

A horizontal blue banner with a globe on the left and binary code (0s and 1s) scattered across the background. The text "New TLDs, new markets, new opportunities" is written in large, white, bold, sans-serif font across the center of the banner.

New TLDs, new markets, new opportunities

Two faint, light-colored globe icons are visible in the background of the lower half of the slide, one on the left and one on the right.

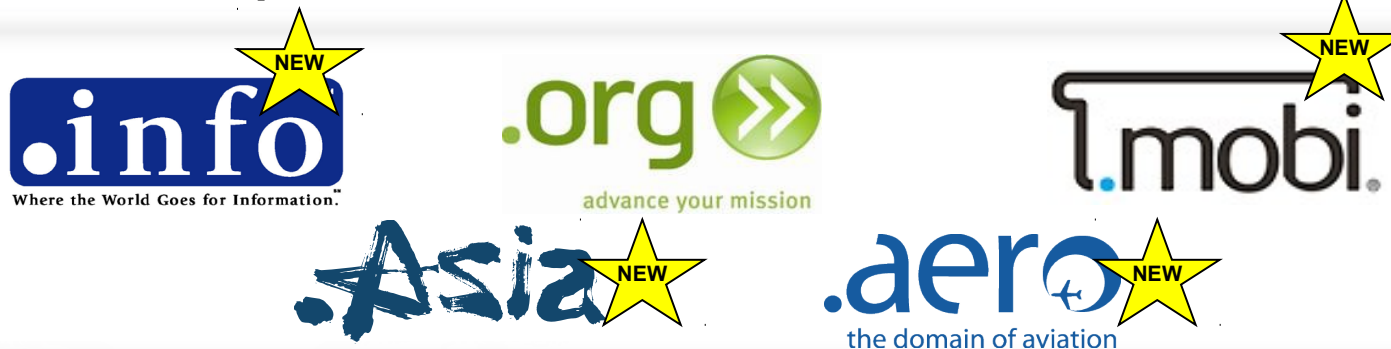
September 1st, 2011

**Presented by:
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Manager of Business Development and Sales,
Afilias Ltd**

- ✓ **Who is Afilias?**
- ✓ **What's all the fuss about new TLDs?**
- ✓ **What can new TLDs do for you?**
- ✓ **“Ok... so where do we start?”, or “5 tips to get and run your own extension”**

- ✓ In the domain business since 2001
- ✓ We support 20M names; 60% of all new TLD names!
- ✓ Experienced in ICANN's new TLD processes

Generic & Sponsored TLDs




ccTLDs



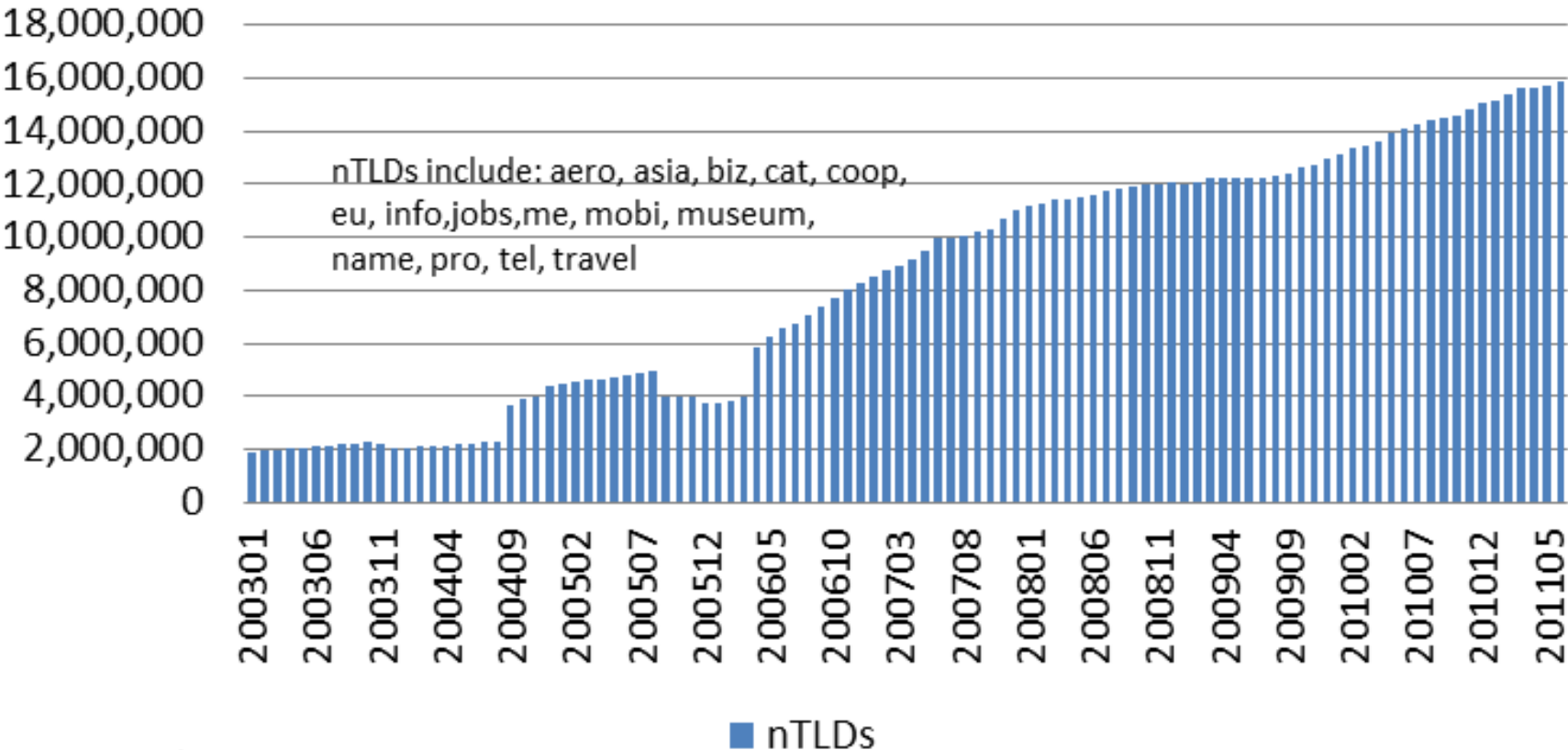


Is there a market for new TLDs?

