

Driving
innovation and
the **expansion** of the
internet through the
delivery of **world-class**
Domain Name
Registry Services.



The TLD
Specialists
www.ausregistry.com

.au – organisational framework and policy environment

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APTLD Meeting – Hong Kong
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Legacy situation

- Multiple registry systems – different rules & processes
- Manual approval required for all registrations
- Lack of effective competition

= COMPLEX, SLOW and EXPENSIVE

auDA gains control

1999 - auDA (.au Domain Administration) formed

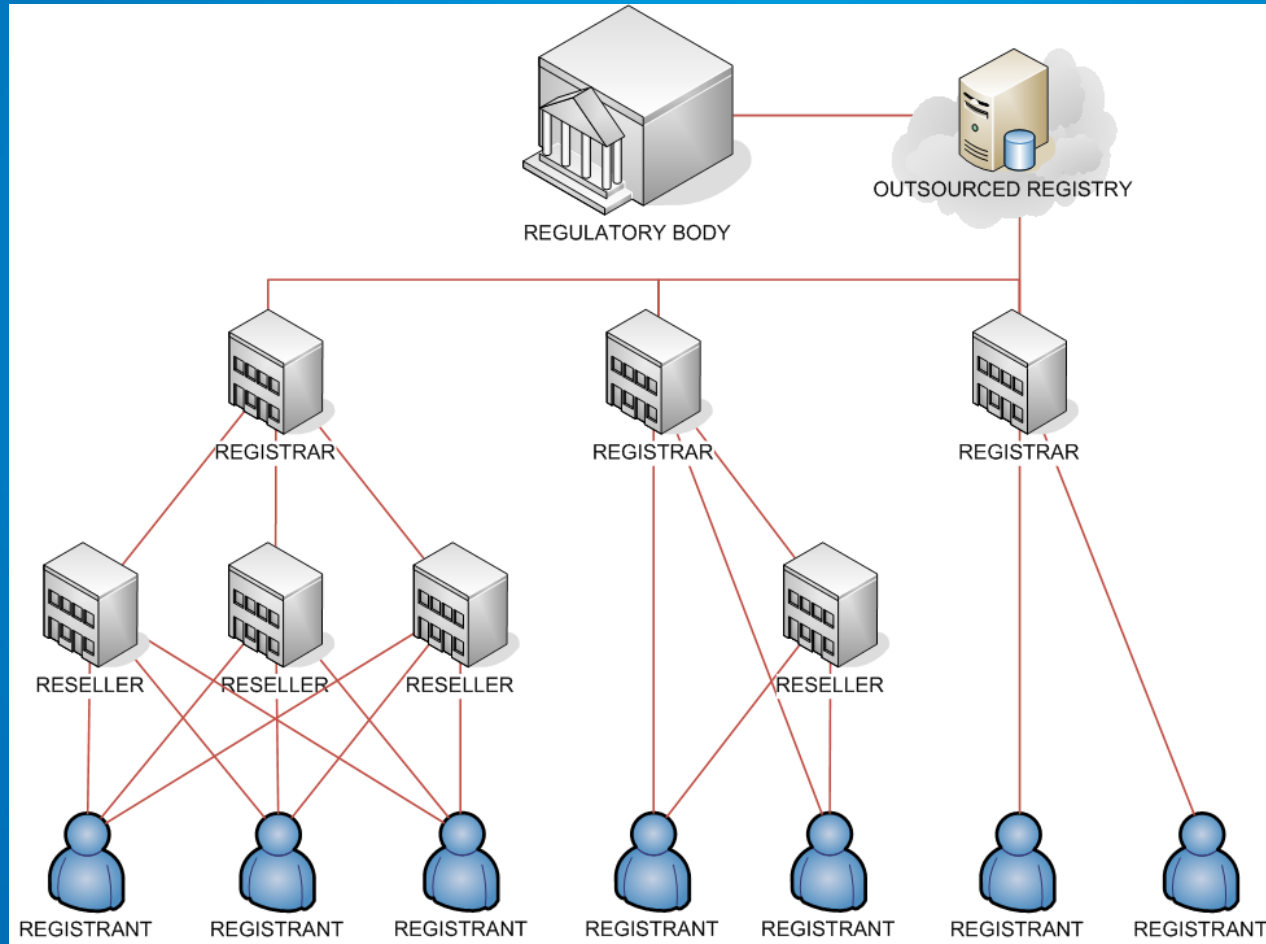
2000 - auDA endorsed by Australian Government

2001 – ICANN re-delegates .au to auDA

New framework – 2002

- auDA conducts policy development process
 - Update and standardise
- auDA issues tender for Registry Services
 - AusRegistry wins tender to operate Registry for all open Second-Level Domains within .au
- Registrars accredited
- AusRegistry launches new best-practice, fully-automated Registry System

.au industry model



.au industry model

- Regulatory body: auDA
 - Independent, membership-based, non-profit industry self-regulator
 - Endorsed by Australian government
- Registry Operator: AusRegistry
 - Appointed for four-year terms with strict SLAs
- Registrars
 - Legal accreditation by auDA
 - Technical accreditation by AusRegistry



