AGENDA

• Raise of a product / brand - .com
• Industry actors
• Market structure and channel distribution
• Branding characteristics:
  • Available
  • Secure
  • Reliable
• Conclusions
RAISE OF A PRODUCT / BRAND - .com

- Introduced in January 1985 as a generic TLD
- Intended use: commercials entities
- Registrations restrictions: None
- In the beginning, administered by the US Department of Defense.
- Stanford Research Institute was contracted for the domain maintenance.
- SRI created a unit called SRI-NIC (Network Information Center).
- 100 oldest domains
RAISE OF A PRODUCT / BRAND - .com

- In 1993, National Science Foundation became the domain administrator.
- Through national bid, contracted the operation to Network Solutions Inc.
- Until 1995, the domain name service was free of charge.
- First fee was: USD $50 / year -$35 to NSI and $15 to government fund.
- In 1997, the DoC assume responsibility for the generic domains (1M).
- ICANN is created as a non–profit organization in fall 2008.
• In 1999, NSI signed an agreement to introduce registry-registrars.

• VeriSign acquired NSI in 2000.

• 1997-2001 dot .com bubble (20M).

• Divestiture of NSI Registrar services in 2005.

• On March 2006, ICANN and VeriSign signed an Registry Agreement under which VeriSign operates the .com top-level domain.

• In October 2006, a new procedure, requiring the losing registrar to provide an authorization code on instruction from the registrant (also known as EPP code –Extensible Provisioning Protocol) was introduced by VeriSign to reduce the incidence of domain hijacking.
RAISE OF A PRODUCT / BRAND - .com

- DNSSEC implemented for .net on December, 2010
- DNSSEC implemented for .com (more than 90 million domain names) on March 31st, 2011
- To date 12 years of 100% availability.
INDUSTRY ACTORS

• 1984: .com, .org, .net, .edu, .gov, .mil, .ccTLDs
• 1992: .fj
• 1993: .nc
• 1996: .tv
• 2000: .aero, .biz, .coop, .info, .museum, .name, .pro
• 2005: .cat, .jobs, .mobi, .tel, .travel
• 2006: .asia
• 2010: IDN ccTLDs
• 2011: hundreds of new gTLDs
Businesses and individuals have registered 205 million domain names around the world.
Market Structure and Channel Distribution

Verisign Confidential

Source Verisign: .com, .net and ccTLDs only.
Market Structure and Channel Distribution

- 205 million domain names by 2010.
- 6.3% growth over the last year.
- 80 million ccTLDs domain names.
- 0.3% growth over last year.
- Largest TLD:
  - .com
  - .de (Germany)
  - .org
  - .uk (United Kingdom)
  - .info
  - .cn (China)
  - .nl (Netherlands)
  - .eu (European Union)
  - .ru (Russian Federation)

Total Domain Name Registrations
Source: Zo尼克, January 2011; Verisign, January 2011
New Registration Growth

Source: Zcoknic, January 2011; Verisign, January 2011; ICANN Monthly Reports

-org/.biz/.info/.name/.mobi .com/.net ccTLDs
Market Structure and Channel Distribution

- 240 ccTLDs extensions.
- Top 10 ccTLD +- 60%

1. .de (Germany)
2. .uk (United Kingdom)
3. .cn (China)
4. .nl (Netherlands)
5. .eu (Europe)
6. .ru (Russian Federation)
7. .ar (Argentina)
8. .br (Brazil)
9. Italy
10. .cz (Poland)
**Market Structure and Channel Distribution**

### .com/.net Registry Renewal Rates

*Source: Verisign, January 2011*

<table>
<thead>
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<th>Year</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
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<td>73%</td>
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</tbody>
</table>

**.com/.net Websites**

*Source: Verisign, January 2011*

- **One-Page Websites**: 21%
- **Multiple-Page Websites**: 67%
- **No Websites**: 12%

Total Domain Names Analyzed = 10.4 Million

- **Registrars tools:**
  - 88% of .com websites resolves → renewal chance increase
  - Corporate marketing assistance (materials, resellers network, etc.)
Branding characteristics: RELIABLE
Increasing the number and capacity of sites:
- meets the growth in underserved markets
- adds to stability of system
- enhances ability to isolate attack traffic

Internet Traffic and Usage Patterns Drive Constellation Site Placement
CONCLUSIONS

• First entry into the domain name industry market.
• 100% availability and stability over last 12 years → build confidence.
• DNSSEC and IPv6 readiness.
• Project Apollo: growth capacity 1000 times by 2020
• .com /.net brand characteristics:
  • Available
  • Secure
  • Reliable
• New products, new markets → differentiate yourself → value added
Thank You