Surfing along the High Tide

Are you prepared for the change.

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By

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GLOBAL INTERNET

TOTAL POPULATION

7.676 BILLION
URBANISATION: 56%

INTERNET USERS

4.388 BILLION
PENETRATION: 57%

Data Source: Digital 2019 global digital yearbook.
The first quarter of 2019 closed with approximately 351.8 million domain name registrations across all top-level domains (TLDs).

An increase of 3.1 million domain name registrations, or 0.9 per cent, compared to the third quarter of 2018.

Domain name registrations have grown by 18.0 million, or 5.4 per cent, year on year.

Total country-code TLD (ccTLD) domain name registrations were 156.8 million at the end of the first quarter of 2019, an increase of 2.5 million domain name registrations, or 1.6 per cent, compared to the fourth quarter of 2018.

ccTLDs increased by 10.5 million domain name registrations, or 7.2 per cent, year on year.

Total new gTLD (ngTLD) domain name registrations were 23.0 million at the end of the first quarter of 2019, a decrease of 0.8 million domain name registrations, or 3.4 per cent, compared to the fourth quarter of 2018.

ngTLDs increased by 2.8 million domain name registrations, or 13.8 per cent, year over year.

Source: https://www.verisign.com/assets/domain-name-report-Q12019_en_GB.pdf
The top 10 ccTLDs, as of 31 March, 2019, were .cn (China), .tk (Tokelau), .de (Germany), .uk (United Kingdom), .tw (Taiwan), .nl (Netherlands), .ru (Russian Federation), .br (Brazil), .eu (European Union), and .fr (France).

As of 31 March, 2019, there were 304 global ccTLD extensions delegated in the root zone, including Internationalised Domain Names (IDNs), with the top 10 ccTLDs composing 65.2 per cent of all ccTLD domain name registrations.

Source: https://www.versign.com/assets/domain-name-report-Q12019_en_GB.pdf
ccTLDs: 58 for 40*

* Successfully evaluated IDN ccTLDs for total countries and territories
NEW gTLDs AS PERCENTAGE OF TOTAL TLDs

chart shows ngTLD domain name registrations as a percentage of overall TLD domain name registrations, of which they represent 6.5 per cent, as well as the top 10 ngTLDs as a percentage of all ngTLD domain name registrations for the first quarter of 2019.

Source: https://www.verisign.com/assets/domain-name-report-Q12019_en_GB.pdf
As of 31 March 2019 there were 47 ngTLDs delegated that meet the following criteria: 1) has a geographical focus and 2) has more than 1,000 domain name registrations since entering general availability (GA).

The chart on the left summarises the domain name registrations as of 31 March 2019, for the listed ccTLDs and the corresponding geographical ngTLDs within the same geographic region. In addition, the chart on the right highlights the top 10 geographical ngTLDs as a percentage of the total geographical TLDs.

Source: https://www.verisign.com/assets/domain-name-report-Q12019_en_GB.pdf
LARGEST EXPANSION - Innovative & Economically beneficial

- The internet has undergone the largest expansion in its 40-year history.
- Over 1,232 new generic top-level domains "new gTLDs" already live in the root.
- This expansion includes approximately 95 internationalized domain names (IDNs), TLDs that permit Internet users to access domain names in their native languages and character sets.

This new Internet has open opportunities for businesses and consumers equally, by recognising and embracing this opportunity, many top brands are introducing their own branded new gTLD considering that operating your own new gTLD can provide multiple opportunities to enhance marketing, brand management and security online but it also presents a large operational and technical undertaking.

Count Source: https://gtldresult.icann.org/applicationstatus/viewstatus
MORE DOMAIN EXTENSIONS ON THE WAY!

Second round of new gTLD applications currently under process within the Internet Corporation for Assigned Names & Numbers ("ICANN").

