Engaging with Registrars – A Recipe for Success

APTLD
Dubai, June ‘07

Presented by
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Agenda

- Market dynamics overview
- Key points about registrars
- Current registrar offerings
- What registrars NEED
- Recipe for Success: How YOU can tap the channel
Overall market growth accelerating

- Total now exceeds 125,000,000 registrations
- 03 +17%; 04 +23%; 05 +29%; 06 +31%

Source: zooknic.com data
ccTLD registrations are growing rapidly

- ccTLD volume is now about 43,000,000

Source: zooknic.com data
But overall ccTLD share is declining

- Segment has dropped from 39% to 33%!

TLD Segment Shares

- COM
- ccTLDs
- NOIB

Source: zooknic.com data
WHY?
#1: GoDaddy: 17.0M domains*

* source: webhosting.info (cnobi data only)

.com preselected
19 ccTLDs “highlighted”

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#2: ENOM: 7.4M

- Reseller model
- ccTLD support?
#3: Network Solutions: 6.6M

- COM/NET pre-selected
- 6 ccTLD’s offered

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#4: Tucows: 5.7M

- .ca & .us only
- All preselected

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#6: Schlund & Partner/ 1&1: 3.3M

- NO cc’s highlighted
- Only g/sTLDs
- Not even .de!
Key points about registrars

- ICANN accredited registrars drive virtually ALL global sales of domain names
  - No registrars = no sales
- Registrar level is EXTREMELY competitive
- All registrars have domains—they MUST focus on value added services
- Their customers are price sensitive
  - Which is better: a domain for $10 or $100?
- Domains are NOT well differentiated—so WHY focus on one vs the other
  - 260+ choices; more coming…
- And one more thing…
All that glitters…RegisterFly

• Sold over 1M names
• Many ccTLD’s offered
• Not many sold
• De-accredited

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What registrars need

- Ease of purchase/service
- Products that SELL themselves
  - “extended value” ccTLDs like .TV, .WS
- Products that appeal to a LARGE audience
  - .com/net/.de/org/.uk/.info; all others
- Technical: no! extra work / time / expense such as:
  - Non-automated processes
  - IDNs that require plug-ins
- Policies: no extra work / liability
  - e.g. special eligibility, unacceptable (but available) words
- Marketing support / information
  - Promotion/PR
Recipe for success: key elements

1. Provide up-to-date registry technology
   - Secure, modern, reliable, easy
   - Capable of surviving a hostile internet environment
   - EPP based automated transactions / reports
   - Simple connections

2. Offer hassle free financial account

3. Set global standard policies-avoid complexity

4. Deliver 24 hour service-market is global

5. Establish competitive pricing (& economic)

6. Support their marketing (consistent positioning, compelling reasons to sell/buy)
   - Distribution/channel management
Options

“DIY”—Do It Yourself

Pro
- Full control of expenses
- Full control of technology
- “Direct” model eliminates the middleman

Con
- Expensive (no scale)
- Difficult to keep up with technology (IPv6, IDN)
- Limited access to distribution channel

Outsource the technology (not policy)

Pro
- Predictable expenses
- Current technology
- Registrar access

Con
- Perceived loss of control
- Flexibility
- More middlemen to pay
Afilias is an experienced and successful TLD enabler

- Afilias provides “Registration to Resolution” services
- Superior technology without policy interference
  - World’s largest EPP registry
  - Multi-homed, Anycast DNS platform provides speed and strong security
  - WHOIS updates in real time
  - IDN & IPv6 capable
  - DNSSEC experience
- Afilias provides registry services to more domains than any other provider
  - gTLD’s: .INFO, .ORG
  - sTLD’s: .aero, .MOBI, .ASIA
  - ccTLD’s: 9 countries
  - Over 11M domains under management—about 9% market share

India
Belize
Mongolia
Honduras
Seychelles
Antigua
St. Vincent & Grenadines
Peru
Gibraltar
Over 90 Registrars offer Afilias supported ccTLDs, including top 6:

- Active 24 ASA
- Bulk Register, LLC
- CPS-Datensysteme
- Dotster Inc.
- directi.com
- eMarkMonitor, Inc.
- Enom Inc.
- GoDaddy
- GMO Internet, Inc.
- iHoldings.com, Inc. d/b/a DotRegistrar.com
- InternetX
- Key Systems GmbH
- Knipp Medien und Kommunikation GmbH
- Net4India
- NetNames Ltd
- Network Solutions
- Register.com
- Schlund+Partner AG
- Tierra Net dba Domain Discover
- Tucows
- Variomedia IT-Service GMBH

EASY: Use existing registry connections AND financial account
Consider Afilias in your recipe for success with registrars

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Thank you