



Agenda

| Topic | Presenters |
|-------------------------------------|------------------------------------------------|
| Introduction/ Registry environment | Kurt Pritz / Kim Davies (ICANN) |
| gTLD registry models | Ken Hansen (Neustar) |
| ccTLD registry models | Ondrej Filip (CZ.NIC) |
| Domain name lifecycle | Tim Cole (ICANN)/ Matt Serlin (Markmonitor) |
| Corporate / Consumer | Ben Anderson (Group NBT) |
| Resellers, proxy svcs & expiration | Jeff Eckhaus (Demand Media) |
| Changes to registration marketplace | Kurt Pritz (ICANN) |
| Questions & Answers | |

Industry actors

- Registries
- Registrants
- Intermediaries
 - Registrars
 - Resellers
 - Web Hosting, Consultants, etc.
- Users

3

Registry models

- Open
 - First come first served, no other restriction
- Varying levels of restrictions
 - Highly targeted to a specific segment
 - Loose restrictions on usage
 - Limited to a specific country (i.e. some ccTLDs), or a specific industry

4

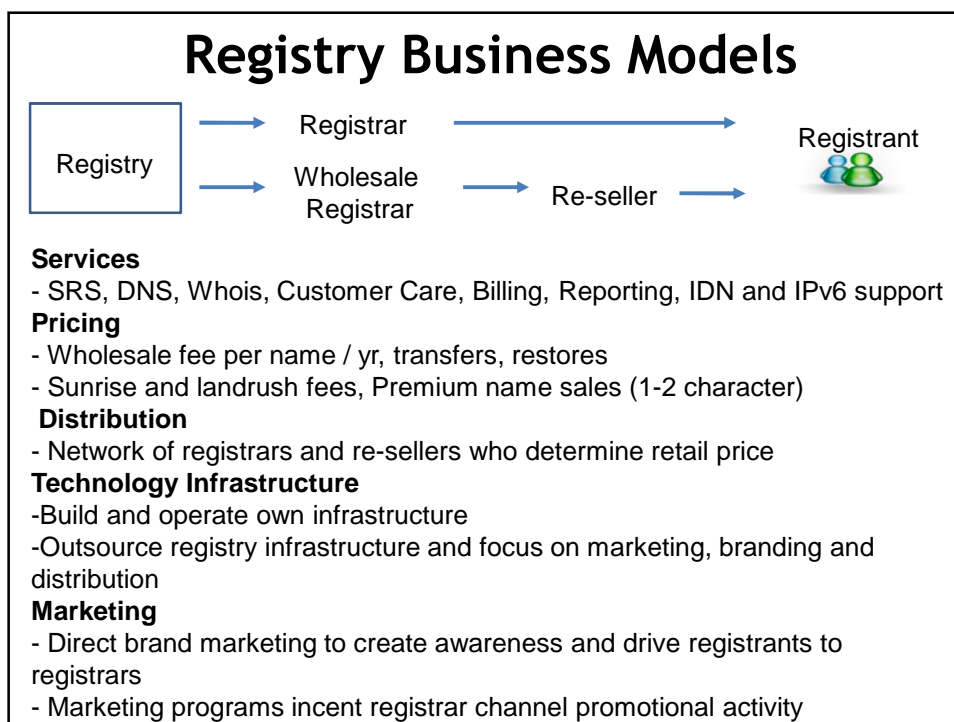
Perception of TLDs

ICANN Involvement

← Customer protections & Security and stability None →

| | | gTLD | sTLD | ccTLD w/contract | ccTLD w/AF | ccTLD no doc |
|---------------------|----------------------|-------------------------------|---------------------------------------------------------------------|---------------------|-------------------|-----------------|
| Customer Perception | Unrestrictive | .com .info .net .org | | .la | .cc .cz .nu | .tk .tv |
| | Somewhat Restrictive | .biz | .asia .cat .coop .mobi .name .pro .tel .travel | .eu .au | .no | .ae .lu |
| | Highly Restrictive | .edu .gov .int .mil | .museum .post | .pw | .fi | .kp .va |