New gTLDs that will make you .OOOh and ahh
New gTLD compatibility issues

• New extensions were having many advantages. They can be catchy, meaningful, and are often easier to acquire than over-crowded legacy extensions. But, as with any “new technology”, compatibility was major issue.

• Using a new gTLD in an email address prove difficult as many service providers are not EAI (Email Address Internationalization) ready, they have not yet updated their system to Accept, Validate, Store, Process and Display in a consistent and effective manner.

• Domain extensions to be treated equally.
ccTLD

- Country code top-level domains (ccTLD) have geographic or country designation. That means, a ccTLD is targeted to a particular country or region. For example, .in, .my, .fr, .de, .jp etc.

- No longer just in ASCII Internationalized domain names that include non-Roman characters are also available.

- 2-letters are specifically reserved for ccTLDs.

- Securing country’s business name

- ccTLDs bring local markets' loyalty

- ccTLDs aren’t always open to everyone.

- Most of the ccTLDs have matured and grown
ARE YOU (ccTLD) PREPARED FOR CHANGE

The world of domain names is constantly changing, and the amount of choice available to people in almost every country is still very much growing.

- Review domain registration restriction policies - let anyone register domains

- No longer just ASCII, If you have IDN its time to put focus now on it, you have services to support them. Bundle IDN with ASCII domain.

- Time to look for collaborations with an email address internalization service (EAI) as well as local and global digital service providers to ensure that its domains function properly in email addresses and are universally recognised.

- Lead to Create a more open Internet, one that embraces all languages and technologies, including domain names, ask your government to support the change by adopting IDN first.

- Still 2-letters are specifically reserved for ccTLDs, your promotions and marketing campaigns should highlight it.

- The right IDN country code domain (ccTLD) can be a powerful asset for every small business and individual, target users and influence to perceive. Position how registering a domain name calls attention to one's location or affiliation with a specific community will help in building consumer trust and loyalty.
WHY STILL THE FUTURE OF DOMAIN NAMES ARE IN ccTLDs?

Good reasons, why I believe it still have the future.

• Search Engine Friendly
• Relevant Content
• Available in local languages (IDN)
• Possibility for Premium Domain names
• Shorter
• Rise in Future Value
WWYD?

• Think, “What would You do?”

• Would you buy a ccTLD domain or new gTLDs?

• Would you use ccTLD domain or new gTLDs in a major marketing campaign?”

• Say it, write it, and enjoy it. If the answers isn’t visually appealing, or doesn’t roll off the tongue and present well, it’s less likely that somebody else would consider it.

• It’s important for a ccTLD that its services are noticeable, easy to be purchase, economical, promote local language and come with service offerings on ccTLD including local languages.
BECOME UA READY – Billion $ Opportunity

If left unaddressed, businesses and organizations face the potential of lost revenue, lost customer satisfaction and more.

- Connect the next billion Internet users
- Bring better accessibility to the world via internationalization of the Internet
- Enable culture, society and economics
- Deliver a better UX, resulting in customer satisfaction and retention
- Responsibility to comply with standards
- Provide uninterrupted support for users of new domain names
- Reduce customer support burden
The Government of the State of Rajasthan, through India’s RajMail project, has provided all its citizens with a free email address in either Hindi or English, using its secure email platform provided by XgenPlus. This is an important step in the state’s eGovernance project and promotion of National IDN domain.


See all case studies: https://uasg.tech/case-studies/
WHAT WE CAN DO FOR YOU

• DATAXGEN has proven experience and currently serving over 50 Million Users World Wide.

• Xgenplus brings enterprise architecture key elements i.e. Data Interoperable (API), resilient (HA), configurable (Personalisation) and Integrated (collaborative applications integrated)

• We offer world first fully complied EAI ready email and antispam solution.

• We have maintained operational accuracy and stability of the IDN domain names.

• We will provide comprehensive, premium technical services to help you launch, manage and monetize your existing IDN domains compared to developing and operating an in-house alternative.

• We can work directly with your organization or thru local partner.