62nd APTLD Members’ Meeting

cctLD GOVERNANCE
THE GOVERNANCE MODEL OF .SG

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Topics

• Background of SGNIC
• Government involvement in ccTLD registry management
• Global and Domestic obligations
• Contractual relationship between ccTLD registry, registrar and registrant
• Domain name pricing strategy
• Domain name promotion strategy after new gTLD launch
Background of SGNIC

• In May 1995, IANA recognised and designated SGNIC as a ccTLD Manager to manage .SG domain

• Formed in Oct 1995 as a department of the National Computer Board (NCB)

• Registered in Jun 1997 as a private limited wholly-owned subsidiary of NCB

• From Dec 1999, became a private limited wholly-owned subsidiary of IDA (Infocomm Development Authority), the regulatory authority for infocomm

• IDA is an agency under the Ministry of Communications and Information (MCI)
Government Involvement

- SGNIC is governed by its Board
- SGNIC develops and manages all policy matters
- Work plan, budget and financial reports are submitted to IDA annually for information
- Consults IDA when:
  - (a) its technical/operational policies have impact on:
    - General public or industry
    - All government agencies
  - (b) its approval of domain names may have implication on:
    - The nation, government institutions, race and religion
- Works with other government agencies if a name/content falls under the control of these agencies
Global & Domestic Obligations

• In 2009, SGNIC entered into a Letter of Exchange (EoL) with ICANN.
• EoL spelt out mutual obligations to each other:
  ➢ SGNIC will operate and maintain stable and secure public authoritative .SG name servers in compliance with relevant standards
  ➢ ICANN will maintain stable and secure Authoritative Root Database containing information about .SG name servers
Global & Domestic Obligations

• In 2005, SGNIC signed an Agreement with IDA. Agreement sets out:
  ➢ IDA’s power in delegating SGNIC to operate as .SG ccTLD according to IDA Act
  ➢ SGNIC’s obligations to perform its responsibility as prescribed in the Agreement
SGNIC does not govern the commercial relationship between registrar and registrant and between registrar and reseller.
Registrant’s Obligations & SGNIC’s Rights

• Registrant must not:
  ➢ Use false information to register name
  ➢ Put up content which is contrary to law; vulgar; obscene; or sensitive
  ➢ Host or distribute malware
  ➢ Sell “.sg” name

• SGNIC can delete name if registrant breaches any obligation or is ruled by dispute resolution provider to have no right to the name
Registrar’s Rights and Obligations

Rights

- Registrar gains accreditation by SGNIC renewable once every three years
- Registrar has access to SGNIC registry system free of charge
- Registrar is able to participate in SGNIC’s promotional schemes

Obligations

- Registrar checks eligibility of registrant for registration
- Registrar deletes names upon advice by SGNIC
- Registrar imposes control on resellers
Domain Name Pricing

- As a commercial and self–financed company, the wholesale price of a .sg name must recover cost
- Every .sg name is chargeable including the .gov.sg government names
- Does not dictate nor control the prices set by registrars to the end-users
  - Market forces should decide eventual retail prices
  - Foster competition to bring down prices by accrediting as many registrars as possible
- Offers volume discount price to registrars
Domain Name Promotions

- Does not view new gTLDs as a direct competitor to .sg
- gTLDs and ccTLDs serve different target segments
- Has not undertaken any special promotions after the new gTLD launch
- Current schemes
  - Buy-One-Get-One-Free (BOGOF) (on-going .com.sg and .sg bundles at $30)
  - “I Love .SG” Promotion (annual promotion, wholesale $2/name, retail capped at $5/name)
  - Chinese New Year “HongBao” Promotion (annual promotion, wholesale $5/name, retail capped at $8/name)
  - Subsidies for SMEs ($30 subsidy for 1st year registration) when registering companies online
  - Facilitate registrants’ access to free mobile website hosting
Thank You