



Building a successful ccTLD

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AfTLD Meeting, Nairobi

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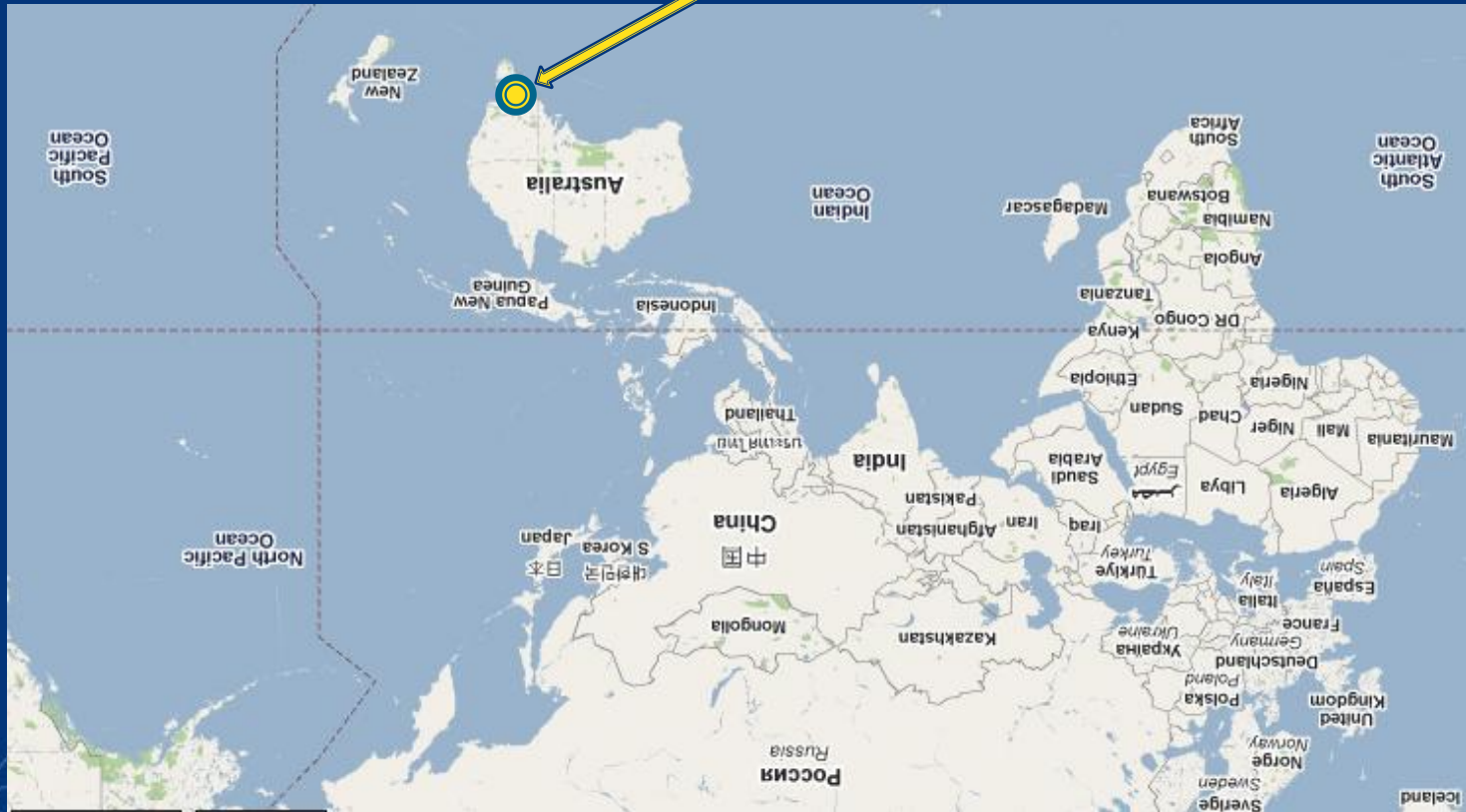
AusRegistry International

