



Launching an IDN ccTLD

The difference between just doing it and doing it right

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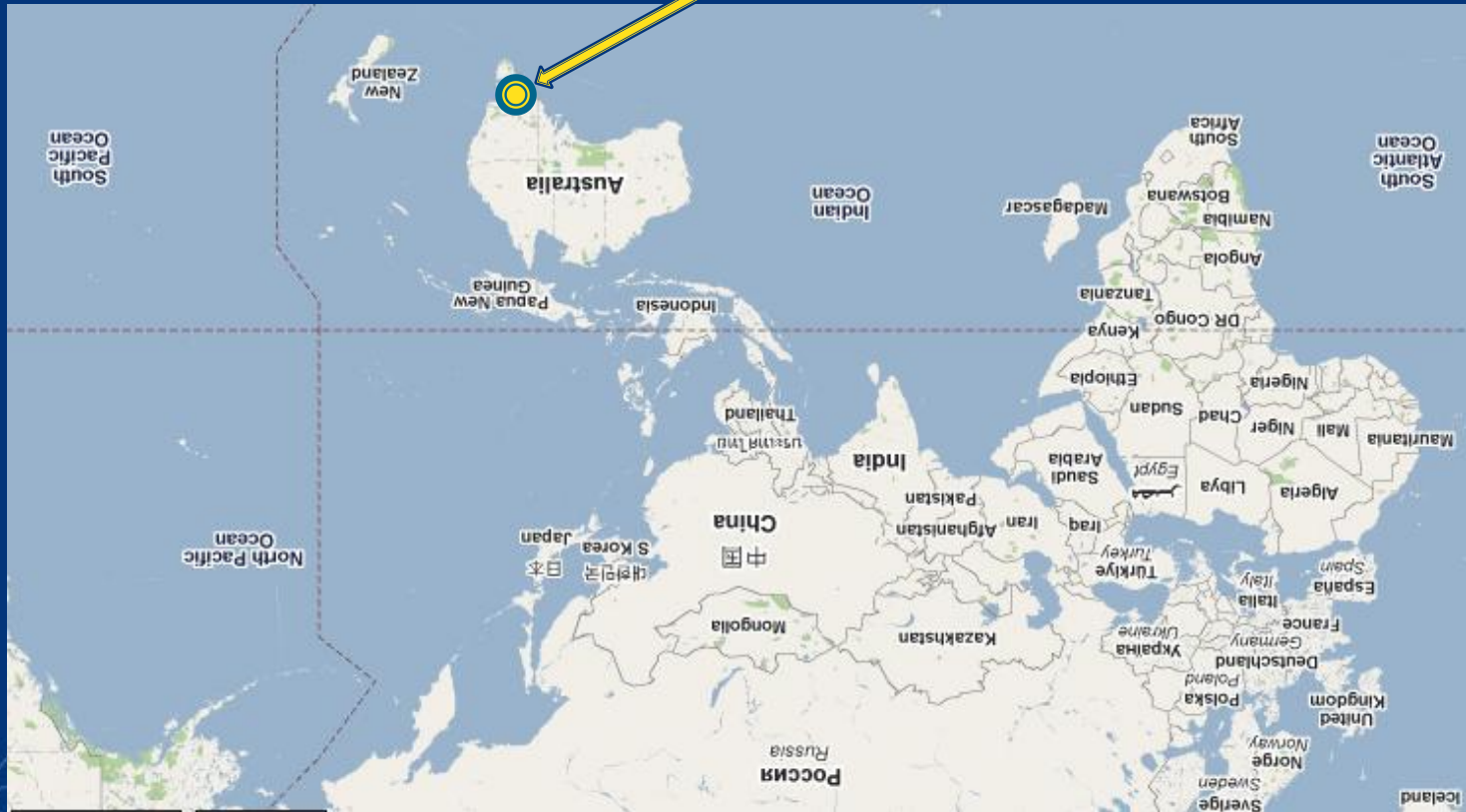
AusRegistry International

