

.bd and .বাংলা (ccTLD)

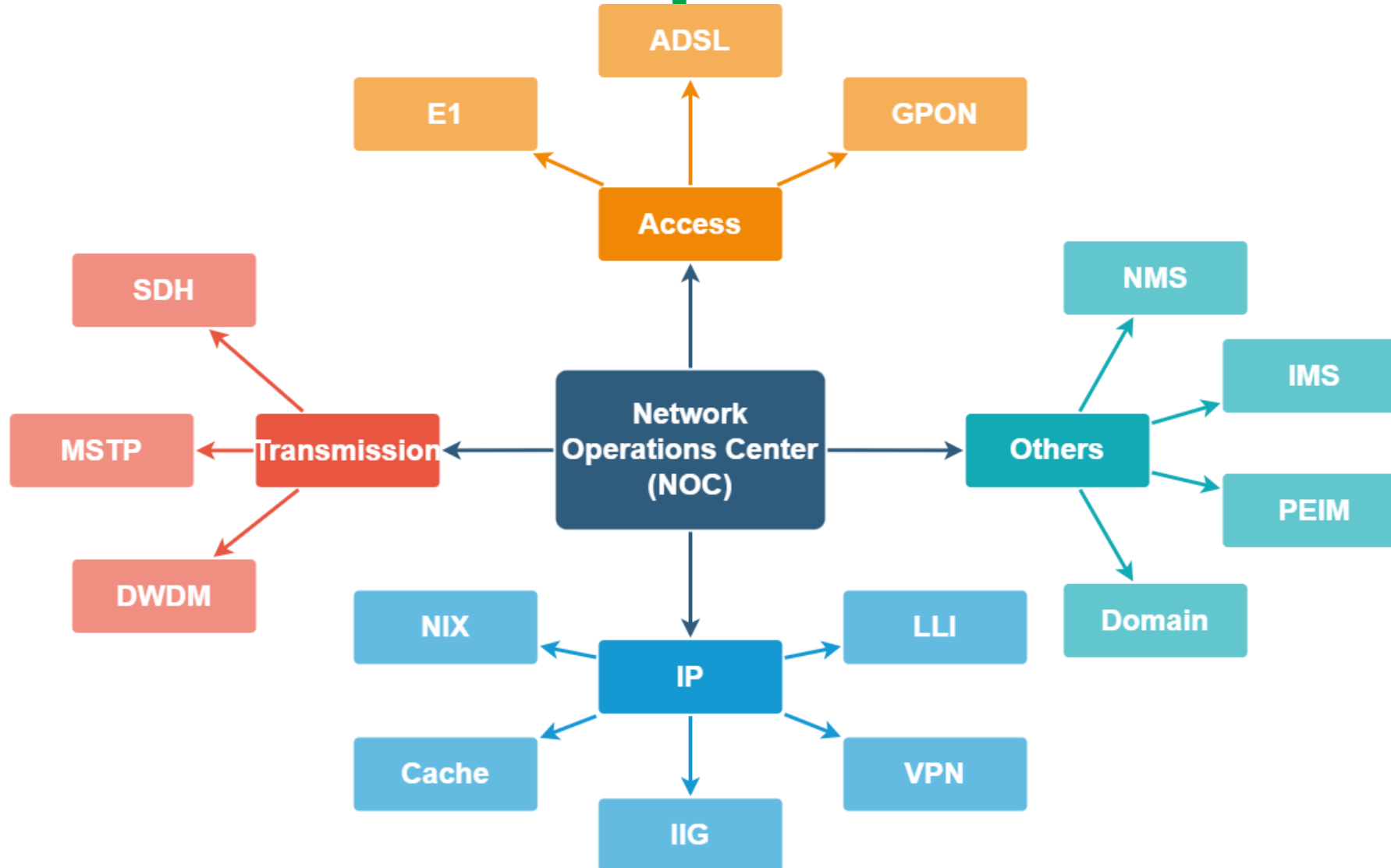
Presented by:

