

# GAC Workshop

## “TLDs and Domain Name Market Overview”

Alexa Raad, CEO

John Matson, COO

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A strategic perspective  
sparks innovation

Enabling wisdom in the service of the Internet

### Strategy Consulting

Alexa Raad, CEO  
PIR  
.mobi  
VeriSign  
AT&T

John Matson, COO  
KPMG LLP  
CapGemini  
Ernst & Young  
General Dynamics

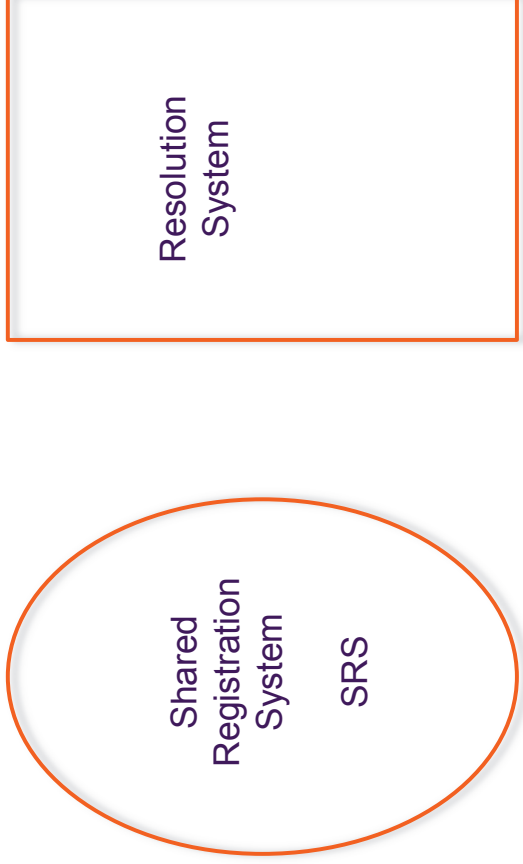
### New gTLD Services

Michael Young, CTO  
Afilias  
Grocery Gateway

- ### TLD Managed Services
- Business Case Builder
  - NameSentry™
  - Registry Financial Sys.

Norbert Grey, CFO  
.mobi

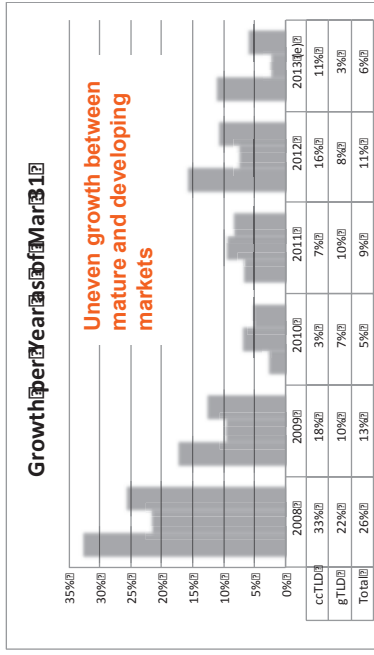
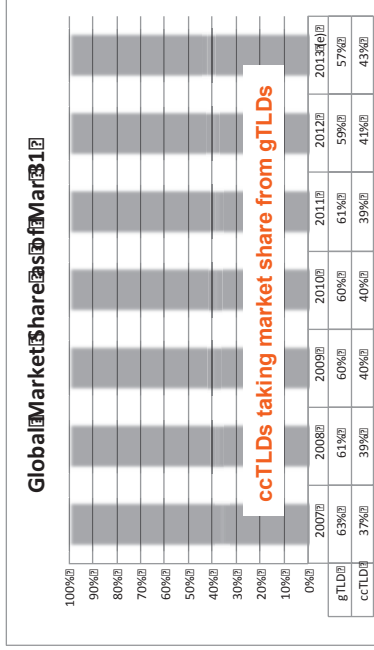
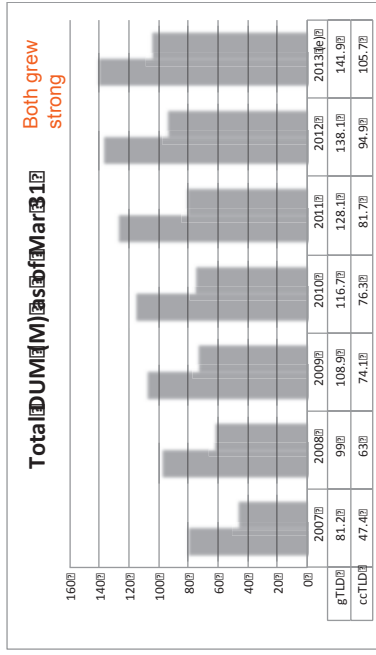
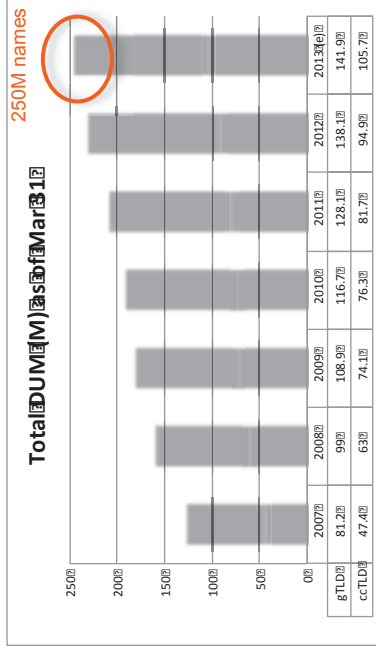
# Registry Functions



