Engaging with Global Registrars

Opportunities for growing ccTLDs

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Presented by:
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• Standard ccTLD Operations
• ccTLD Business Challenges
• Global Expansion: Market dealings
• The NeuStar Solution
• Gateway Benefits
• Gateway Features
• Primary and Secondary DNS services
Standard ccTLD Operations

- ccNIC operates Registry, DNS, and WHOIS
- Registrars/Resellers are typically domestic
- Registrars/Resellers market primarily to domestic registrants
ccTLD Business Challenges

- Growing name registration volume
- Growing the number of registrars connected to ccTLD
  - Dispersed market for ccTLD names limits registrar interest in connecting to ccTLDs
  - Having more registrars causes more ccTLD expense for customer support and business relationships
Global Expansion: Market Challenges

Domestic Market

• Well-understood by ccTLD and domestic registrars
• Personal and corporate interest
• More concentrated appeal

International Market

• ccTLD name market is specialized and unique
• Mostly corporate interest (in-country plans/activities)
• Appeal is widely distributed

Developing a global sales force is a common challenge for growing companies
A Solution: The NeuStar ccTLD Gateway

- Global community of ICANN-accredited registrars has an existing connection to Neustar
- ccTLD has a single connection with Neustar
- Neustar manages business relationship, including billing and collections
- Neustar manages registrar support (Tier 1 and Tier 2)
- Registrars gain access to ccTLD without
  - Additional technical integration expense
  - Establishing an additional business relationship
- ccTLD has sole control over authoritative database
Enhanced ccTLD Operations with Gateway

- ccTLD still operates Registry, DNS, and WHOIS; and manages domestic registrars
- NeuStar directly manages Foreign Registrars and indirectly supports foreign resellers and registrants
- Foreign Registrars market to foreign registrants
NeuStar ccTLD Gateway Benefits

- Adds global community of Registrars in one move
- Adds global community of Registrants in one move
  - NeuStar’s Gateway connected Registrars already market international ccTLD names to international Registrants
- Avoids added ccTLD operational expense
NeuStar’s Qualifications

• Registry gateway pioneer; 5 years of gateway operations

• Long-standing technology and business relationship with CNNIC (China) and TWNIC (Taiwan)

• Currently offering
  – Ascii and IDN .CN domain names
  – Ascii and IDN .TW domain names
Registry Gateway Features

- Security
- Support provided by NeuStar
- ccNIC Control
Additional Services for ccTLDs

• Primary and Secondary DNS Services
  – DNS Provider to over 30 TLDs and thousands of enterprises
  – State of the art and proven global network in over twenty locations
  – DNS Traffic Management Solution
  – DNS Shield
Thank You

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