- 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
 - Domain Name Registry Operator for .au ccTLD since 2002
 - 25% year-on-year growth (now >1.6 million names)
- United Arab Emirates
 - Domain Name Registry Software & Services provider
 - .ae ccTLD
 - امارات (.emarat) Arabic IDN ccTLD
- Qatar
 - Domain Name Registry Software & Services provider
 - .qa ccTLD
 - Arabic IDN ccTLD



It's not just about technology

- The importance of good policy
- Revenue model
- Industry model
- Building your organisation
- Technology options
- Marketing your ccTLD
- Developing your channel



The importance of good policy

- Policy decisions have wide-ranging effects
 - Registry Software
 - Revenue model
 - Staffing requirements
 - Sales channel

- Well-balanced policies can really enhance the quality of a ccTLD



Policy considerations

- Eligibility – who can register?
 - Restricted – local entities only
 - Unrestricted – local and international entities
 - Mix of restricted and unrestricted

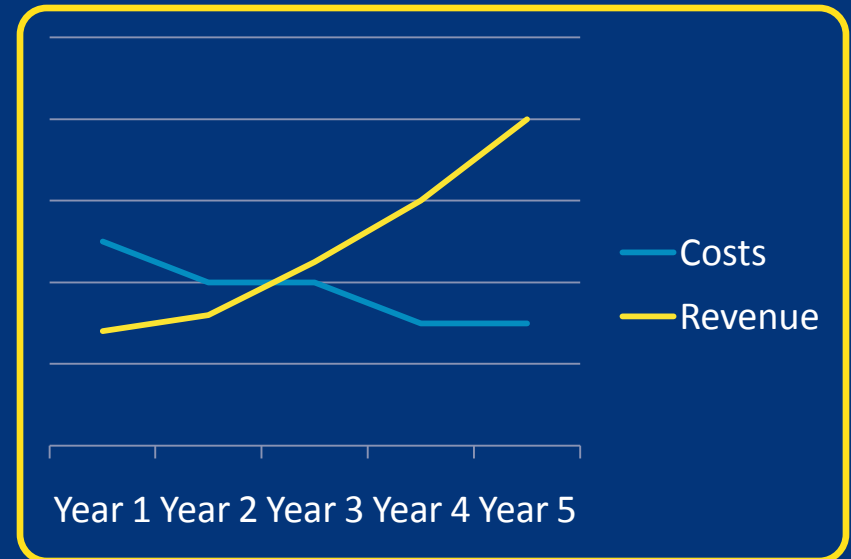
- Allocation – how to register?

