



# Singapore Network Information Centre (SGNIC) Updates

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# Outline

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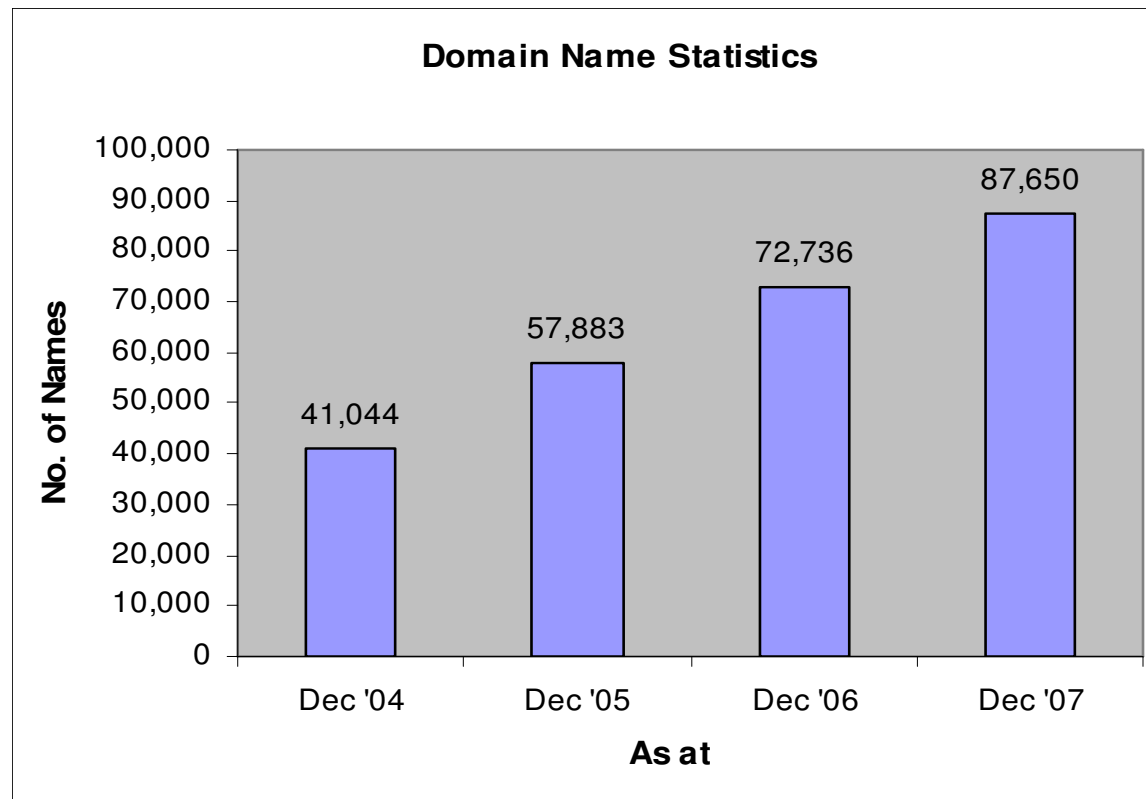
- Domain Name Statistics
- Promotional Schemes
- Domain Name Reservation System (DNRS)
- Numeric Domain Names (NDN)



# Domain Name Statistics

# Domain Name Statistics

- Total “.sg” names as at 1 Feb 08 : **88,975**
  - Domain name count doubled in less than 3 years



# Breakdown of Domain Names

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- “.com.sg” and the 2<sup>nd</sup>-level “.sg” jointly account for 94% of the total number of domain names

Category	Quantity	Percentage
.sg	28,530	32.5%
.com.sg	54,884	62.6%
.org.sg	2,289	2.6%
.per.sg	756	0.9%
.edu.sg	531	0.6%
.gov.sg	455	0.5%
.net.sg	205	0.2%



# Promotional Schemes



# Promotional Schemes

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- Buy-One-Get-One-Free (BOGOF) Scheme
  - Buy a “.com.sg” and get a “.sg” name free
  - 2<sup>nd</sup> level name given free only for the 1<sup>st</sup> year
  - Implemented from 1 Sept 05 to 28 Feb 06
  - Within 6 months, total domain names grew by 12%
  - Due to overwhelming response, promotion has been extended till today
  
- Incentive Rebate Scheme
  - Implemented in June 2004
  - Discounts on wholesale prices are given to registrars in proportion to the number of names they sell



# **Domain Name Reservation System (DNRS)**

# Domain Name Reservation System (DNRS)

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- Infocomm@SME Programme
  - A new initiative to target SMEs
    - Dec 2007 to Dec 2010
  - Work with the Accounting and Corporate Regulatory Authority of Singapore (ACRA)
    - Seamless integration of systems → the DNRS
    - Companies register their business → directed to a webpage and given an option to reserve a domain name at the same time
    - Reservation of name is held for 3 months
  - Discount of \$30 is given for 1<sup>st</sup> year
    - Savings directly translated to customers
  - Each company entitled to one domain name



# Numeric Domain Names (NDNs)



# Numeric Domain Names (NDNs)

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- Pure Numerals as Domain Names
  - Eg. 123.sg, 12345.sg
  
- Available in all domain name categories
  - 2<sup>nd</sup> level - .sg
  - 3<sup>rd</sup> level - .com.sg, .gov.sg, .org.sg, .net.sg, .edu.sg, .per.sg
  
- NDNs were officially launched in Q3 2007
  - Public Announcement : 22 Oct 07
  - Sunrise Period : 5 Nov – 28 Dec 07
  - General Launch : 27 Mar 08

# Classification of NDNs

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- Premium Numbers
  - Platinum
    - Single digit numbers from 0-9
    - eg. 5.sg or 8.sg
  - Golden
    - 2 to 11 digits
    - eg. 88.sg or 1515.sg
  - Silver
    - 3 to 11 digits
    - eg. 854.sg or 1386.sg
  
- All other numbers are termed as “Ordinary” numbers

# Registration Periods

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- Sunrise Registration : 5 Nov – 28 Dec 07
  - Both premium and ordinary numbers were available
  - All applications were through accredited registrars
  - Applications were subjected to batch processing
  - Trademark holders could claim priority during this phase
  
- General Launch : 27 Mar 08 onwards
  - Only ordinary numbers will be available for registrations
  - Applications will be on a first-come-first-served basis
  - Premium numbers will be reserved and may be released for auction (if there is interest) at regular intervals of 6 months or less

# Allocation Fees

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- For uncontested names, allocation fees are as follows:
  - Platinum           \$40,000
  - Gold                \$1,000
  - Silver             \$600
  - Ordinary          \$200
  
- For multiple applications, participants were subject to bidding.
  - Deposits were collected before the bidding took place
    - Platinum       \$10,000
    - Gold            \$1,000
    - Silver          \$600
    - Ordinary       \$200

# Outcome of Sunrise Applications

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- No. of NDNs applied for : 74
- No. of NDNs subject to bidding : 5
  - 168.sg (silver)
  - 1688.sg (silver)
  - 88.sg (gold)
  - 123.sg (gold)
  - 888.sg (gold)
- No. of applicants who submitted one or more of the above NDNs : 4
- Three applicants were not eligible for bidding due to withdrawal or applications or non-placement of deposit
  - Bidding did not take place



**Thank You**