Tanveerul Islam

Assistant Manager

NOC (Data & Internet), BTCL

BTCL Network Operations Center



History and Statistics

2024

Modern Data Center project will be launched

2020

2nd Level .বাংলা domain launched

2021

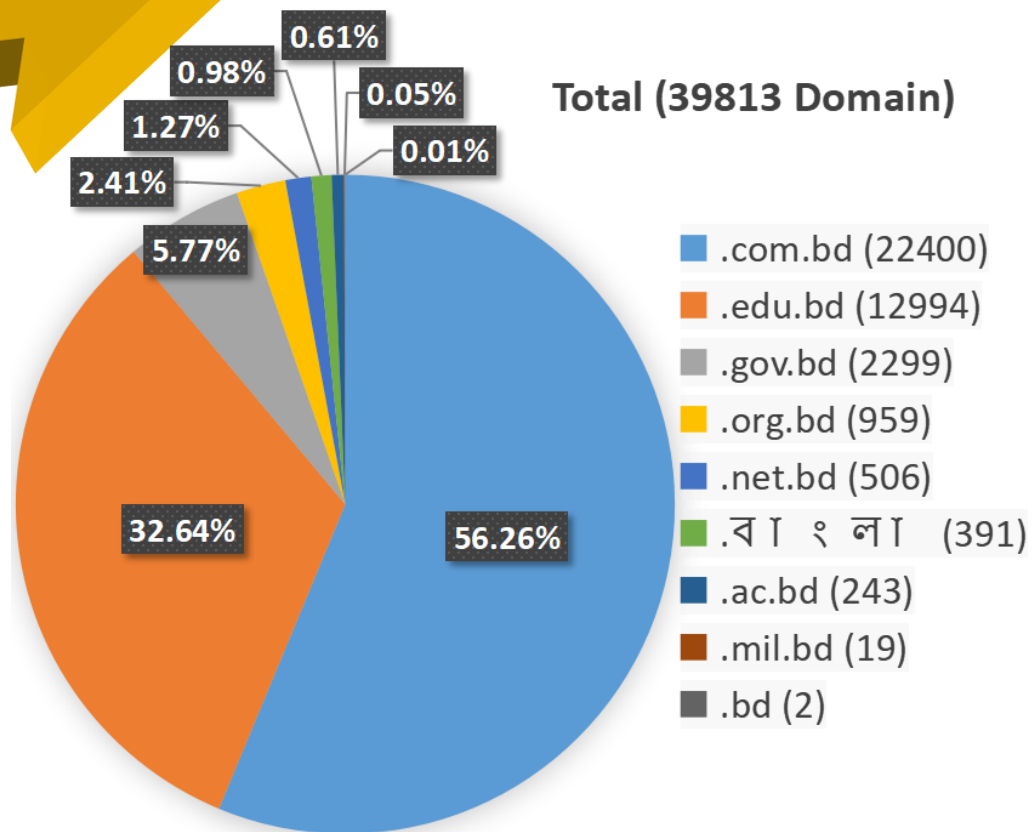
2nd level .bd domain launched

2018

Automation of domain Application

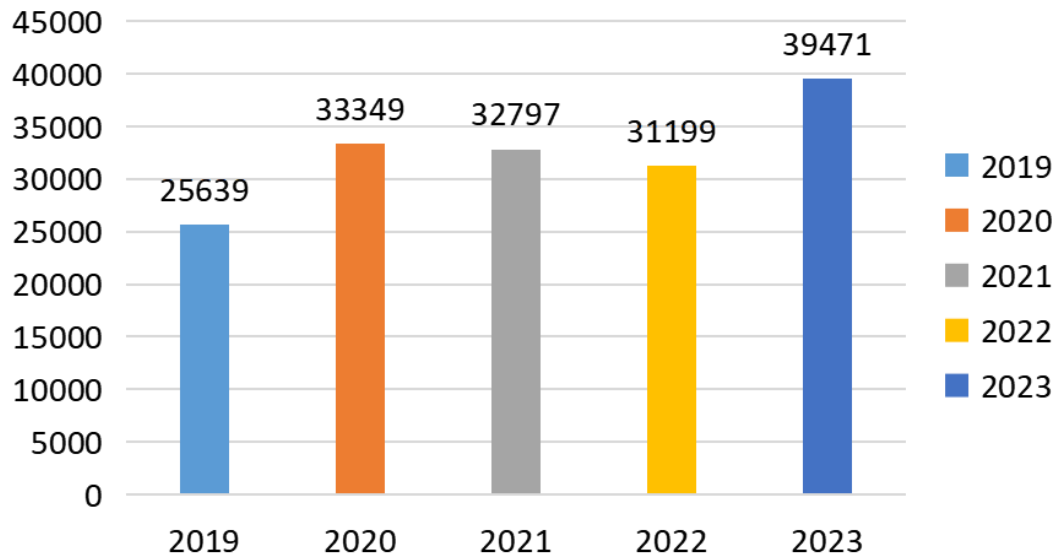
2003

3rd Level .bd domain launched

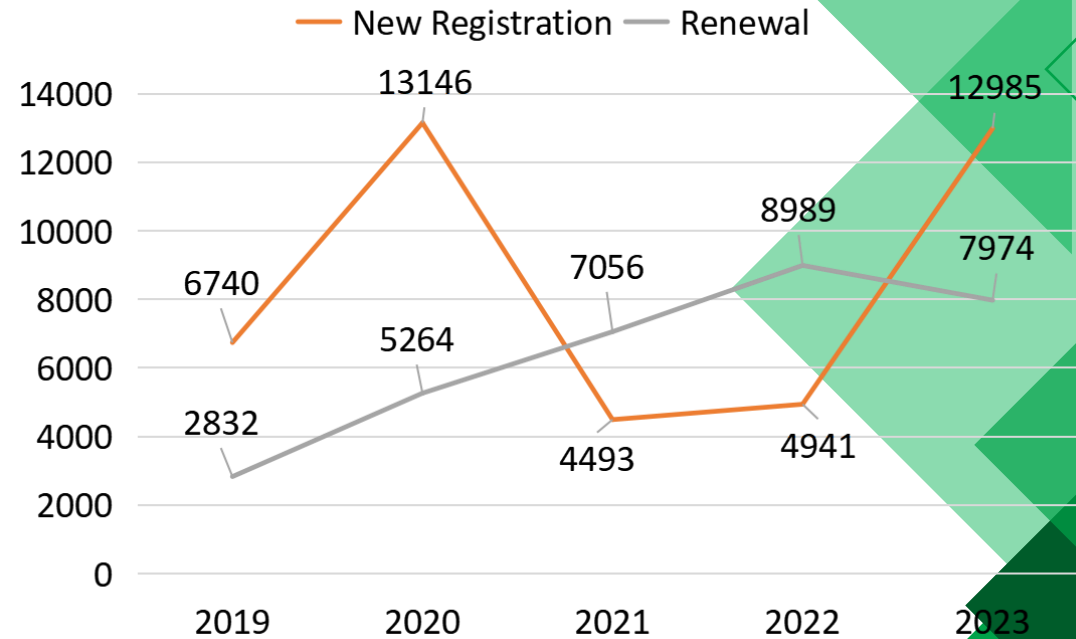


Current Trend

Domain Count by Year

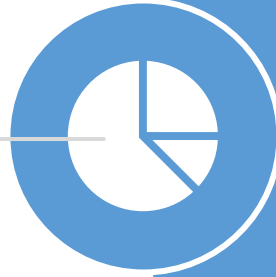


New Registration vs. Renewal of Domain