.au Registrars

- 33 Registrars – 4 international
 - Traditional Domain Registrars
 - Retail focus
 - Wholesale focus
 - Specialist Domain Registrars
 - Drop Catchers
 - Web hosts (majority)
 - ISPs
 - SME specialists
 - Corporate Brand Managers



.au Namespace structure

- Third-level registrations only
 - .com.au, .net.au – commercial focus
 - .org.au, .asn.au – non-profits
 - .id.au – individuals
 - .gov.au – government
 - .edu.au – educational institutions
- Also state-based fourth-levels
 - vic.gov.au – Victorian government
 - alicesprings.nt.au – local community space

.au Registration Policy

- Restricted eligibility
 - Australian entities
 - Foreign entities registered in Australia
 - Australian Trademark holders
- Allocation rules
 - exact match, abbreviation or acronym of the registrant's name or trademark
 - or be otherwise closely and substantially connected to the registrant

.auDRP

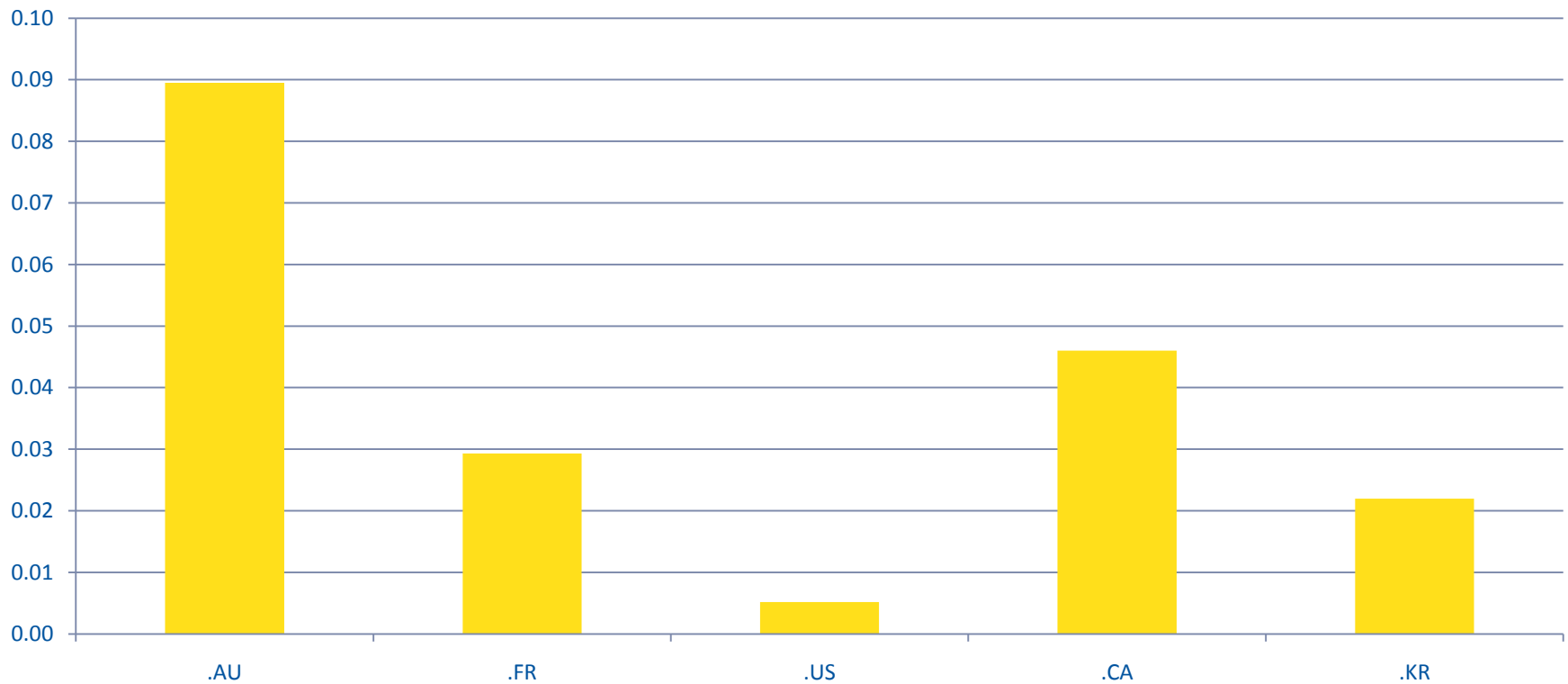
- Adaptation of UDRP to cater for .au policies
 - identical or confusingly similar rule applies to any 'name' in which the Complainant has rights
 - including company, business, trading and personal names.
 - either registration OR subsequent use of the domain name in bad faith (UDRP requires both)
 - no requirement to prove a pattern of conduct to establish bad faith
- 3 local auDRP providers, plus WIPO

The results (since 2002)

- 85% drop in lowest retail price
- 25% average year-on-year registration growth
 - about to hit 2 million active registrations
- Pre-eminent domain space in Australia
 - default choice for Australian businesses
 - very high levels of trust
- Highest domain penetration for ccTLD with strict eligibility requirements

Domain penetration rate

Penetration (domains divided by population) - restricted eligibility



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