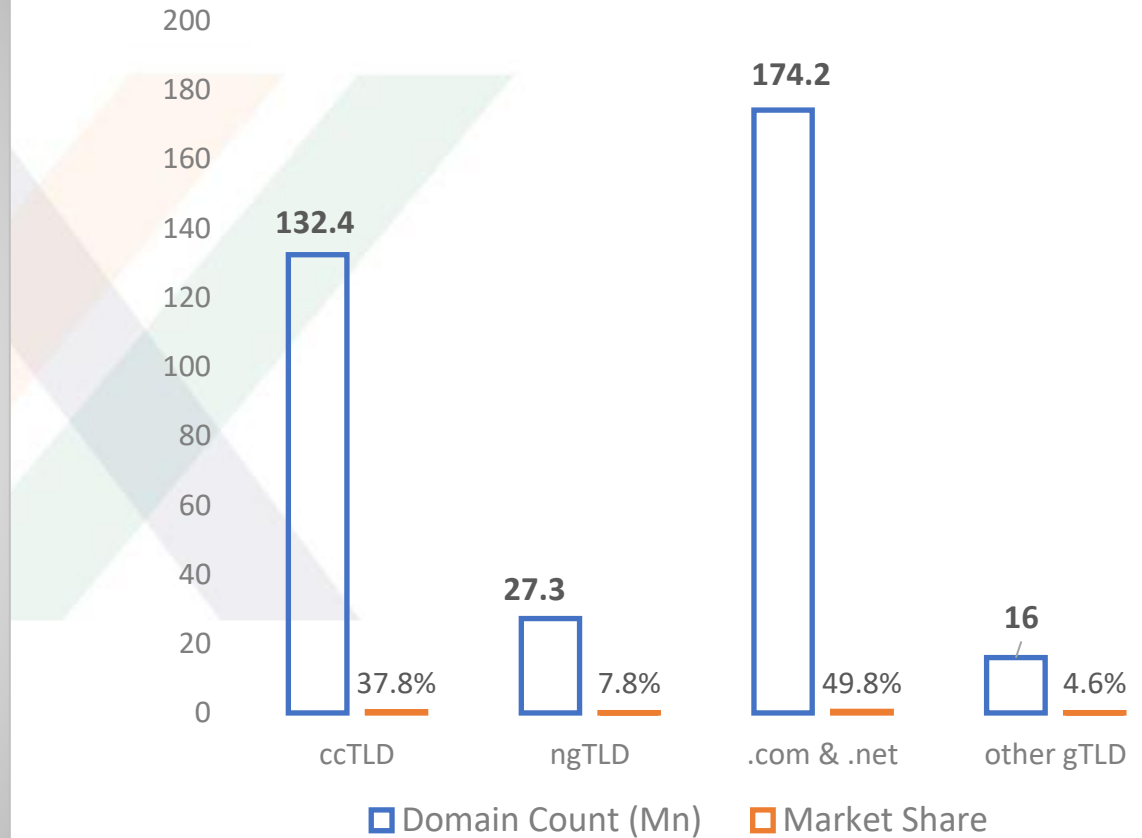
# Why new gTLDs were introduced?

One of ICANN's key commitments is to promote competition in the domain name market while ensuring Internet security and stability. New generic Top-Level Domains (gTLDs) help achieve that commitment by paving the way for increased consumer choice by facilitating competition among registry service providers.

# Domain Industry



Source : <https://www.iana.org/domains/root/db>



Source : Verisign DNIB – Q3 2022

# Challenges faced by ccTLDs

- Market Share
- Awareness
- Branding
- Marketing Budgets
- Consumer Trust



# .in Registry - Launch of 3rd level domains

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## Key Takeaways

- Play to their strength
- Pride in ownership of ccTLD
- Resilience Strategy
- Host all Government and critical applications on ccTLD



# Thank you !

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