- Based in Melbourne, Australia
- Founded in 1999
- Specialists in Domain Name Registry
Software development
- Global leader in Consulting Services



AusRegistry International

Melbourne



Our Successes

Australia

- .au Domain Name Registry Operator since 2002
 - 25% year-on-year growth (now >1.6 million names)

United Arab Emirates

- Domain Name Registry Software & Services provider
 - .ae ASCII ccTLD
 - امارات (.emarat) Arabic IDN ccTLD

Qatar

- Domain Name Registry Software & Services provider
 - .qa ASCII ccTLD
 - Arabic IDN ccTLD



It's not just about technology

- Setting goals
- Policy considerations
- Revenue model
- Launch strategy
- Marketing & Education
- Other preparations



Setting goals

- Define success criteria
 - Registration volumes
 - Revenue
 - Community acceptance
 - Support issues



Policy considerations

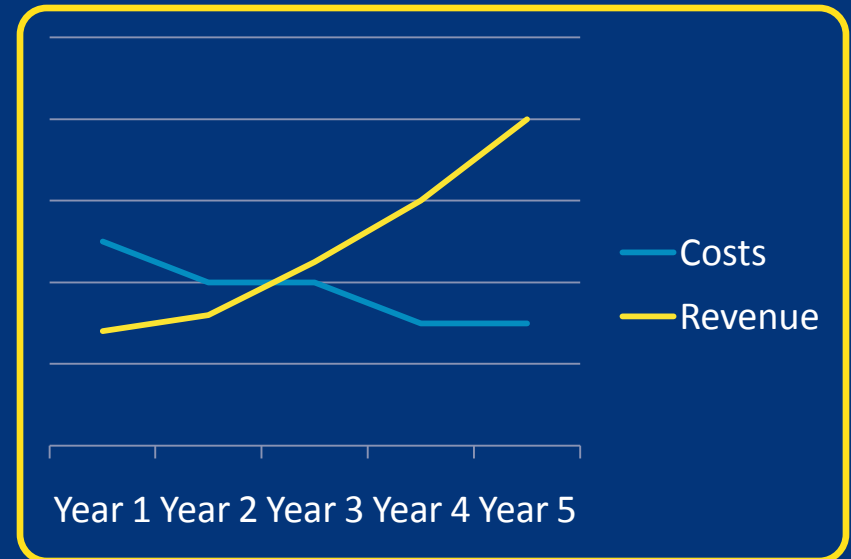
- Potential impact on all policy areas
 - Registration agreements
 - Acceptable use policy
 - Eligibility policy