Revenue  
Name Sales

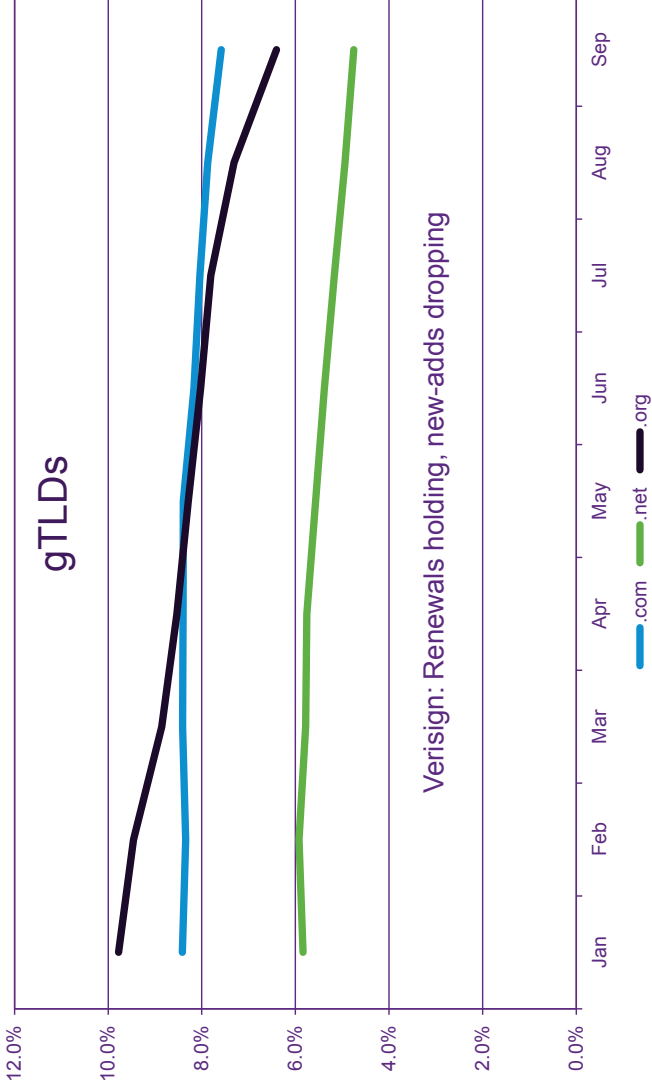
Cost  
Name Resolution

## 2012-2013 Total Market ccTLD vs. gTLD



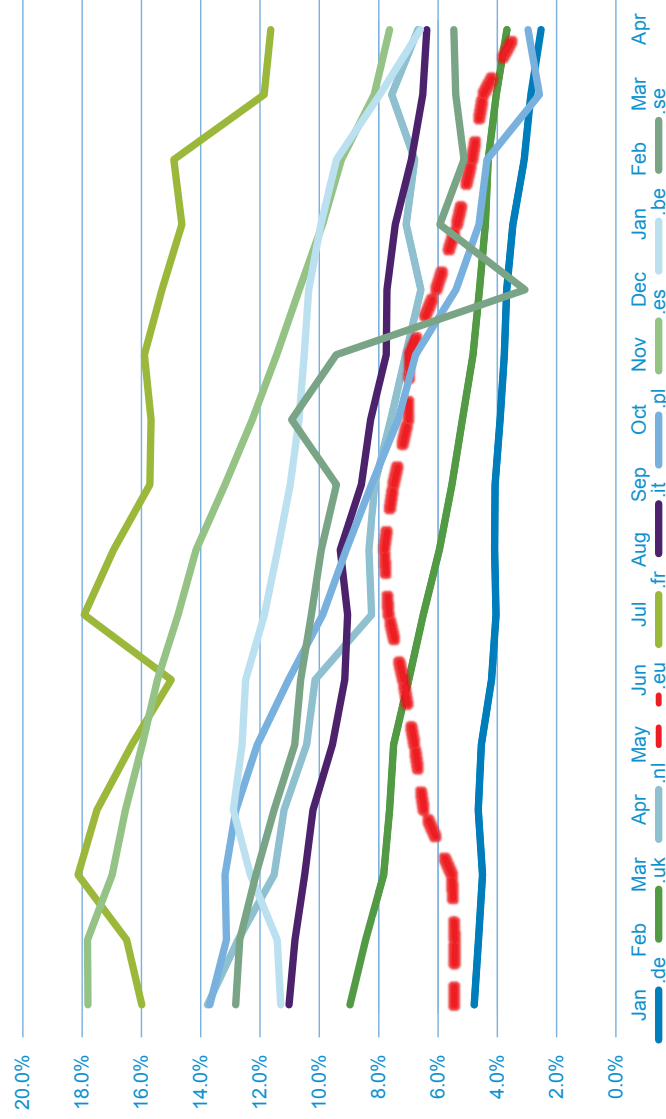
## But by Sept. 2012... changes were evident

Year over