new gTLD's and ccTLD Registries

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• Roles ccTLD Registries can play
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• Summary
Roles ccTLD Registries can play

(typical examples)

<table>
<thead>
<tr>
<th>position</th>
<th>Registry</th>
<th>Registrar</th>
<th>Reseller</th>
<th>Service Provider to the players in left-hand-side</th>
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<td>space</td>
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note: all the roles can be the new source of revenue
## What JPRS tries to pursue

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note: all the roles can be the new source of revenue
As .jp Registry

- Indispensable business
- Promoting "appropriate usage and management of JP domain names with security and stability" is the key role
- Demands to .jp domain names never be faded out
  - if (changing) demands are satisfied (in timely manner)
    - e.g. new service called prefecture-SLDs to vitalize local community activities
    - e.g. whois output improvement wrt. personal data
    - e.g. adjustment of "1 domain per 1 organization rule" responding to frequent M&A's in business scene
    - e.g. security enhancement of application transactions
  - if .jp is perceived well enough (continuously)
    - e.g. TV commercial film to raise awareness of what JPRS does
    - e.g. cartoon booklet to educate kids about Internet
    - e.g. advertisement of JPRS on COOP cafeteria trays in universities
    - e.g. "Practical Guide to DNS Operations" book for engineers
As a gTLD Registrar

- Registrants who want to register domain names other than .jp WILL exist
  - registrations In Japan .jp vs gTLDs = 1 vs 2
  - new gTLDs may be demanded by Registrants as well
- Such Registrants should be served in a proper way
  - JPRS started gTLD Registrar service in February 2011
  - Sales is just to resellers who are usually .jp Registrars (no retail by JPRS)
As a new gTLD Registry (candidate)

- JPRS applied for a new gTLD '.jprs'
- usage
  - for the community
    - '.jprs' provides a platform for autonomous research and experiment related to Internet, especially to a domain name system
    - everybody (Registrars, resellers, ISPs, ...) can use the platform
    - achieved knowledge will be shared with the community
  - for JPRS --> further for the community
    - JPRS obtains know-how regarding global (gTLD) business protocols / technologies / practices / etc.
    - Such know-how / experience will be used to improve .jp Registry services and to contribute to Japanese domain name industry
As a service provider to new gTLD Registries (candidate)

- 71 new gTLD applications from Japan
- some of them ask JPRS to help them in
  - application to ICANN
  - operation (as a live TLD)
- JPRS helps them using its expertise as a Registry for a secure and stable ccTLD
Summary

• ccTLD and gTLD may and should enjoy coexistence and coprosperity

• In various ways ccTLD Registries can help developing the domain name industry/users (and even the whole Internet) by using their expertise and experience