

*4th International Conference
for ccTLDs Registries and Registrars of CIS, Central and Eastern Europe*



new Top Level Domains:

Adapt and Succeed in non-English language

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Who are we?



- 20+ years of combined experience in the Domain Name business
 - gTLDs
 - Registrar
 - ccTLDs
- A unique mix of Legal and Technical expertise
 - Involved at the policy level for several ccTLDs Registries since 2000
 - Launched .EU and .BE Registries,
 - 1M queries in the first day for .EU
 - Currently serving 4M+ Domain names
- Providing a step-by-step new TLD solution

gTLD program highlights



- ICANN expects 1000 applications in first round of liberalisation
 - Application open to anyone anywhere with \$185,000 for application fee & resources to manage a 24/7 registry
 - Applicants will self-select Standard or Community-based
 - Applicants assessed on financial, technical & operational grounds
 - 50 questions with minimum of 14 out of 16 points to be scored
 - Straightforward for most applications...
- ...with objection mechanisms prior to awarding name

2012 will not be like 2000



- Unlimited (?) extensions
- No “beauty contest”
- More and more providers
- Much more personal for Registrants

Applicants



- Evolving list as many still under wraps
 - <http://www.dot-nxt.com/applicants/>
- Only less than 2% are IDNs
 - Even though 70+ applicants from Europe
- Lack of interest? No!
 - 2007 IDN Survey: 82% of non-Ascii ccTLDs state “pressing need” for an IDN ccTLD in their Local Internet Community
 - 17 IDNs ccTLDs have “passed String Evaluation” to date
 - 2.8 M IDNs today
 - 600 000 under .pφ

Difficulties



■ Technical

- „Those registries with no plans to deploy IDNs tend to be smaller registries” (Eurid Report – *IDN State of Play, 2011*)
- A good incentive to upgrade backend?

■ Adoption

- Chicken and Egg?
- Client issues

■ ICANN application fees

- No “gTLD fast track”
- Applicant needs to pay 185 000 USD for each IDN to complement ASCII
- Some providers may be willing to help with lower consultancy and operational fees for complementary IDNs

For Registrars: A Power shift?



- From three major Registry providers
 - Most Registrars carrying the same TLDs
- To 20+ providers
 - ccTLDs (.AT, .FR, .NL...)
 - All competing for Registrar's shelf-space
- Customer relations are more important than before
 - Niche-TLDs from your own customers
 - Registrar can choose to carry only the Generics its customers wants

Essential role of the Registrar



- Communities will need:
 - Local content
 - Can a Russian Registrar not carry .Moscow?
 - Local Support
 - Your .Paris customers may expect a French-speaking manager
- Generics will want:
 - To convince you of their relevance
 - Is .Site much better than .Com?
 - To be the easiest to implement
 - What if .xyz's operator is a ccTLD you have never heard of?
 - To get your shelf-space

For Registries: An opportunity?



- Competition or chance for the ccTLD?
 - More flexible than IDN ccTLD
 - More attractive keyword?
 - « ΣΥ » vs « EU »
- Offering a more targeted services to subset of the Local Internet Community
 - Movies.Hu or HarryPotter.bandă?
- Prepare the ccTLD to new requirements
 - EPP
 - Registrar model
 - Clearing house

The Paradox of Choice



- Too many generics may confuse customers
 - HiltonParis.Hotel? HiltonHotel.Paris?
- The right niche will be much more helpful
 - In the right script
 - .Coffee or .ΚΟΦΕ ?
 - Puts the brand or the community on top
 - Easier for search engines too
- If TLDs are confusing, they will fail
 - .Com will remain the “default TLD”

Helping your customers with their own TLD



- It makes sense
 - They don't want to do it themselves
 - *"A .TLD is like a domain name, right?"*
 - They trust you with their brand on the Internet
- It is possible
 - Registries: up-to-date tools are available
 - Registrars: "Vertical Integration" has been authorized
- It's another chance to help your local internet community
 - In your own script

The right platform should

- Meet ICANN requirements
- Support IDNs , IPv6 and DNSSEC
- Adheres to RFCs for registration, resolution, and whois information
- Provide a high degree of configuration options, to meet any policy needs or linguistic context
- Support multiple currencies to accommodate communities
- Could can be configured to work with any language
- Offer a licensed model to run on your own infrastructure

A Licensed model



- Registrars or Registries already have the necessary hardware
 - No need to reinvent the wheel
- The software needs to be scalable and ICANN-proof
 - May be safer not to do *everything* on its own
- Runs on existing infrastructure
 - Next to the Registrar backend or the ccTLD
- Is usually a one-time fee
 - can be mutualized

Conclusions



- The new TLDs will have little in common with the '00 round
- Registrars and Registries may need to change their behaviors
- Client relationships will matter even more
- Opportunities lie ahead!



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Thank You!

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