Year % change in DUMS - 2012 versus 2011



## and growth has been declining into 2013

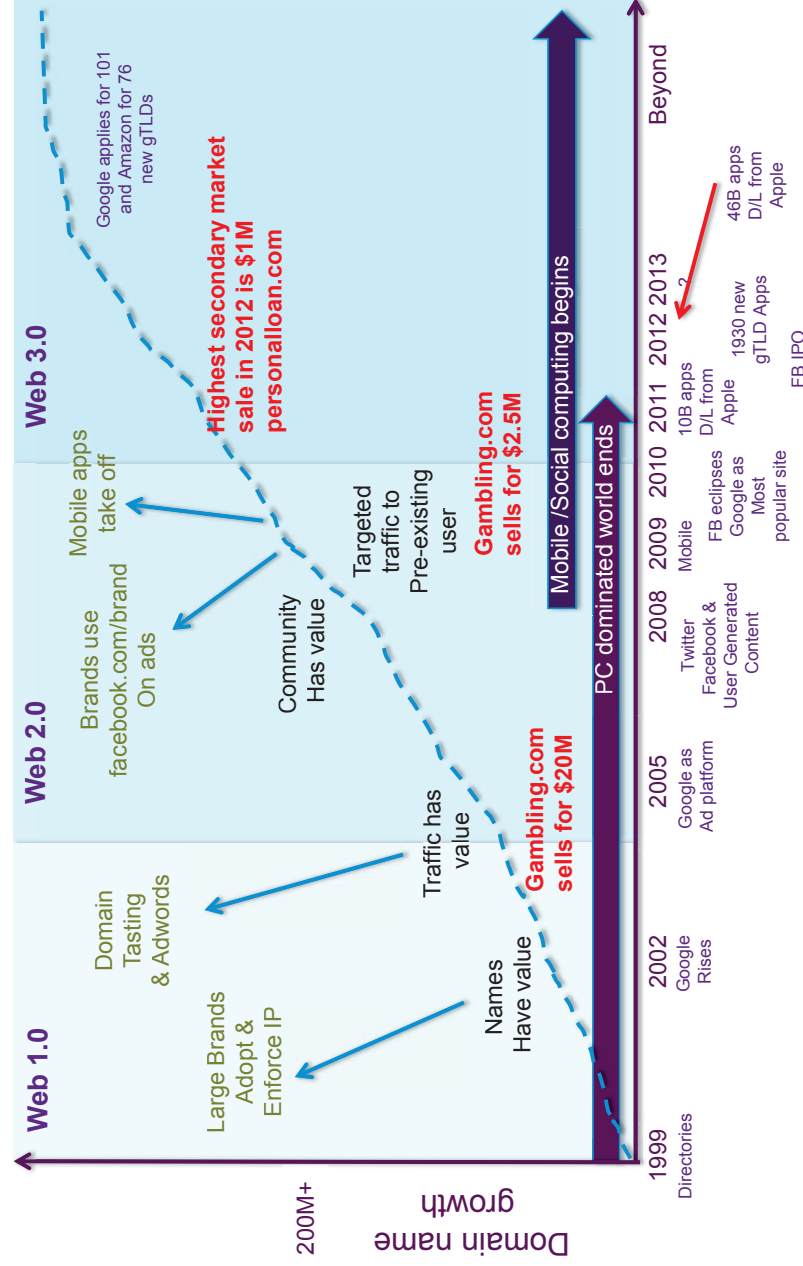
Top 10 European TLDs by Total Domain Names  
Jan 2012 - Apr 2013 Growth Percent Year/Year by Month



