Effective New gTLD Strategies for ccTLDs

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EFFECTIVE NEW GTLD STRATEGIES FOR CCTLDs

Agenda

1. LogicBoxes’ Role in the Industry
2. Challenges faced by New gTLDs
3. New gTLD partner Case Study
4. Other New gTLDs
5. How can ccTLDs leverage this strategy?
Our Role in the Industry
LogicBoxes’ Influence on The Domain Industry

- ICANN
- ccTLD REGISTRY
- nTLD REGISTRY
- REGISTRAR
- DOMAIN RESELLER / WEB HOST
- CUSTOMERS
Challenges Faced By New gTLDs
There’s one **PROBLEM** with this!
Challenges Faced By New gTLDs

1. Inversion of Demand – Supply Dynamics

<table>
<thead>
<tr>
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<th>PRE 2013</th>
<th>POST 2013</th>
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<tbody>
<tr>
<td>No. of gTLDs</td>
<td>21</td>
<td>1,000+</td>
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<tr>
<td>No. of Registrars</td>
<td>500</td>
<td>500+</td>
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The way we use and the way we consume the internet has changed

2. Registrar Shelf Space

With increasing competition, Registries have to fight for Registrar Shelf Space leading to diluted presence for all TLDs
Challenges Faced By New gTLDs

3. **Registrar Selectivity**

Registrars too don’t have the resources to concentrate on all new TLDs being introduced. They, thus, choose only a small set of TLDs to focus on selling.

4. **Registrars need to be ‘Incentivized’**

The advent of New gTLDs has led to Registries starting a race of Marketing Development Funds to get Registrars to prioritize their TLDs.

5. **Registrants are now ‘spoilt for choice’**

Registrants are confused on which TLD to buy and end up not buying a domain at all. This results in a loss for everyone.
The .WIEN CASE STUDY

How did .WIEN overcome these and many other challenges?
.Wien TLD

• .Wien is a new top-level domain extension for people who want to demonstrate an economic, cultural, tourist, historical, social or other ties with Vienna.

• Realizing that Traditional Distribution alone would not help it achieve its goal, .Wien decided to adopt a Direct-to-Customer Strategy

• This strategy would enable .Wien to gain direct access to local businesses and effectively help in maximizing the TLD’s adoption

• However, there were several challenges that .Wien had to initially overcome
.WIEN – Challenges

1. **Complete Domain Automation Solution** - To set up its retail storefront and a platform to run & manage operations

2. **Customized Domain Registration Process** - .WIEN is only open to people and business who have some nexus with Vienna

3. **German Language-supported Storefront** – With the majority target audience being German speaking, it was imperative to have a retail storefront in German

4. **Ability to Accept Payments in Local Currency** – To ensure success of its Direct-to-Customer Strategy, it was necessary to be able to accept such payments

5. **Ability to Sell High-Margin Web Products** - In order to become a one-stop shop for its customers, the retail store would have to sell other web products apart from domains
.WIEN – Solution Provided by LogicBoxes

- Offered a **custom solutions package** that included the **design and implementation of a feature-rich retail storefront** (www.netzadresse.com)

- **Complete Localization** - The Retail Storefront was implemented supporting the German language, local currency and local payment gateways

- **100% ICANN-Compliant Registrar Management Platform**, equipped with automated order provisioning, billing, customer management and other critical functions - to manage their Retail business

- Provided with value added products such as **Web Hosting, Email Hosting, Site Builder, Digital Certificates, etc. to resell**

- **Custom-built the business automation and process flows** to accommodate the Registry’s unique Sunrise & Landrush requirements
.WIEN – Result

• Netzadresse is the **#1 source of registrations for .wien domains**

• The Registrar controls nearly **20% of all domain registrations in the namespace**

• The Dedicated Retail Channel allows the Registry to **market directly to relevant customers & drive traffic to its Storefront**

• The Dedicated Storefront for .wien also enabled Netzadresse to **create highly targeted online & offline marketing activities, thereby boosting domain registrations**

• Netzadresse’s efforts in promoting the .wien TLD has **helped boost development and enhance the attractiveness of Vienna as a tourist destination & as a business location**
.WIEN – Today

Today, Netzadresse.at is the market leader in the .wien namespace. The Registrar leverages pride in local identity and provides a trustworthy, undiluted medium for customers to register .wien domains.

“The business plan and launch strategy of the .wien namespace was unique in ways more than one. With LogicBoxes, our partner Registrar, Netzadresse.at was backed up by a friendly, responsive and highly qualified team. They did a quick turn-around so that we could launch right on time.”

- Ronald Schwärzler, CEO, punkt.wien GmbH, .wien
More New gTLDs
Other Geo TLDs that have also adopted Direct-to-Customer Strategy

And Many More...
To Summarize..
How can your ccTLD achieve its Full Potential?

1. Start a Flagship Storefront for your ccTLD

2. Build a Reseller / Distribution network unique to your ccTLD

3. Automate all business functions

4. Sell additional Web Presence Products
Our Registry Partners
EFFECTIVE NEW GTLD STRATEGIES FOR CCTLDs

Our Registry Partners

[Logo images of various domains and brands]
EFFECTIVE NEW GTLD STRATEGIES FOR CCTLDS

Our Registry Partners

- .co
- .mn
- .hn
- .bz
- .me
- .ngo
- .ong
- .wien
- .tirol
- .desi
- .green
- .rich
- .onl
- .trading
- .cfd
- .markets
- .spreadbetting
- .broker
- .forex
- .000
- .whoswho
- .fan
- .fans
- .chineseonline
- .chinesewebsite
Get in Touch!

For a informative discussion on your ccTLD’s distribution plans

Get in touch with me at

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