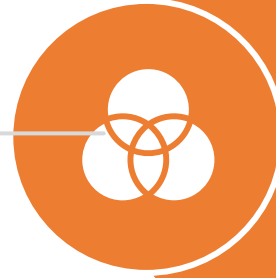
Due to ease in new domain approval policy, there was a uprising during 2019-2020. The policy was later made stricter because of a rise in disputes and also actionable domains were blocked leading to a decline in 2021 and 2022. However, active approaches and a rise in .edu.bd demand showed encouraging positive trends during 2023.

Marketing Strategy



Fully Automated System

- Online application
- Online verification and payment



Best Price Offered

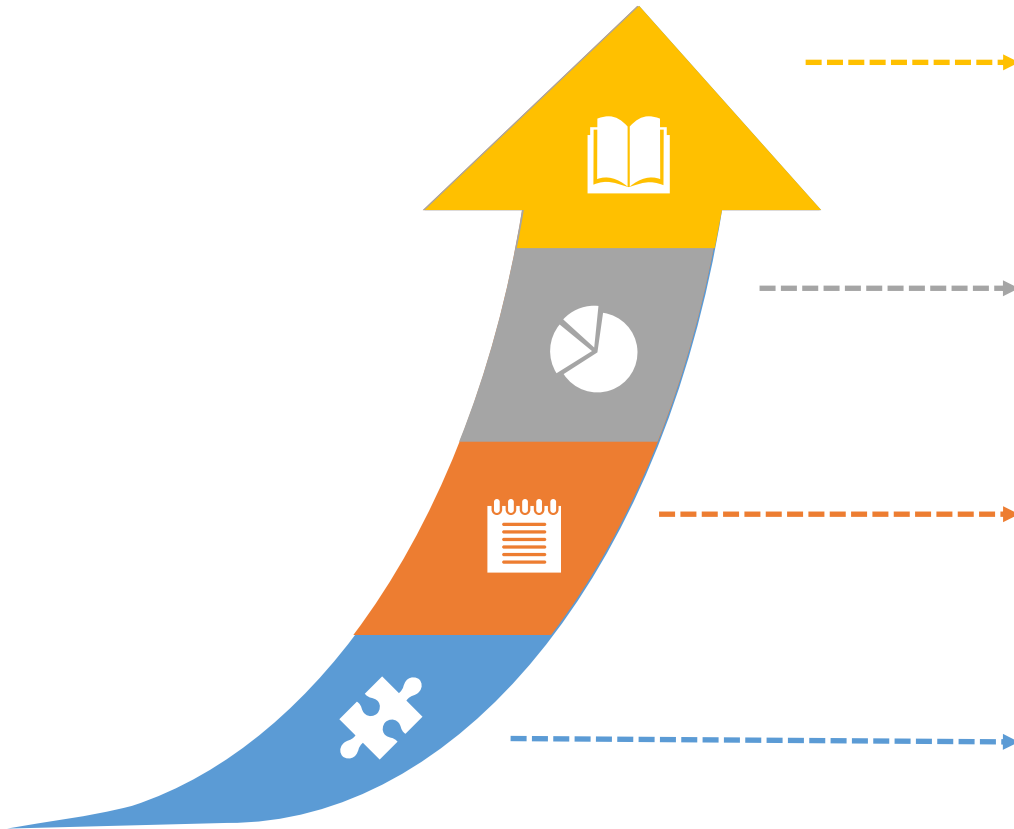
- Cheaper than TLD domain
- .bd and .বাংলা bundle price