## But what is a Domain Name? – Really...

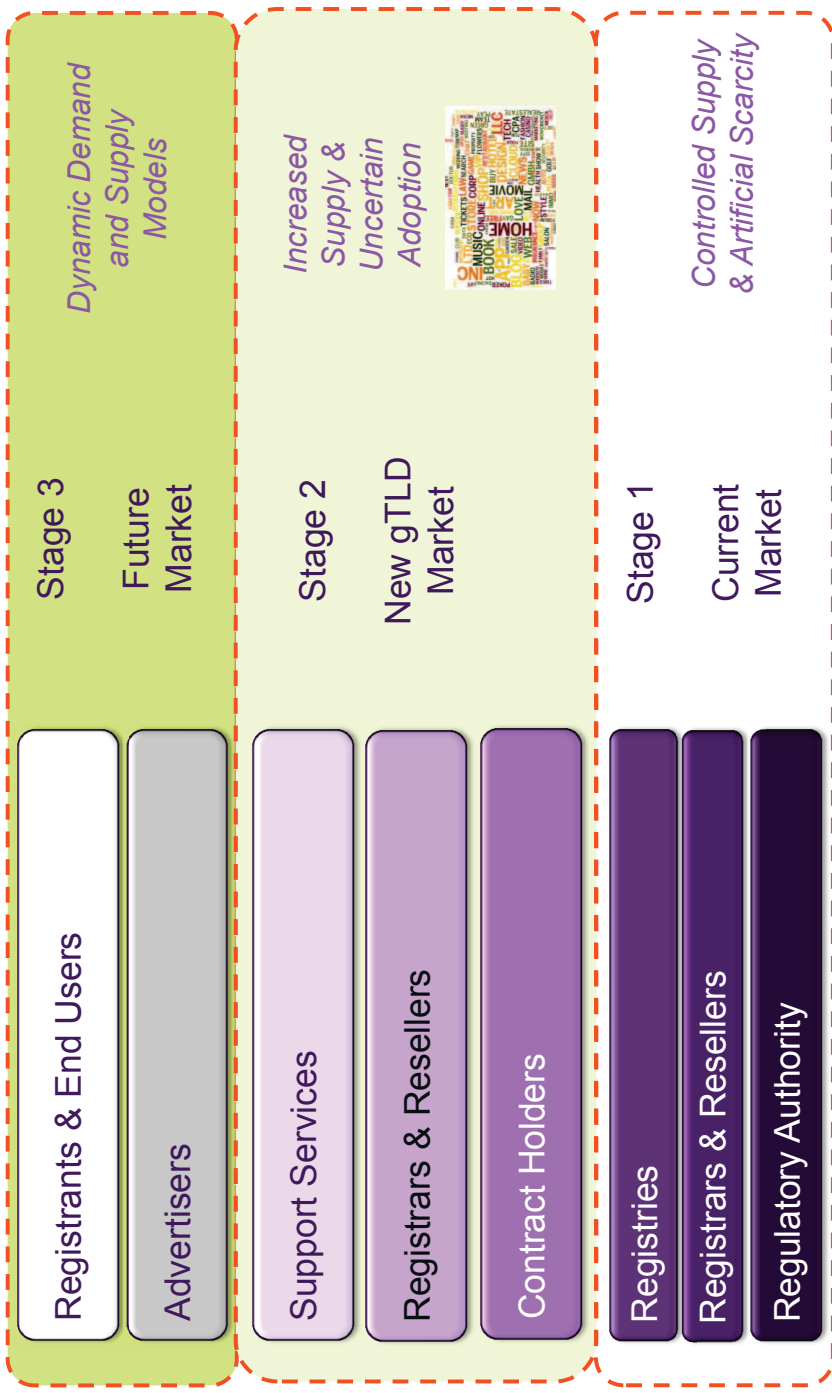
- An ASCII “label” on an IP address
- Label = Human recognizable and memorable  
hence some names more valuable than others
- Basic utility of a domain name is the same regardless if its a ccTLD or a gTLD
  - Pointer to a resource on the Internet
  - Necessary for routing traffic (because linked to IP address)
  - Used for identity and communication
- The market value of a domain name has less to do with its functional utility and more to do with its perceived or created value
- Ultimately it the DNS and IP that matters!

