Joe Alagna

Should You Go Big or...
Should You Go Home?
About Afilias

• Founded in 2000
• HQ – Ireland
• Global footprint
• 25M+ names
• 200+ TLDs

Business Lines

• Registry Operator
• Registry Services
• Secondary DNS
TLDs Afilias is involved with…

Generic and New gTLD Examples

As Registry Operator

Generic, New TLD, and Country Code TLD Examples

As Registry Service Provider
Should You Go Big or…
Should You Go Home?
Should You Go Big or Go Home?
Should You Go Big or Go Home?
Should You Go Big or Go Home?
Should You Go Big or Go Home?
Should You Go Big or Go Home?

WHAT IS DNS?

When you type a www address into your browser, the DNS directs you to the correct location on the internet. This is perhaps best compared with the GPS navigator you use to find your way when you’re travelling by car.

1. You type in the www address you would like to visit, for instance www.example.dk

2. The DNS initially directs you to the .dk zone where all .dk addresses are located

3. The DNS then gives your computer the location of www.example.dk in the .dk zone

4. You arrive at the address.

https://www.dk-hostmaster.dk/en/domain-name-system
Should You Go Big or Go Home?

If You Were to Ask Me

• I Wouldn’t Tell You.
• Go Big or Stay Home.
• Consider Opportunity Losses.
• Don’t Reinvent the Wheel.
• Do Something!
Issues / Opportunities of the Day

- Trade Wars
- Pushback on Platforms
- Resources and Priorities
- Price Sensitivities
- Let’s Discuss It.
Thanks for listening!
Questions?

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