

New TLDs – Registrar Perspective

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Domain Registrar – Hosting Provider



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- <http://b.log.ie>

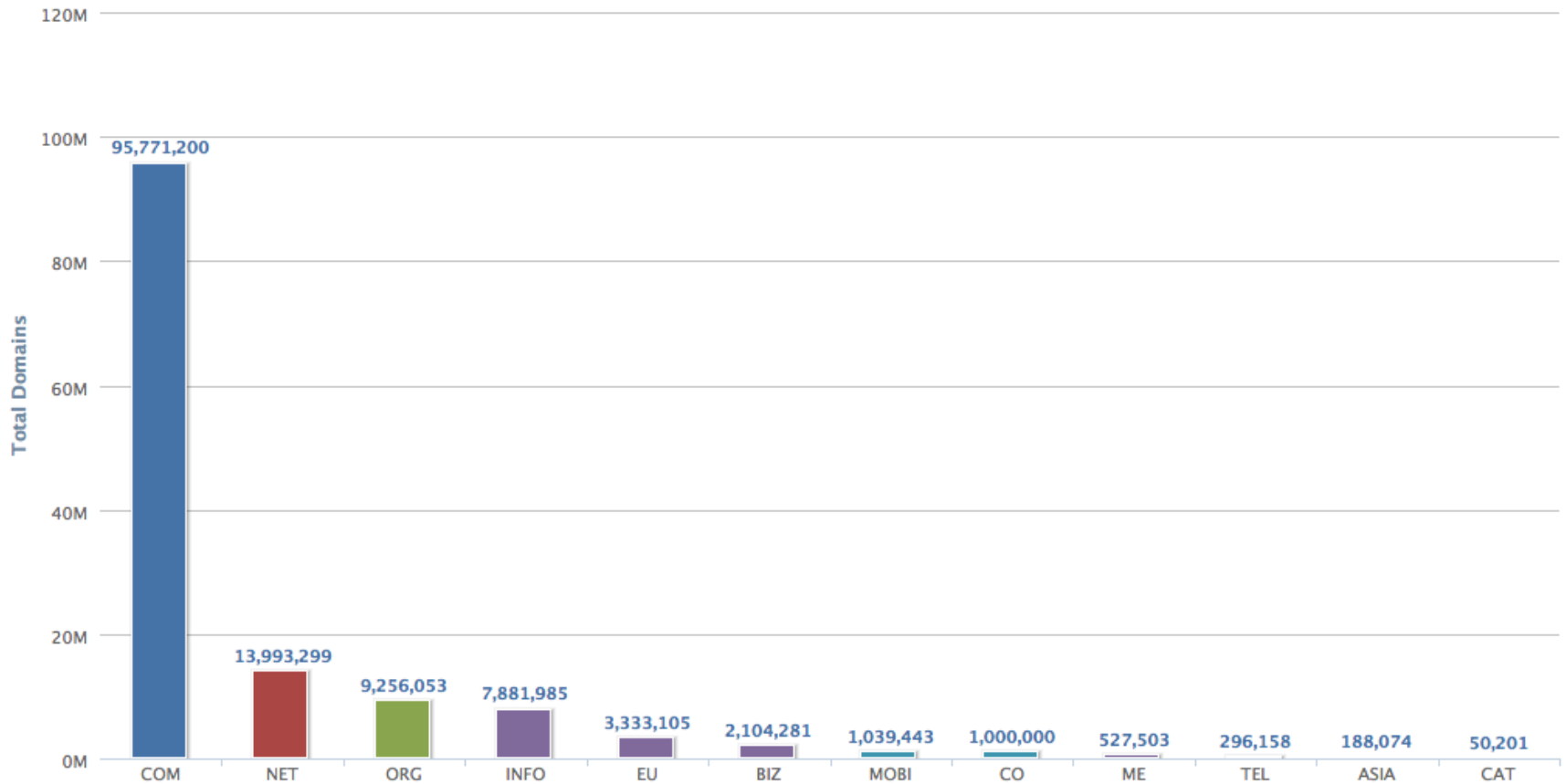
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- Overview
  - ▣ Reality
  - ▣ Technical
  - ▣ Finance
  - ▣ Marketing

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Main gTLD Market Share July 1st 2011