## Whereas the Web’s Business Models Have





# Stack of Industry Participants



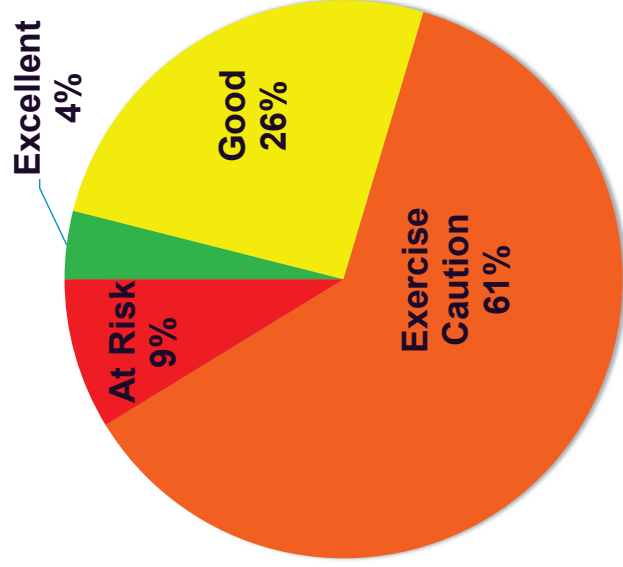
## Will they? Or Won't They?

- Debate on whether new gTLDs will increase abuse on the Internet  
But without a benchmark, how can you tell?
- How safe is it today?

Namespace Quality Index (NQI) values	Levels of Abuse Concern	Colors	Results
Range of abuses per million domain names	The namespace conditions are	As symbolized by this color	Percentage of abuse
less than 100	Excellent	Green	0% to 0.01%
100 to 1,000	Good	Yellow	0.01% to 0.1%
1,000 to 10,000	Exercise Caution	Orange	0.1% to 1%
over 10,000	Surf with your own risk	Red	Over 1%

