ccTLD AUTOMATION

Unleash the True Potential of your ccTLD

Presentation by:
Clifford de Souza
Sr. Business Development Specialist
Agenda

• State of the Industry

• TLD Distribution Strategy

• How can your ccTLD achieve its full potential?

• Proof of Concept

• About LogicBoxes
Let’s quickly look at some stats..
# Internet Penetration Data

<table>
<thead>
<tr>
<th>Region</th>
<th>Internet Users (as of Dec 2000)</th>
<th>Internet Users (as of Jun 2014)</th>
<th>Internet User Growth (2000 – 2014)</th>
<th>Current Internet Penetration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia</td>
<td>114.3 Mil</td>
<td>1,386.2 Mil</td>
<td>1,112.7%</td>
<td>34.7%</td>
</tr>
<tr>
<td>Latin America</td>
<td>18.1 Mil</td>
<td>320.3 Mil</td>
<td>1,672.7%</td>
<td>52.3%</td>
</tr>
<tr>
<td>Africa</td>
<td>4.5 Mil</td>
<td>297.9 Mil</td>
<td>6,498.6%</td>
<td>26.5%</td>
</tr>
<tr>
<td>Europe</td>
<td>105.1 Mil</td>
<td>582.4 Mil</td>
<td>454.2%</td>
<td>70.5%</td>
</tr>
<tr>
<td>Middle East</td>
<td>3.3 Mil</td>
<td>111.8 Mil</td>
<td>3,303.8%</td>
<td>48.3%</td>
</tr>
<tr>
<td>North America</td>
<td>108.1 Mil</td>
<td>310.3 Mil</td>
<td>187.1%</td>
<td>87.7%</td>
</tr>
<tr>
<td>Oceania</td>
<td>7.6 Mil</td>
<td>26.8 Mil</td>
<td>251.6%</td>
<td>72.9%</td>
</tr>
</tbody>
</table>

Source: internetworldstats.com
Internet Penetration Data

Advanced v/s Emerging Economies

70% of individuals in advanced economies are online

20% of individuals in emerging economies are online
Internet User Distribution

Historical & Projected Trends

<table>
<thead>
<tr>
<th>Year</th>
<th>Advanced Economies</th>
<th>Emerging Economies</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>92%</td>
<td>8%</td>
</tr>
<tr>
<td>2005</td>
<td>83%</td>
<td>17%</td>
</tr>
<tr>
<td>2010</td>
<td>74%</td>
<td>26%</td>
</tr>
<tr>
<td>2015</td>
<td>54%</td>
<td>46%</td>
</tr>
<tr>
<td>2020</td>
<td>48%</td>
<td>52%</td>
</tr>
</tbody>
</table>
Bright future for ccTLDs!

- ccTLD Registrations have consistently grown exponentially in recent years!

  Base ccTLD Registrations
  129.3 Million Domains
  (Q2 2015)

  Over Q1 2015
  1.7% Increase

  Over Q2 2014
  11.5% Increase

- No. of Internet Users is expected to grow phenomenally in the near future

- Domain penetration rates is expected to grow too, especially in the emerging economies!
TLD Distribution Strategy
TLD Distribution Strategy

- Domains are sold only through Registrars
- There’s one PROBLEM with this!
TLD Distribution Strategy

The way we use and the way we consume the internet has changed.

Complete Inversion of Demand-Supply Dynamics

Pre 2013

- 21 gTLDs
- 500 Registrar

Post 2013

- 500+ Registrar
- 1000+ gTLDs
TLD Distribution Strategy

Your ccTLDs v/s Others
TLD Distribution Strategy

Registrars choose which TLDs they want to focus on selling
Traditional Distribution Strategy

Registrants are now spoilt for choice too
Let’s Quickly Look At Two Purchase Scenarios..
Scenario 1

You Promote your TLD extensively to your Target Market

Purchase Pipeline

30%
Scenario 1

You Promote your TLD extensively to your Target Market

A potential Registrant visits your Registry Website

Purchase Pipeline

50%
Scenario 1

You Promote your TLD extensively to your Target Market

A potential Registrant visits your Registry Website

He visits a Partner Registrar’s website from your List of Registrars

Purchase Pipeline

70%
Scenario 1

You Promote your TLD extensively to your Target Market

A potential Registrant visits your Registry Website

He visits a Partner Registrar’s website from your List of Registrars

He searches for “mydomain.fantastic”

Purchase Pipeline

80%
Scenario 1

- You Promote your TLD extensively to your Target Market

- A potential Registrant visits your Registry Website

- He visits a Partner Registrar’s website from your List of Registrars

- He searches for “mydomain.fantastic”

- He sees 100s of other options on the Registrar’s website

CONFUSED!