Numbers via HosterStats.com



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- How many existing domain extensions?
  - ▣ 17 gTLDs
  - ▣ 250+ ccTLDs
- How many registrars carry ALL of them?
  - ▣ Very very small number

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- How many new TLDs?
  - ▣ Estimates vary from 250 > 1k+
  - ▣ Paradigm shift
    - Registries need registrars
    - Registrars don't need registries

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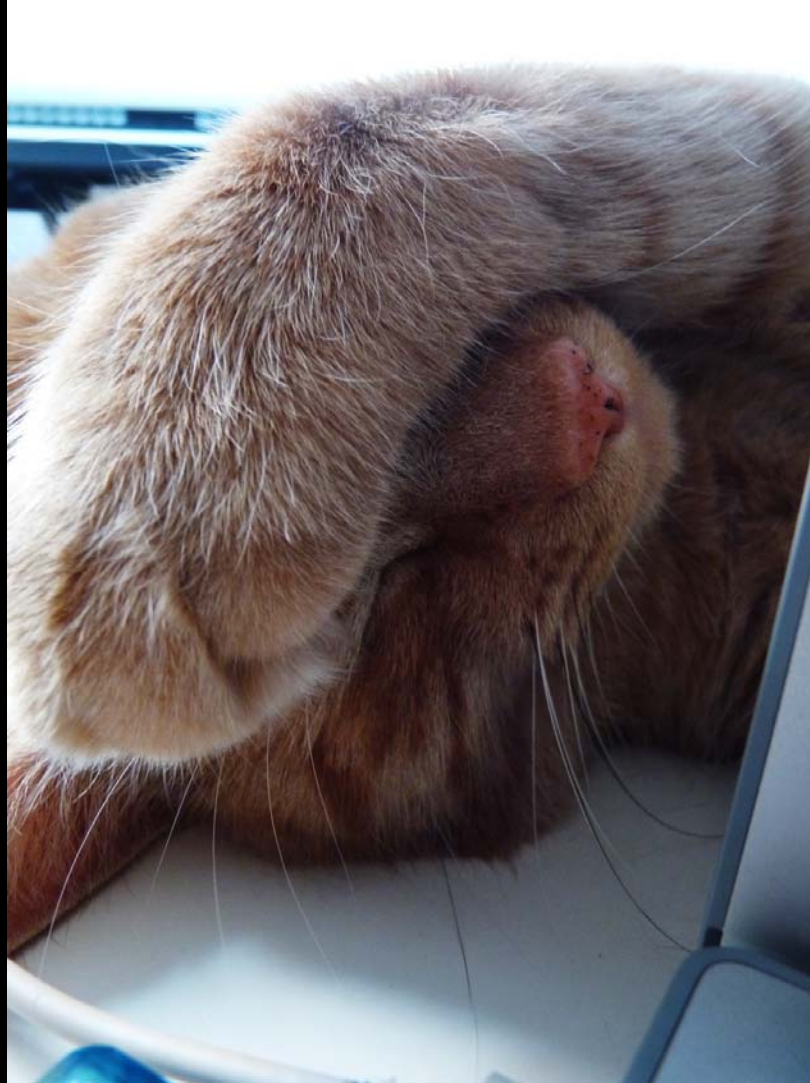
- Sales / Marketing
  - ▣ Sales channel(s)
  - ▣ 900+ accredited registrars (approx 250 companies)
  - ▣ Existing TLDs
  - ▣ Existing ccTLDs

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- Registrar Integration / Rampup
  - ▣ ICANN contract
  - ▣ Contract with EACH registry
    - Tech + non-tech info (replication)
    - OTE stuff (usually testing rubbish)
    - Non-editable PDFs

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- KISS

- Technical stuff
- EPP – don't tweak it!!
- Marketing stuff – simple = better
- Policy – simple = saner