- IDN-specific policies
 - Language tables
 - Variant management

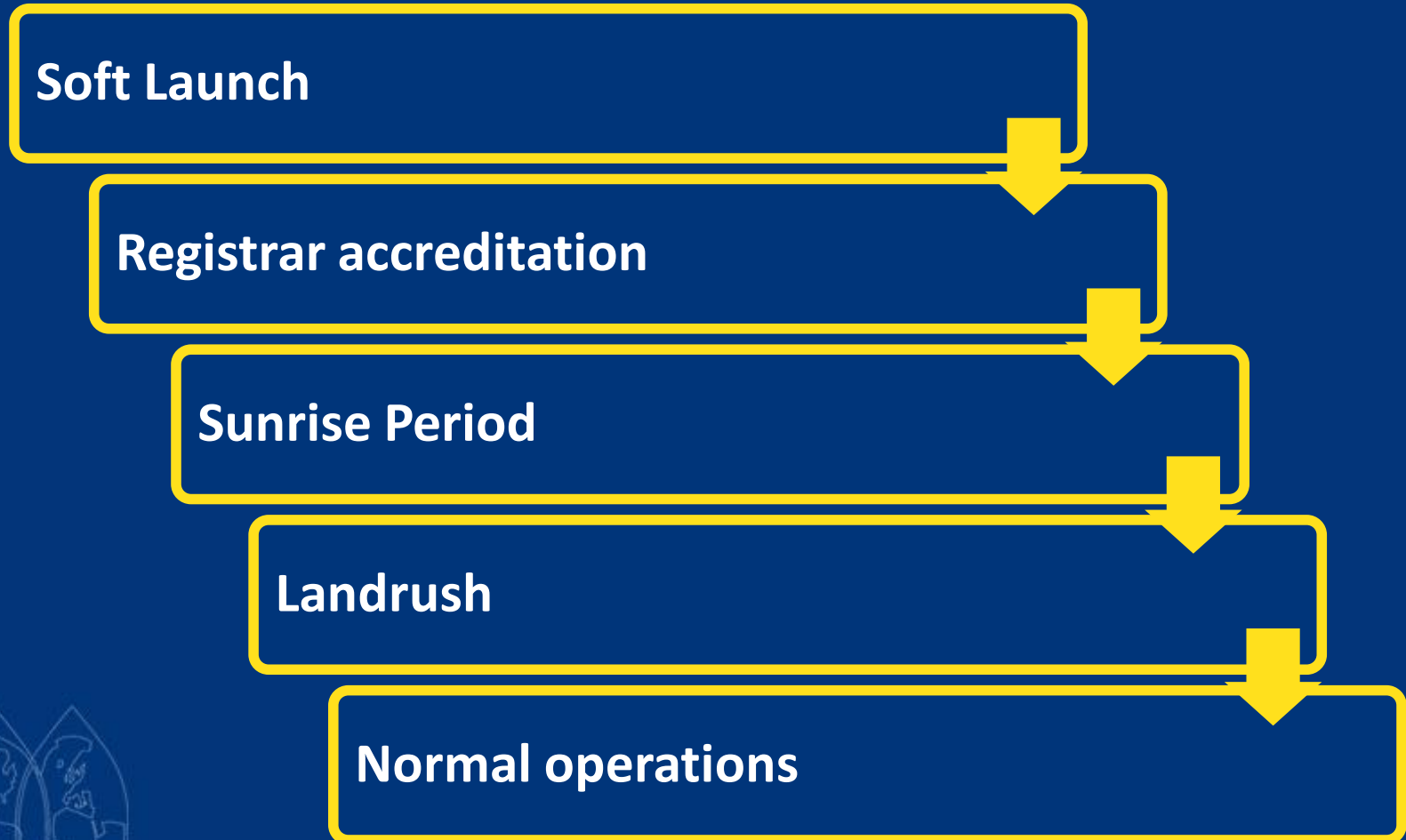


Revenue models

- No charge
- Cost recovery
- Profitable



Launch phases



Pre-emptive rights

- Existing names
- Trademark holders
- Government and other official entities



Allocating high demand names

- First-come, First-served
- Random selection
- Auctions



Marketing & Education

- Public awareness campaign
 - Recruit high-profile websites as ‘anchor tenants’
 - Public relations activities – ‘cultural figureheads’
 - Educational seminars
- Registrars
 - Online marketing campaigns
 - Launch promotions
 - Lead generation



Registrar Preparations

- Training
- Accreditation testing
- Toolkits
- Documentation
 - FAQs
 - How-to-guides
- Support



Operational Readiness

- Staff training
- Update website
 - FAQs
 - How to Guides
- Update documentation



Technical Preparations

- IDN-enabled Registry System
 - The right system for your needs – one size does not fit all

- IANA Delegation process

- Go-Live!



AusRegistry International

- Domain Name Registry System
 - Fully configurable IDN support (IDNA2008)
 - EPP-based Registry-Registrar model
 - IPv6 & DNSSEC ready
 - Range of implementation options
 - Mature, proven solution

- Maintenance & Support Services
- Consultancy Services
- Training Services