Purchase Pipeline
Scenario 1

You Promote your TLD extensively to your Target Market

A potential Registrant visits your Registry Website

He visits a Partner Registrar’s website from your List of Registrars

He searches for “mydomain.fantastic”

He sees 100s of other options on the Registrar’s website

Confused, he doesn’t buy any domain OR He ends up buying some other domain “mydomain.awesome”
Scenario 2

You Promote your TLD extensively to your Target Market

Purchase Pipeline

30%
Scenario 2

You Promote your TLD extensively to your Target Market

A potential Registrant visits your Dedicated TLD Storefront

Purchase Pipeline

50%
Scenario 2

You Promote your TLD extensively to your Target Market

A potential Registrant visits your Dedicated TLD Storefront

He searches for “mydomain.fantastic”

Purchase Pipeline

80%
Scenario 2

1. You Promote your TLD extensively to your Target Market

2. A potential Registrant visits your Dedicated TLD Storefront

3. He searches for “mydomain.fantastic”

4. He BUYS “mydomain.fantastic”!
What Are The Implications?
What Are The Implications?

• Severe competition for visibility on the Registrar’s storefront

• Registries will need to compete for marketing support from Registrars

• Registries will need to rethink Distribution Channel Management & Marketing
So what do You do?
So what do You do?

• Take control of distribution and ensure success

• Reduce dependability on third party Registrars

• Reach out directly to customers and address their needs

• Enable local resellers who are well positioned to sell your ccTLD to your Target customers
What is the Ideal Solution?
What is the Ideal Solution?

Get the Best of both!

Your Distribution Channel
Traditional Registrar Channel
How can your ccTLD achieve its Full Potential?
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 high-revenue Web Presence Products
1. Start a Flagship Storefront

.Your ccTLD

*FREE* Add-ons with every Domain Name!
Get over $100 worth of Free Services with every Domain you Register

Why Should I Register?
- Get your unique identity
- Get your choice of name
- Improve your SEO rankings
- Protect your brand
- Get personalized service

LEARN MORE
1. Start a Flagship Storefront

- Think about Customer retention
  - Domain suggestions in the same ccTLD on your storefront
  - Engage with customers
  - Customer service and direct feedback through storefront

- Create Special offers on your exclusive storefront
2. Build a unique Distribution network

- Create a wholesale network for your ccTLD
- Distributors who have already built a relation with your customers, and have ready access to them
3. Automate all Business Processes

- Automate all business critical functions: Provisioning, Sales, Marketing and Finance
- Ensure the platform you choose is one that has evolved over the years and has a comprehensive support system around it
4. Sell additional Web Presence Products

• Sell high-margin products such as:
  1. Email Hosting
  2. Web Hosting
  3. Digital Certificates
  4. Website Builders

• Boost average revenue per customer

• Increase customer stickiness
Proof of concept
.MN Case Study

Namespace (2005) 3,300

Namespace (2015) 16,000

Namespace growth 350%

Registrar-Arm Market Share 75%

Email & Web Hosting Orders 3,500+
.MN Case Study
About LogicBoxes
About LogicBoxes

- 9.5 Million+ Domains Under Management
- 320,000+ New Domains Added Each Month
- 4th Largest Domain Services Provider in the World
- 100+ Active Registrars across 30+ Countries
About LogicBoxes

Some of our ccTLD Partners

Our Registrar Partners from Africa
Thank You

For a No-obligations discussion on your ccTLD growth plans

Get in touch with me at clifford@logicboxes.com or cctld@logicboxes.com