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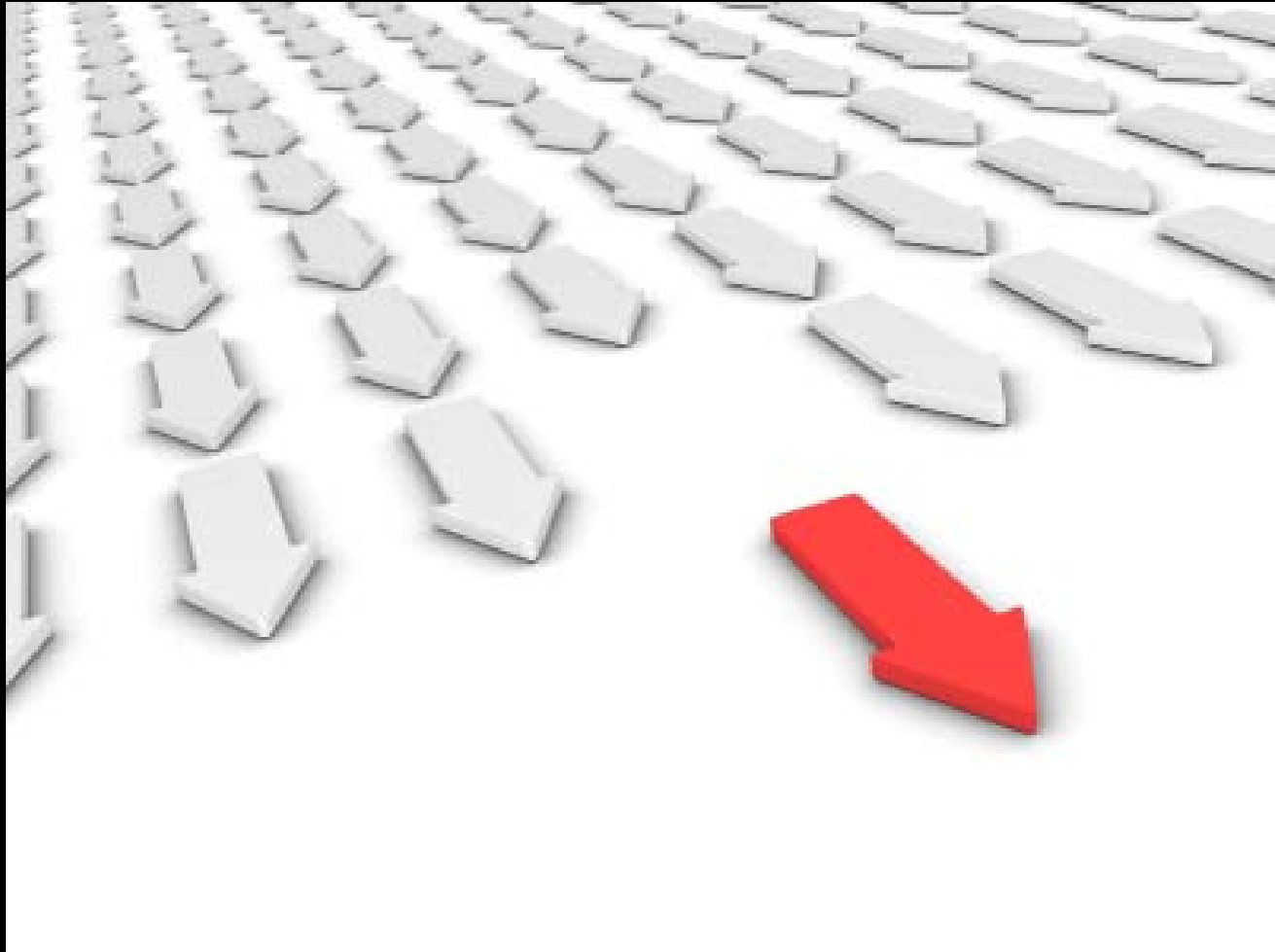
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- Financials

- Payment methods
- Deposits
- Some math -  $€500 \times 500 = \frac{1}{4}$  million – numbers get big quick
- Bundling? Afilias, CoCCA, Verisign do



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- How do you market your TLD?
  - ▣ No simple answer
  - ▣ Your TLD is not special
  - ▣ Registrars don't need you
  - ▣ You need registrars



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The screenshot displays the Blacknight Solutions website interface. At the top, the Blacknight Solutions logo is on the left, and navigation links (Whois, Blog, Forum, Wiki, About Us, Home, Webmail, Contact) are on the right. Below the navigation bar, there are tabs for Domains, Hosting, Support, and Account. A search bar is located in the center of the header.