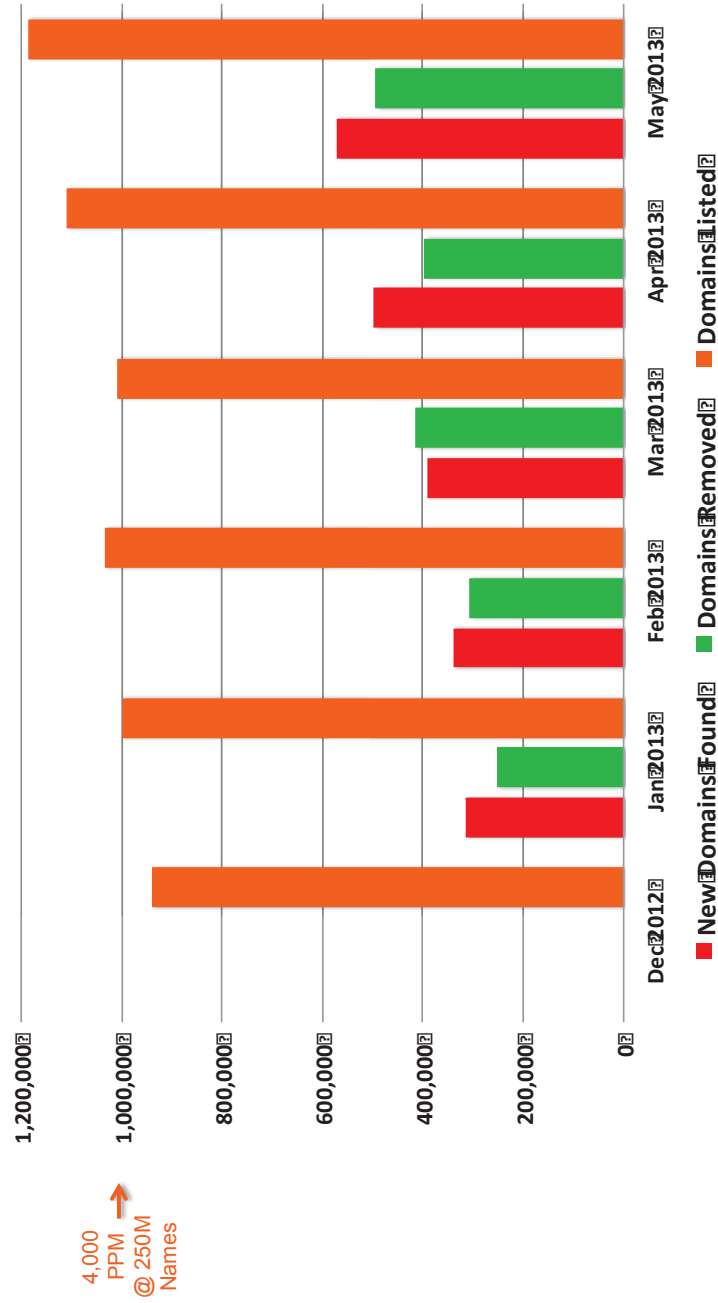
# What is the NQI Distribution of the Internet

Namespace Quality Index Rating of Total Domains (257M)



## NameSentry 2013 Abuse Trend Analysis

Total Abusive Domains Increased Over 25% from Dec 2012 to May 2013



# The Internet as a whole? “exercise caution” (NQI of 4,000)

## Namespace Quality Index

Excellent	
TLD	APM
tel	0
no	17
xxx	27
ie	33
nz	39
cz	46
ch	48
dk	53
sk	62
au	66
fi	81
lt	82
hu	83
si	92
pt	93

Date: 2011-05-12 12:01:3  
 Source: [www.namesentry.com](http://www.namesentry.com)

Good		
TLD	APM	TLD
hk	102	id
tw	108	nu
gr	111	mx
sg	114	ro
nl	116	de
kr	132	cl
il	139	ir
ae	140	lv
ve	149	cc
se	151	tr
vn	156	es
co	172	br
my	198	po
za	198	jp
ca	206	tv
ws	222	pl
tk	224	name
it	239	fr

Exercise Caution	
TLD	APM
me	1,011
at	1,066
eu	1,309
uk	1,451
ua	1,947
be	2,235
ar	2,362
org	2,596
com	4,260
su	7,010
net	7,121
biz	7,495
pro	7,941
mobi	9,349

At Risk	
TLD	APM
info	12,085
us	14,932
ru	25,079
asia	25,327
in	27,111
pw	30,151
cn	30,406

Namespace Quality Index	
Scale	APM
Excellent	less than 100
Good	100 to 1,000
Caution	1,000 to 10,000
At Risk	over 10,000

All TLDs with 100,000+ domains APM abuse per million domains

# NameSentry implements GAC recommendations



2.

**Mitigating abusive activity**—Registry operators will ensure that terms of use for registrants include prohibitions against the distribution of malware, operation of botnets, phishing, piracy, trademark or copyright infringement, fraudulent or deceptive practices, counterfeiting or otherwise engaging in activity contrary to applicable law.