- Acceptable use

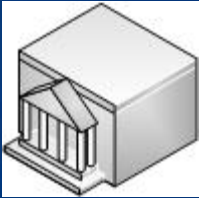


Revenue models

- No charge
- Cost recovery
- Profitable



Industry models



- Regulator



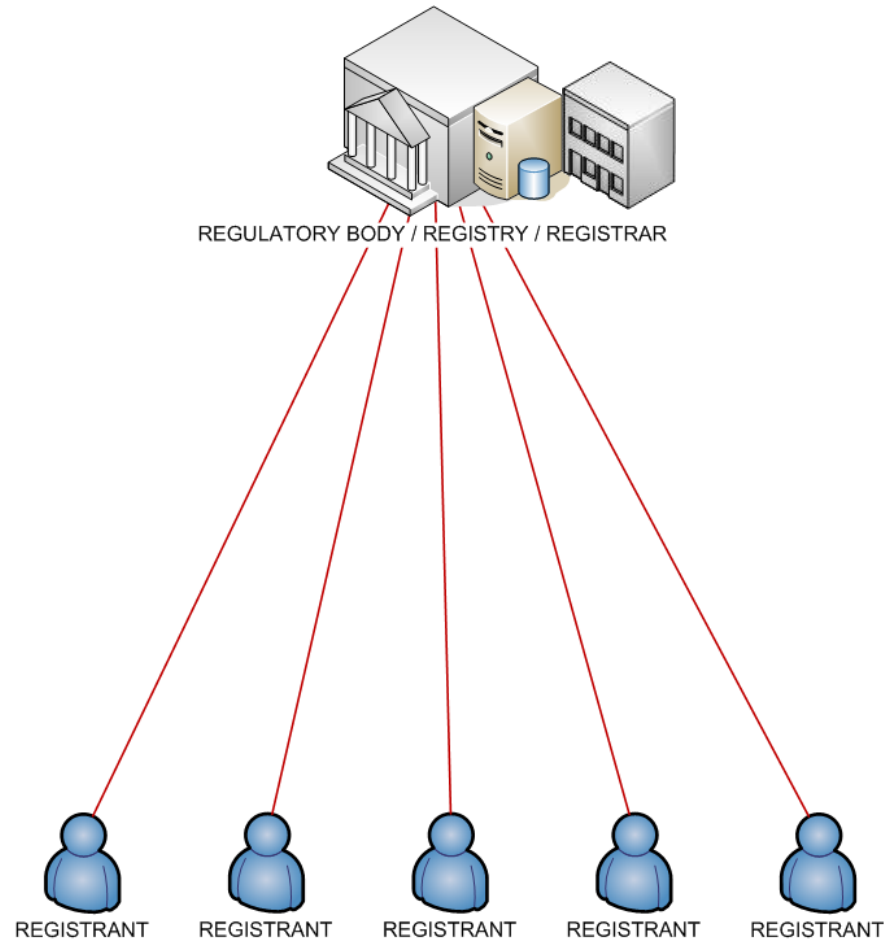
- Registry



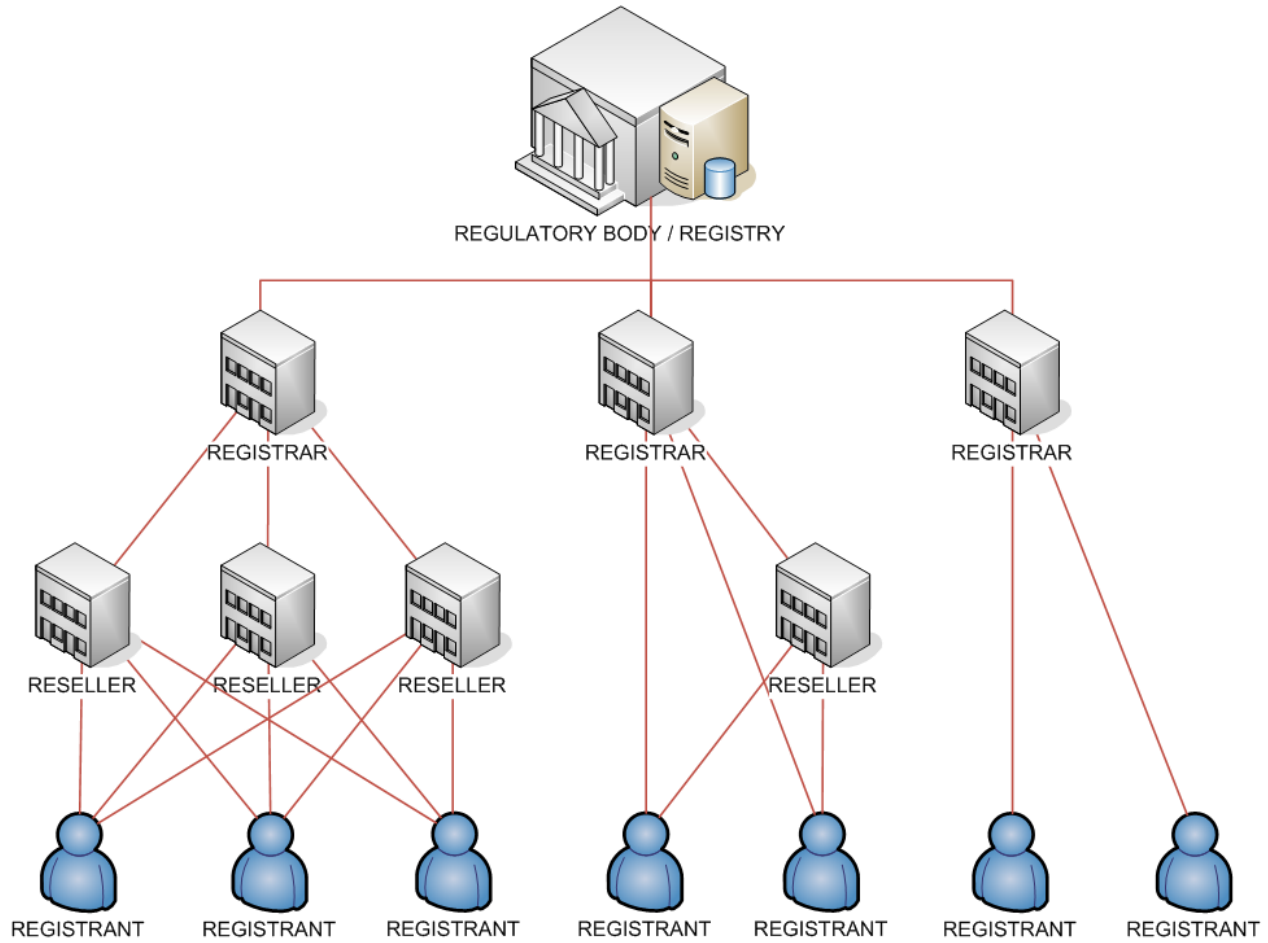
- Registrars, Resellers (the Sales Channel)



