CCTLD: STAGNATION OR SURVIVING

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Dramatic changes of the global Domain landscape

- New gTLD provoked ccTLD sales decrease?
- Market saturation?

Source: Domain Name Industry Brief (Verisign)
Common troubles or common misconceptions?

- **Registries vs Registrars – who wins?**
  - Registrars are lazy and picky!
  - Registries are inactive and slow!

- **Social media as destroyers of domain market**
  - Domains are too complicated to use, time and money-consuming!
  - Social media: low level of control and limited options

- **Economic crisis**
  - People want to save – domain is not bread and butter
  - People look for new business opportunities
Worry not?

- **Simplest is not always easiest**
  - Every step should be counted twice
  - Simple solutions are best but not at all times

- **Cost reduction may cause sales decrease**
  - Staff & payroll, advertising, R&D are first to be axed
  - Cost effectiveness is more important than cost reduction

- **New services demand cash investments**
  - New services demand a new look at business process
  - Encourage your team and get new services launched at a minimum cost

- **Maybe stagnation as such is not so bad?**
  - What is a difference between survival and stagnation?
  - Stagnation is way to death
It’s Russia, babe!

- **Low domain price (less than 1 dollar, because of Rub drop)**
  - Low prices are attractive for cybercriminals
  - Russian Registrars can sell gTLDs with more profit

- **Few Registrars**
  - 34 Registrars and more than 6,000,000 domains
  - 2 Registrars hold 76% of the market

- **Falling Rub**
  - The same revenue and soaring costs
  - Wrong time to raise prices

- **Lack of domestic soft- and hardware manufacturers**
  - We are used to use foreign equipment
  - Prices for equipment are 2.5 times higher than some years ago
What to do?

- Marketing is not just advertising
  - Use statistics to learn everything about your Registrars and Registrants
  - Look for innovative forms of cooperation

.RU and (1-10) Domains Segment Growth

- 2013: 15% .RU Growth
- 2014: 5% 1-10 .RU Domains Segment Growth
- 2015: 4% 1-10 .RU Domains Segment Growth
What to do?

- **Registrars are our friends**
  - Talk to them!
  - Helping Registrars – helping Registry

- **Technical platform could be changed**
  - Technical platform is not a Holy Cow
  - Techies love challenging tasks – encourage them to do the job!

- **Be positive! Don’t be afraid of longer-term plans**
Our plans

- **Cooperation with Registrars**
  - More active Registrars get more benefits
  - Joint promotion campaigns
  - On-condition marketing actions (Registrars should sign up for a campaign)

- **Investigating to choose new technical platform**

- **Education: lectures, articles, awareness raising**

- **R&D, and launch of new services**

- **Looking for new opportunities (new markets)**

- **The Team – our main asset!**
Thank You!