



APTLD Meeting .sg Updates

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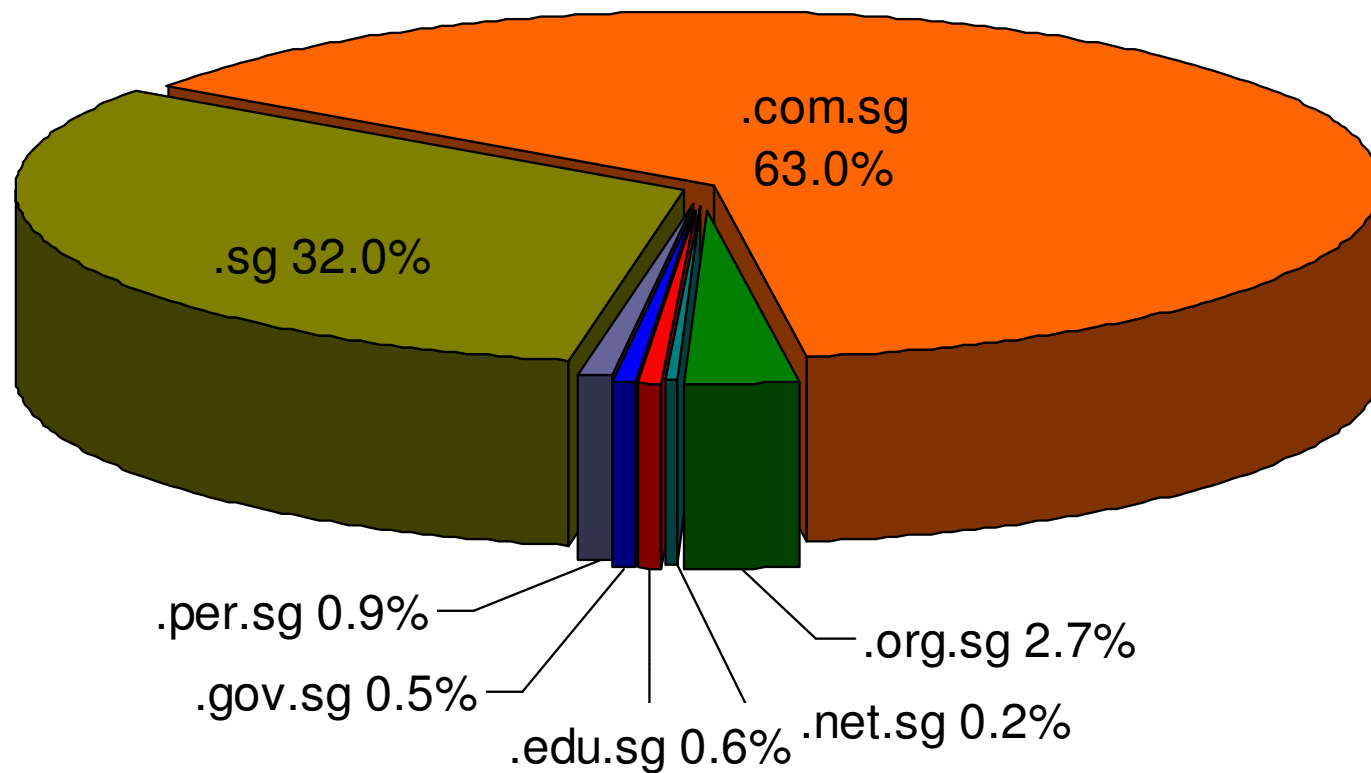


Outline

- .SG Domain Name Statistics
- Current Initiatives
 - Buy-One-Get-One-Free Scheme
 - Infocomm@SME
 - Internationalized Domain Names
 - Numeric Domain Names

.SG Domain Name Statistics

- 84,442 .SG domain names



As at Sep 07



Current Initiatives

- 'Buy-One-Get-One-Free' (BOGOF) Scheme
- SME@Infocomm
- Internationalized Domain Names (IDNs)
- Numeric Domain Names (NDNs)

'Buy-One-Get-One-Free' Scheme

- Launched in September 2005, first year registration fee of a second-level domain name was waived when a third-level domain name was registered
- 11.8% increase in domain name registrations in first six months
- Promotion currently extended to 28 February 2008

SME@Infocomm

- To be launched in December 2007, a discounted '.com.sg' or '.sg' domain name will be offered to new and existing Small-Medium Enterprises (SME)
- Registration of domain names by SME is seamless at the same time when SME register a company with the authority
- Scheme is expected to run for 36 months (December 2007 to January 2011)
- Two times increase in the number of domain name registrations is projected

Internationalized Domain Names (1)

- Test bed conducted from 4 July 2005 to 4 Jan 2006 for both Chinese and Tamil IDNs



- All IDN were deleted and purged at the end of the test-bed.

Numeric Domain Names (1)

- Currently registration of pure numeric domain names are not allowed
- Announced on 22 Oct 2007
 - Sunrise: Nov 2007
 - Landrush: Mar 2008
- 'Sunrise' phase to receive priority applications
- Accept registrations up to 11 digits and in all categories
- Number list: Platinum, Golden, Silver and Ordinary numbers
- Priority given to registered number mark

Numeric Domain Names (2)

- Applications to be submitted through SGNIC's accredited registrars and processed in batch
- If there are more than 1 application from the same priority category, an online forward auction will be conducted.
- Unallocated platinum, golden and silver numbers during sunrise period will be reserved for future bidding on half-yearly basis
- Ordinary numbers released for registration on first-come-first-served basis



THANK YOU!