5



Registry Business Models

Generic Keyword (e.g. .com, .biz, info, .tel)

- Dictionary words or industries
- Generally open, but can be restricted
- Broad distribution with many registrars

Brand gTLDs (company, product and service brands)

- Generally registration restricted to registry, customers, trading partners or affiliates
- Typically a single registrar (since only one registrant)

Geographic gTLDs (e.g. .nyc, .London)

- Can be open or restrictive
- Some will have “nexus” policies (e.g. physical address)

Community (e.g. .travel, .coop, .museum)

- Serve an identifiable community
- Registration eligibility requirements

Cause-based gTLDs (e.g. .green, .eco, .hiv)

- For profit or non-profit

CcTLDs

- Unregulated by ICANN
- Usually somehow respect national jurisdiction and specifics (like blacklists)
- Own registrars accreditation – very different conditions, sometimes may follow ICANN accreditation
- High heterogeneity
- 2nd level vs 3rd level

CcTLD registries

- Not-for-profit vs profit
- Academia
- Association
- Foundation
- Government institution
- Private

9

CcTLDs - legal framework

- Very different in every country
 - Local law
 - Agreement with government
 - Nothing
- Some ccTLDs “licensed” and operated like gTLDs (.fm, .tv, ..)

10

CcTLDs - eligibility criteria

- Technical, Administrative
- Local presence
- Companies & institutions vs individuals
- Right holders
- Number of domains
- Local administrative contact

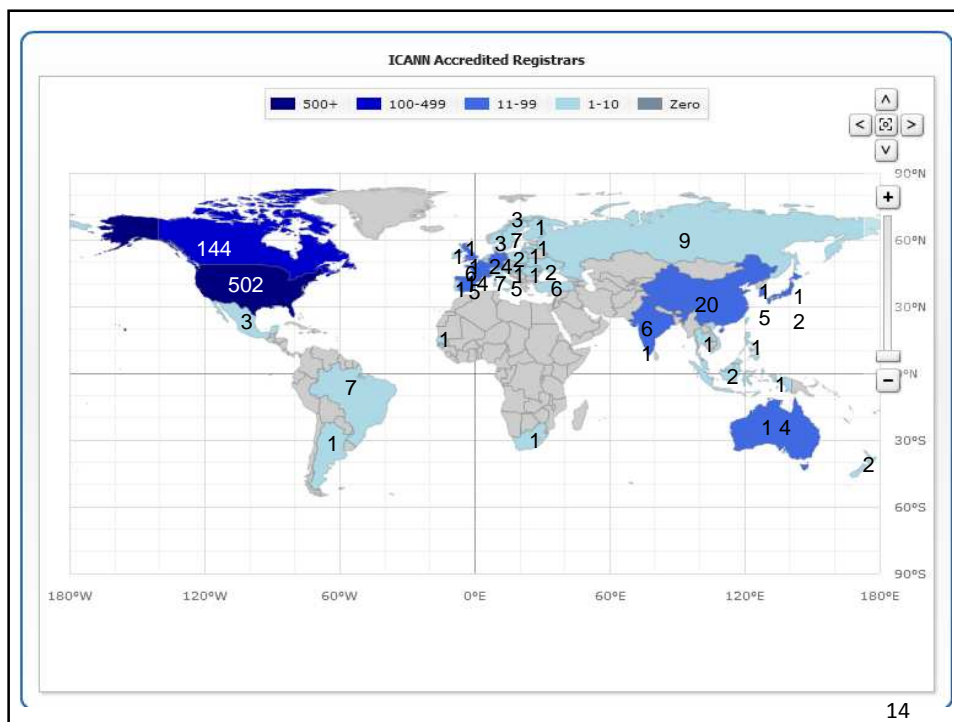
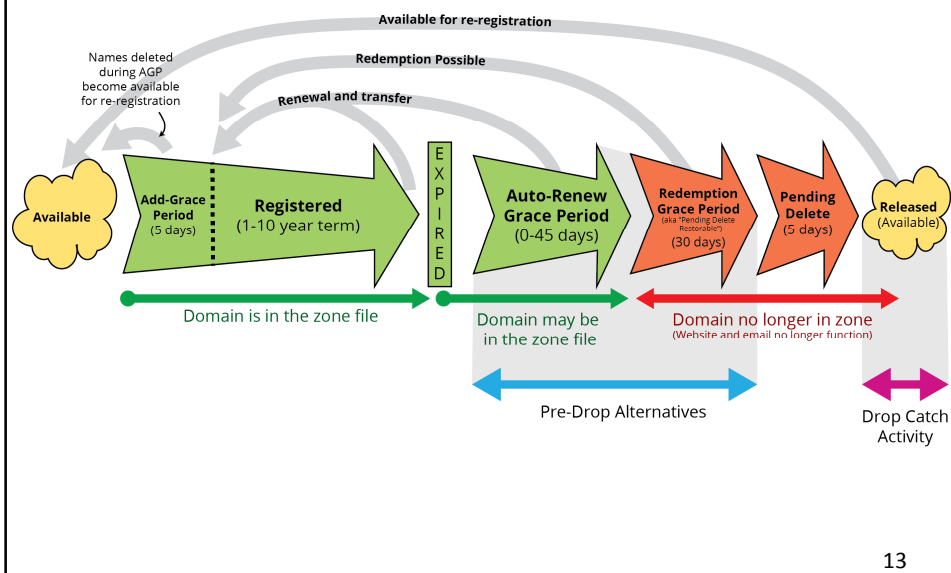
11