Facebook Page and Bookfair

Quarterly facebook post
Stall in International Mother Language Day fair

Steps Taken



4

Upcoming Data Center Project

Domain, Hosting, Co-Location will be provided at large scale. Customers will get full stack solution from one point. Mobile App will be launched. NID integration will be implemented.

3

2nd Level Domain Platform is Ready

For starting 2nd level domain (.bd) the automation platform is ready. The .bd domain will start a new phase for BTCL.

2

Reserved and Forbidden Word

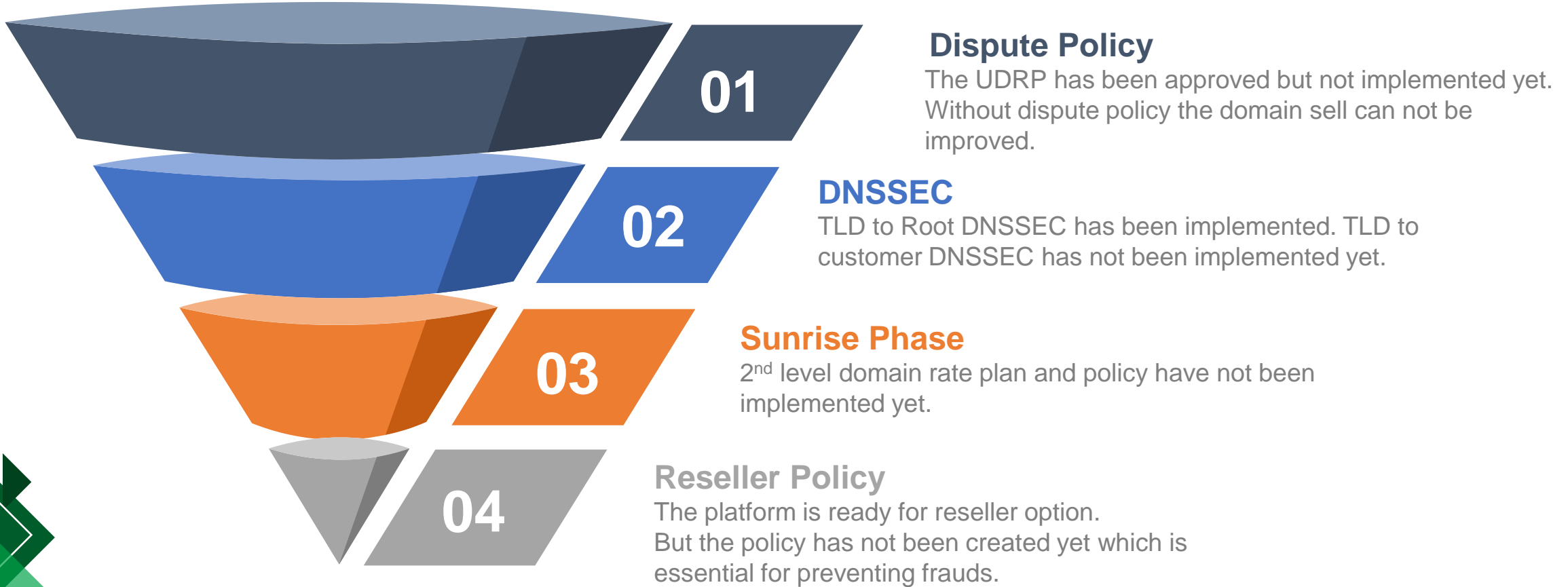
For preventing bad occurrences we have forbidden And reserved words.

1

Two Factor Authentication

For safety issue there is 2 factor authentication Process from both client side and server side.

Challenges



Thank You

