APTLD 77 Meeting

Channel Marketing Practices for ccTLDs

February 20, 2020 – Melbourne, Australia
Agenda

1. About Neustar Registry Services
2. Types of Registries and Registrars
3. Engaging with the Registrar Channel
4. How to engage with new Registrars
5. Turnkey Marketing Assets for the Channel
Neustar Registry Services

Leader in Registry Services & Security

- gTLD Registry Operator (.biz, .neustar)
- ccTLD Registry Administrator (.CO, .US)
- ccTLD Registry Provider (.VU)
- ccTLD Registry Technical Provider (.IN)
- geoTLD Registry Provider (.nyc, .melbourne, .sydney, .taipe)
- Registry Services Gateway (.cn, .tw)
- Registry Services Provider (.club, .cloud, .brands)
- Security & DNS Services Solutions
Types of ccTLD Registries and Registrars

REGISTRIES

• Legacy model where the Registry acts as both the Registry and Registrar. They may have ‘Resellers’

• Separate functions for Registry and Registrars. The Registry may still operate one of the Registrars to manage legacy registrations

REGISTRARS

• Corporate Registrars (Brand Protectors)

• Wholesale Registrars (Maintain their own Reseller Network)

• Retail Registrars (Offer additional services such as email, hosting, website builders, etc)
ENGAGING WITH THE REGISTRAR CHANNEL

• The TLD landscape is not the same compared to 2013

• Registrars have more ‘power’ when it comes to adding new TLDs to their offering

• Building great relationships with Registrars is key. Channel Management and Face to Face meetings at industry events are important
HOW TO ENGAGE WITH NEW REGISTRARS

• Make it as simple as possible for Registrars to implement your ccTLD

• Having an EPP Platform is key in conjunction with having gTLD like Business Rules

• Provide materials which showcase the value proposition of your ccTLD as well as marketing materials that provide a consistent message across the Registrar/Reseller Channel.
TURNKEY MARKETING ASSETS FOR .US

Web Banners

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.US Fact Sheet

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THANK YOU

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