The main content area features a "Get a Domain Name today" section. It includes a text input field with the placeholder "example: blacknight.com" and a "GO" button. To the right of the input field, a table lists domain extensions and their prices:

| Domain Extension | Price  |
|------------------|--------|
| .com             | €5.99  |
| .me              | €5.99  |
| .biz             | €5.99  |
| .ie              | €19.99 |

Below the domain registration section, there are four promotional banners: "biz" (Better Name. Better Results.), ".XXX" (REGISTER NOW), "Summer of Me", and ".CO" (Limited Time Offer). A red box highlights these banners.

On the right side of the page, there is a dropdown menu for domain extensions. The menu is open, showing a list of popular domains: .me, .xxx, .biz, .co, .eu, .tv, .com, .net, .org, .ie, .be, .info, .mobi, .tel, .am, .cat, and .ch. A red box highlights the dropdown menu.

Below the banners, a welcome message reads: "Welcome to Blacknight Solutions - The Premier Irish Hosting and Domain Registrar!". Below this, there are four service boxes: "Minimus Hosting" (FROM €4.95 /month), "SharePoint Services" (FROM €9.95 /month), "VPS Hosting" (FROM €16.00 /month), and "Hosted Exchange" (FROM €7.45 /month). Each box includes a brief description of the service.

At the bottom right, there is a section titled "Latest from the forum" with a list of forum posts and a RSS feed icon.

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[Member Login](#)[ABOUT](#)[PRESS](#)[REGISTRARS](#)[LAUNCH](#)[FAQ](#)[CONTACT](#)[WHOIS](#)

## Registrar Resource Center

[Logout](#)

### ACCREDITATION FORMS

[Registrar Data Form \(EPP\)](#)  
[Credit Payment Policies](#)  
[Fax Authorization Form](#)  
[Registrar Financial Information](#)  
[Registrar Data Form](#)  
[Marketing Authorization Form](#)  
[Marketing Contact Data Form](#)  
[Registrar Forms – All- \(zip file\)](#)

### POLICIES AND LEGAL

[Launch Plans & Policies](#)  
[Registry – Registrant Agreement](#)  
[Registries & Trademarks](#)  
[Registry – Registrar Agreement](#)  
[Proxy Service Standards](#)

### IPROTA DOCUMENTS

[Briefing Paper](#)  
[Trademark License](#)  
[Trademark Licenses](#)  
[Trademark Assignment Form](#)  
[Trademark Assignments Form](#)  
[Sunrise AD Validation Process](#)

### Portal Updates

Posted on **September 2, 2011** | Comments Off

#### Sunrise & Landrush Procedure Manual

Updated Section 9.2 to include the IPR: Pre-verified field populated with example status.

#### IPRota

IPRota has released a follow up briefing paper that gives step-by-step instructions on the Sunrise AD validation. This document is very helpful and it should be noted that there is an **uppercase requirement** if the Registrant chooses to put the DOMAINID in Location 1. This document is on the left side of the portal under "Sunrise AD Validation Process".

Also, if you have not signed in the IPRota portal, please do so. You will not be able to access Applications during Sunrise until this has been done.

[www.iprota.info](http://www.iprota.info)

Comments Off  
Posted in [Announcements](#)

### Sponsored Community

Posted on **September 2, 2011** | Comments Off

We have been receiving quite a few inquires from both Registrants and Registrars as to who qualifies for the Sponsored Community and how they will actually become a

### IMAGES & MESSAGING

[.XXX Logos \(All\)](#)  
[120x60 spot](#)  
[Banner 300x100](#)  
[Banner 486x60](#)  
[Banner 728x90 "Names"](#)  
[Banner 989x359 "Protection"](#)  
[Banners 485x90](#)  
[Banners 728x90 Sunrise](#)  
[Editable Ads](#)  
[Email Templates](#)  
[Full Page Customizable Ad](#)  
[Launch Overview](#)  
[Style Guide](#)

### VIDEOS

[Registrar Welcome Webinar](#)  
[Registrar Technical Overview](#)  
[Auction Portal Webinar](#)  
[Member Authentication Portal](#)  
[IPRota Webinar Movie](#)  
[Wake up to Sunrise](#)

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- Questions? Complaints? Insults?
- Photo credits:  
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