CcTLD dispute resolution

- UDRP
- Arbitration
- General jurisdiction court only

12

Life Cycle of a Typical gTLD Domain Name



Corporate Registrars

- Entities like NetNames and Markmonitor
- Maintaining large corporate domain portfolios consisting of gTLDs and ccTLDs
 - FTSE 100, NASDAQ, Fortune 100, Government and International Bodies
- Face to face contractual relationship
- High service account managed business
- Service often in parallel with brand protection and monitoring service
 - protect businesses from fraud, fakes, piracy and online brand abuse.
- Legal services

15

Consumer Registrar

- Small business and individual user focused
- High Volume
- Lower price
- Transactional
- Limited TLD offering
- Ecommerce website creation
- Domains often bundled with hosting, mail, web design services
- Additional services include:

| | |
|------------------|--------------------|
| ssl certificates | Paypal integration |
| Adwords | Shared hosting |

16

Reseller Registrar Model

What is a domain name reseller ?

- Business or other entity contracts with ICANN accredited registrar to sell domain names as well as other complementary services
- Reseller typically maintains customer relationship but may outsource other functions (ex: customer support, payment)
- Larger registrars may service 5,000+ resellers each

Who are domain name resellers ?

- Search engines and Web Portals
- Telcos and ISPs
- Web Hosting Providers
- Retail domain name sales
- Business that offer other ancillary services

17

Reseller Registrar Model

Why choose to become a domain name reseller

- Cost is a major factor
 - Leverage back end system provided by Registrar
 - Accreditation in certain gTLDs requires large insurance costs
 - Lower per domain name costs
 - ICANN fees
- Allows business to focus on their core competency
- Ability to sell a wide range of products and services

How do resellers interact with registrars

- Transactions typically occur through API or web storefront
- Reseller maintains customer relationship and may outsource other functions (ex: payment or customer support)

18

Privacy / Proxy Services

What is a privacy service ?

- Current Whois requirements mandate that a domain registrant's name, address and phone number is publicly listed and allowed to be queried
- A privacy/proxy service will typically provide their own contact information in the publicly available whois and then re-direct requests to the registrant

Who are the providers ?

- Domain name registrars
- Law firms
- Resellers
- Brand Protection specialists

19

New gTLDs

- Co-ownership / integration
- Common contract
- New protections
- Innovation / failure
- TLD types difficult to categorize
 - Brand / single-owner
 - Geographic names
 - IDNs
 - Infrastructure

20