Enables TLD registry to detect abusive registrations right away

Step 1

**Abuse Type: Phishing** Displaying 100 of 20000 results

Domain	Type	Listings	Registrar	IP	Target	Date Detected
tmrtaical.com	phishing	SURBL	—	No record detected	—	2013-06-05 21:38 UTC
URL: <a href="http://tmrtaical.com">tmrtaical.com</a>	phishing	SURBL	—	No record detected	—	2013-06-05 21:38 UTC
namesentrybrats.com	phishing	SURBL	—	No record detected	—	2013-06-05 21:38 UTC
URL: <a href="http://namesentrybrats.com">namesentrybrats.com</a>	phishing	SURBL	—	No record detected	—	2013-06-05 21:38 UTC
sorage-trading.com	phishing	SURBL	—	No record detected	—	2013-06-05 21:38 UTC
URL: <a href="http://sorage-trading.com">sorage-trading.com</a>	phishing	SURBL	—	No record detected	—	2013-06-05 21:38 UTC
shopmzou.com	phishing	SURBL	—	No record detected	—	2013-06-05 21:38 UTC

Step 2

And get as much info about it as soon as possible

**themoviebrats.com Abuse Report**

**Home Abuse Types**  
 Malware Phishing Spam IP Monitoring Manage Outages Reports Intelligence Admin Log out  
 \* Report to registrar

**Home Abuse Types**  
 Malware Phishing Spam IP Monitoring Manage Outages Reports Intelligence Admin Log out  
 \* Report to registrar

**Spysite Tracker**  
 Deleted: 2013-06-05 21:38 UTC

**Zeus Tracker**  
 No record detected

**Earliest Date Detected:**  
 2013-06-05 21:38 UTC

**IP address:**  
 No record detected

**Internet Identity**  
 Malware Domain List  
 MalwareURL  
 PhishURL  
 Spamhaus

**Whois**  
 Note: Data collected represents time reported by data source (if available), OR time received by NameSentry.  
 Whois Server: Version 2.8  
 Domain Name: THEMIEBRATS.COM  
 Registrar: NAMESENTRY.COM



3.



**Security checks**— While respecting privacy and confidentiality, Registry operators will periodically conduct a technical analysis to assess whether domains in its gTLD are being used to perpetrate security threats, such as pharming, phishing, malware, and botnets. If Registry operator identifies security risks that pose an actual risk of harm, Registry operator will notify the relevant registrar and, if the registrar does not take immediate action, suspend the domain name until the matter is resolved.

NameSentry™ by Architelos

5 June, 2013

- Home
- Abuse Types
- Malware
- Phishing
- Spam
- IP Monitoring
- Manage Queues
- Reports
- Intelligence
- Admin
- My account
- Log out

## NameSentry Automates registrar notification

**Name:**

**From:**

**Subject:**

**Notification Template**

Registrar:  
 The %TLD% registry is alerting you to reported abusive activity on a domain sponsored at your registrar. Details and WHOIS data are below. Please investigate promptly and take appropriate action.

DOMAIN: %DOMAIN%  
 ABUSE(S): %ABUSE%  
 URL(S): %URL%  
 DETAILS(S): %DETAILS%  
 Listed by: %SOURCE%

We suggest that maliciously registered domains be suspended. If you provide Web hosting for this domain, please remove the malware immediately. If you believe the domain may be compromised or hacked, please contact your registrar with the details, so that the problem may be addressed by the registrant and his/her hosting provider.

**Legend**

%%DOMAIN%%	The Domain being reported
%%ABUSE%%	The type of Abuse may be multiple
%%URL%%	URL of the abuse reported
%%DETAILS%%	Details of abuse report
%%SOURCE%%	The source from where the report came from
%%TLD%%	The TLD of the abuse report
%%EMAIL%%	Email address to reply to
%%TARGET%%	Phishing target of abuse



4. **Documentation**—Registry operators will maintain statistical reports that provide the number of inaccurate WHOIS records or security threats identified and actions taken as a result of its periodic WHOIS and security checks. Registry operators will maintain these reports for the agreed contracted period and provide them to ICANN upon request in connection with contractual obligations.

NameSentry keeps audit records of all security threats identified and actions taken by the registry as a result

6. **Consequences** – Consistent with applicable law and any related procedures, registry operators shall ensure that there are real and immediate consequences for the demonstrated provision of false WHOIS information and violations of the requirement that the domain name should not be used in breach of applicable law; these consequences should include suspension of the domain name.



NameSentry automates mitigation workflows including and up to take down

## Key Messages

- Overall market slowing before new gTLDs
- Registry, Registrar & Contract Holder business models changing
- DNS value chain economics shifting
- One major success can change the industry
- Abuse on the Internet benchmarked with NQI
- GAC safeguards can be implemented

Architelos GAC Workshop  
Thursday July 18  
9:00 to 11:00AM

Thank You!

Alexa Raad, CEO

John Matson, COO