The Window of Opportunity for ccTLDs

Jon Lawrence

APTLD Meeting – Amman, Jordan
Monday, 1st November 2010
Strong market demand – global

- Global domain name base grew by 3 million names in Q2 2010 (all TLDs)
- .co: over 500,000 second-level registrations in first three months
- .me: 400,000 second-level registrations in first two years
- .com & .net: 7.9 million new registrations in Q2 2010
Strong market demand – ccTLDs

Strong demand for established ccTLDs (Q1 2010 versus Q1 2009)

- .ru (Russia) 35.4%
- .pl (Poland) 29.5%
- .br (Brazil) 25.9%
- .au (Australia) 24.6%
The power of established ccTLDs

Eurid report (June 2010) highlights the power that well-established and effectively managed ccTLDs can exert in their local markets.

TLD Preference – local ccTLD versus .com

![Bar chart showing TLD preference in Sweden, Czech Republic, Germany, and Australia. The chart compares local ccTLD to .com.](chart.png)
ccTLD challenges

Many ccTLDs yet to achieve these sorts of rankings, for a range of reasons:

• absence of local control
• legacy systems
• inefficient registration processes
• lack of local capacity
• low levels of awareness

Each of these issues can be addressed, given time. But there is trouble on the horizon...
ICANN New TLD Program

Will deliver potentially hundreds of new Top-Level Domains, including:

- Generic TLDs: .web, .shop
- Geographic TLDs: .arab, .africa, .london, .nyc
- IDN TLDs: local scripts
ICANN New TLD Program

These new TLDs will create new challenges for ccTLDs:

• Greater choice = greater competition
• Potential for consumer confusion
• Dilution of message
• Maintaining relevance
The Window of Opportunity

18–24 months before impact of new TLDs

Objectives for ccTLDs:
• Achieve pre-eminence in the local market
• Become the default choice for local registrants

It’s not too late but the time to act is now
Achieving pre-eminence

How?

• Develop appropriate policies based on local stakeholder input
• Implement ‘Best Practice’ Registry System with automated registration processes
• Develop a strong Registrar channel
• Marketing & Awareness campaigns
  – build the ccTLD brand
Constraints

- Limited budget
- Lack of local capacity
- Tight timeframes
Solutions

• Seek government or external funding
• Engage local stakeholders, industry
• Utilise external assistance
  – Policy development
  – Technical specifications
  – Operational processes
  – Technical implementation
  – Training
  – Marketing Strategy and Execution
AusRegistry International
Domain Name Registry Software

• Best of breed, developed over eight years
• Supporting over 2 million active domains
  – EPP Registry-Registrar model
  – Unity IDN™ Technology – full IDNA2008 support
  – NOW DNS™ Technology – real-time DNS propagation
  – Domain Guardian™ Technology – Advanced Security and Privacy features
  – DNSSEC-enabled and IPv6 ready

The TLD Specialists
www.ausregistry.com
AusRegistry International
Managed Registry Service

• Fully-managed service with strict SLAs
• Guaranteed 100% DNS uptime
• Registrar Billing & Support
• Fast deployment, including migration of data from existing Registry system
• Option to seamlessly migrate to local installation
AusRegistry International Registry Software Licence

- Flexible deployment options
- Local installation
- Full implementation assistance
  - Training
  - Data migration
  - Hand-over
- Ongoing second-level support and upgrades
AusRegistry International Consulting Services

Proprietary TLD Vision™ consulting methodology – a three phase approach

TLD Insight™
- Discovery, Requirements gathering and Objective setting
  - Stakeholder Workshops
  - Setting Strategic Objectives
  - Defining ccTLD Roadmap

TLD Architect™
- Planning, Specification and Design
  - Delegation/Re-delegation
  - Policy Development
  - Marketing Strategy
  - Launch Plan
  - Technical Specifications
  - Operational Processes

TLD Build and Deploy™
- Implementation and Launch
  - Hardware implementation
  - Software implementation
  - Registrar Recruitment, Accreditation and Training
  - Staff Recruitment and Training
  - Launch Processes
  - Marketing Execution

www.ausregistry.com
Current operations

Australia
Domain Name Registry operator for .au ccTLD since 2002
• 25% year on year growth – 1.9 million names

United Arab Emirates
Domain Name Registry Software and Services provider
• .ae ASCII ccTLD
• امارات (.emarat) Arabic script IDN ccTLD

South Africa
Consultancy Services provider
• .za Central Registry project

Qatar
Domain Name Registry Software and Services provider
• .qa ASCII ccTLD
• قطر (.qatar) Arabic script IDN ccTLD

New TLD program
Working with prospective new TLD applicants around the world:
• Geographic TLDs
• .brand TLDs
• Generic TLDs
• IDN gTLDs
Driving innovation and the expansion of the internet through the delivery of world-class Domain Name Registry Services.