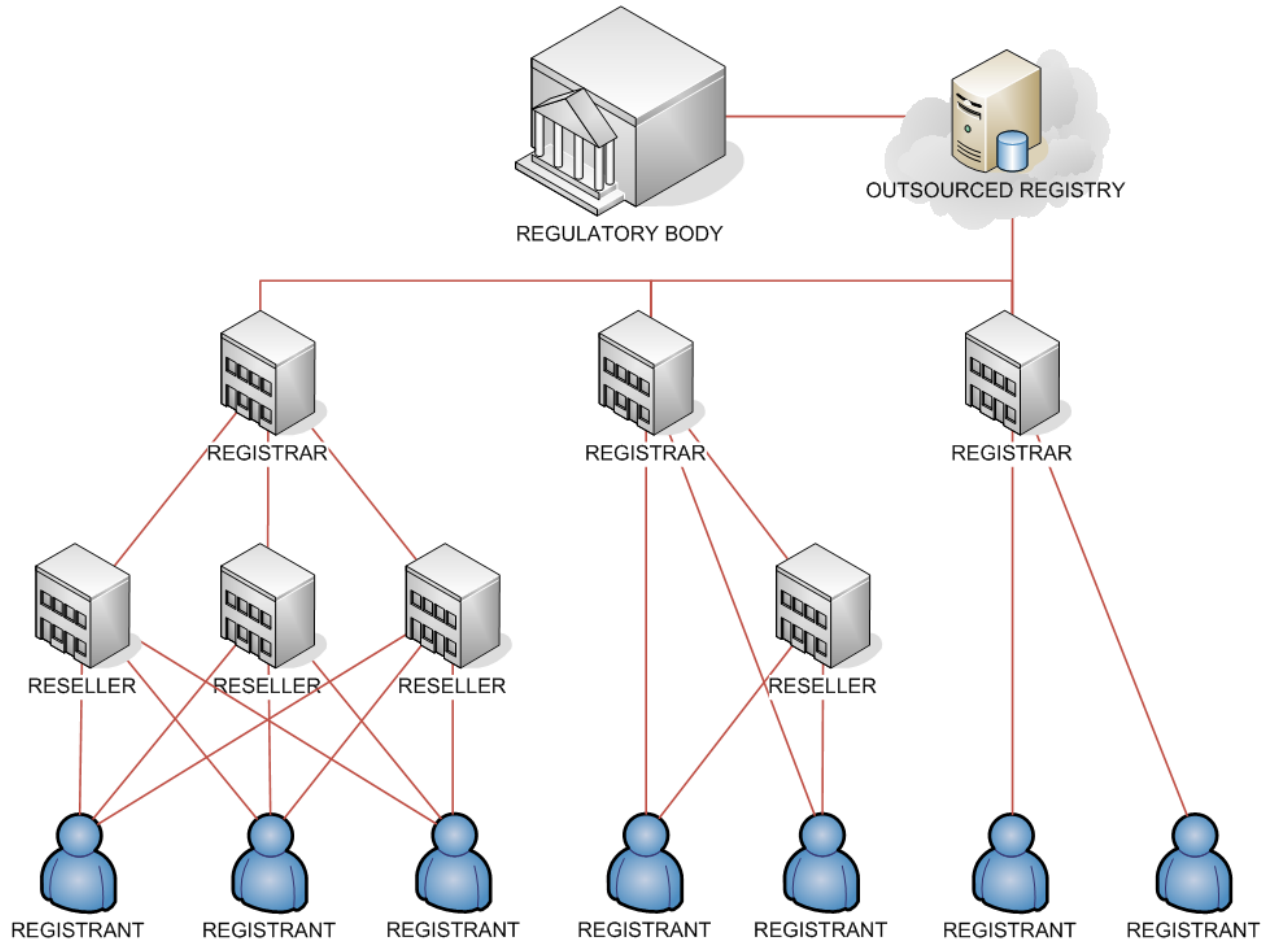
Direct model



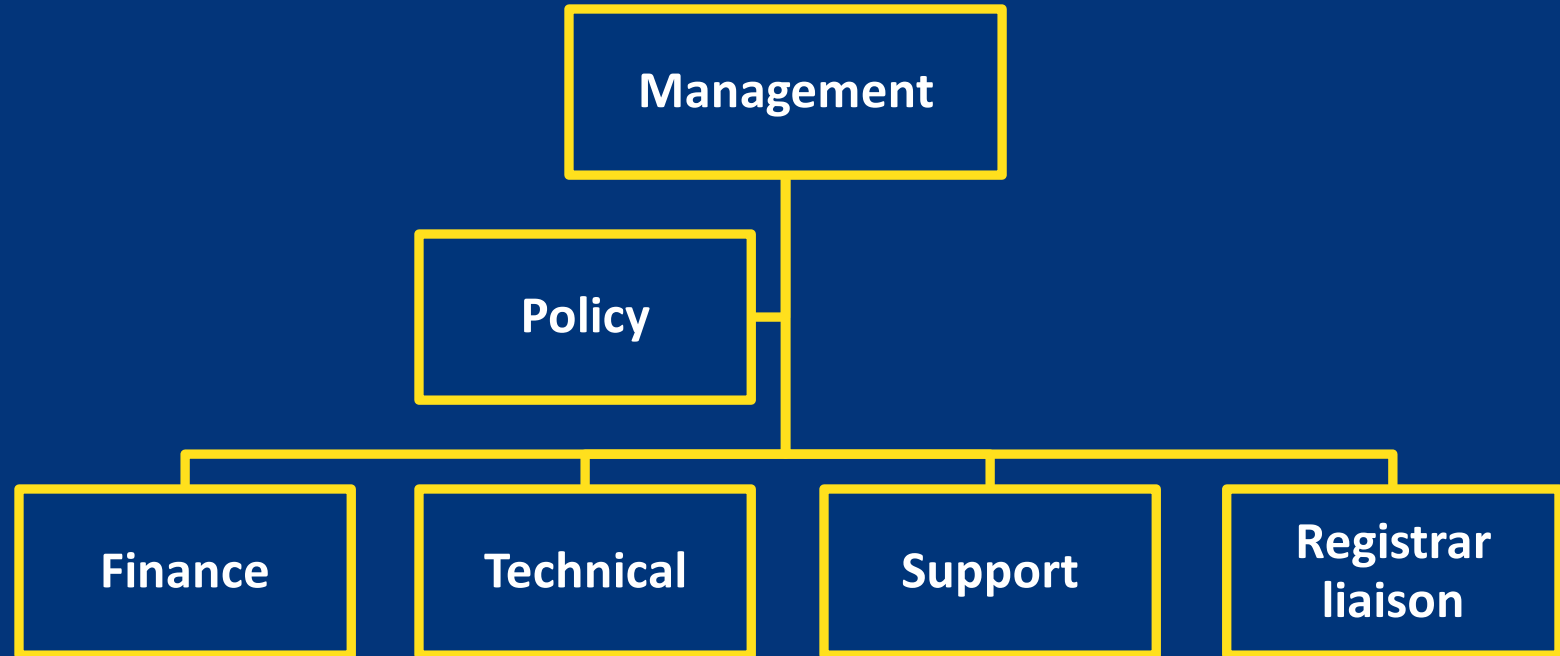
Registry/Registrar model



Outsourced Registry model

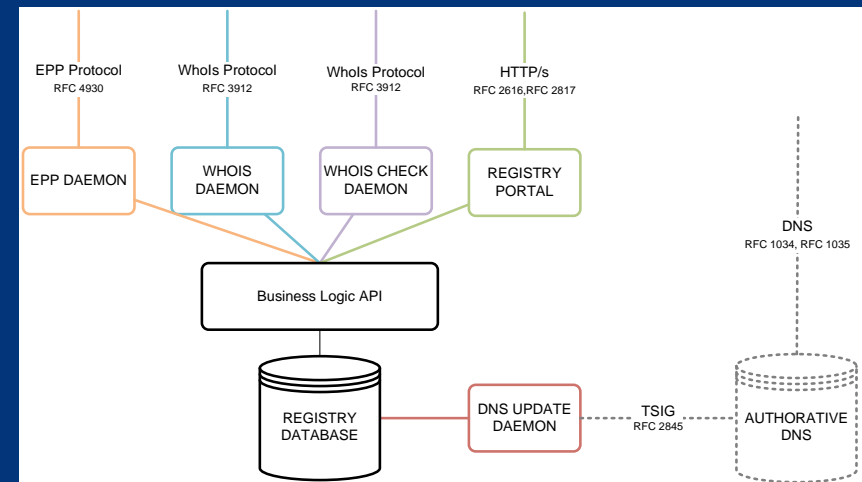


Building your organisation



Domain Name Registry System

- Registry Database
- Whois Service
- Registrar interface
- Registry Portal web interface
- DNS Update Service



DNS Service

- Hidden master
- Local node(s)
- Global network of secondary nodes



One size does not fit all

- Plan for the long-term
- Select a system that can adapt to your policy environment
 - Avoid adapting your policy to suit a system
- Ensure control of your data
- Ensure appropriate disaster recovery capabilities
- Ensure control of your destiny



Domain Name Registry System options

- Implement local system
 - Stability issues
 - Connectivity issues
 - Lack of skills

- Host externally
 - Stable environment
 - Good connectivity
 - Best of breed system
 - Expert management and support



Marketing & Education

- Public awareness campaigns
 - Build profile within local market
 - Recruit high-profile websites as ‘anchor tenants’
 - Public relations activities – ‘cultural figureheads’
 - Educational seminars



Branding your ccTLD



Developing your channel

- Recruit registrars
 - Local
 - International
- Training
- Accreditation
- Support
- Marketing



Developing your channel

- Marketing
 - TO your channel
 - Engage with your Registrars
 - Understand their needs
 - Design your services to support them
 - THROUGH your channel
 - Online marketing campaigns
 - Launch promotions
 - Lead generation



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