An opportunity for:

- ✓ **New services**
 - ✓ **New business models**
 - ✓ **More choice**
 - ✓ **Better fit to customer needs**
 - ✓ **A tool for more effective marketing**
 - ✓ **A safer space to connect and transact**
 - ✓ **...**
- 

nTLD Volume



Source: Zooknic.com

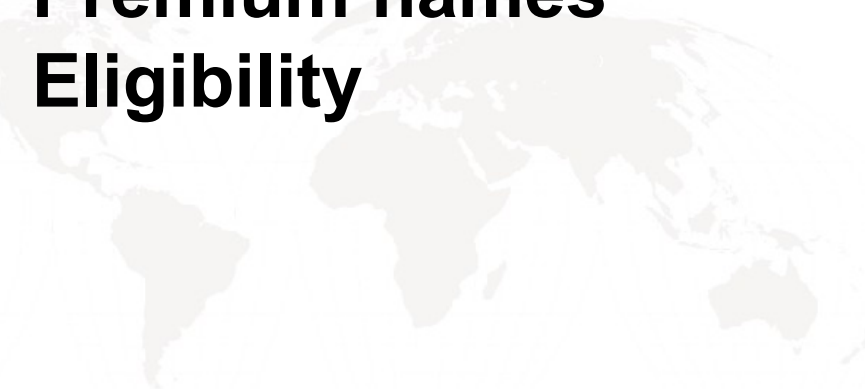


What defines a successful extension?

- ✓ **Numbers/Revenue**
- ✓ **Community adoption**
- ✓ **Brand recognition**

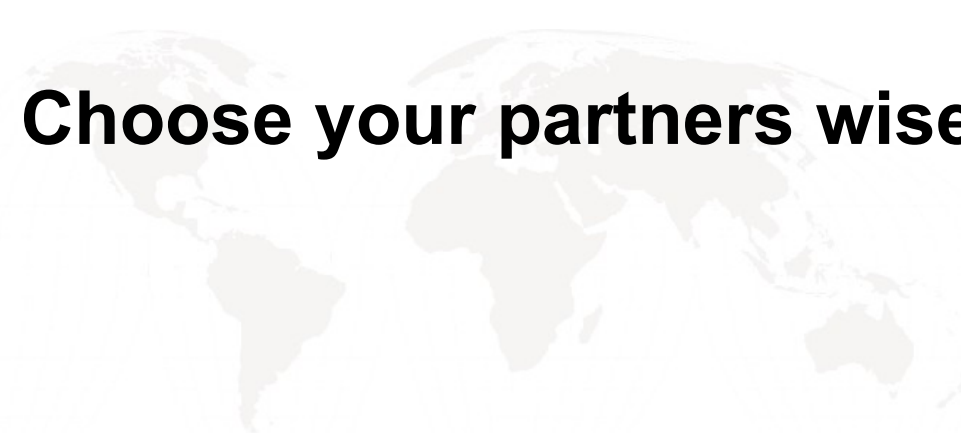


- ✓ **Things you can do with your own TLD:**
 - ✓ **Brand awareness**
 - ✓ **Consumer trust**
 - ✓ **Community building**

 - ✓ **It's your space on the Internet:**
 - ✓ **Premium names**
 - ✓ **Eligibility**
- 



So what does it take to get and launch your extension?

- ✓ **Provide value**
 - ✓ **A good plan with clear, reasonable goals**
 - ✓ **Know your market**
 - ✓ **Keep it simple**
 - ✓ **Choose your partners wisely**
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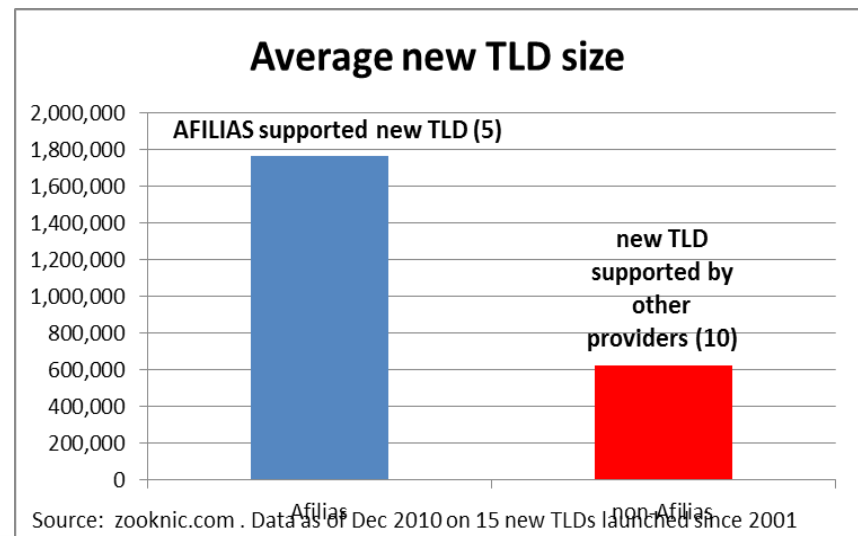


Believe in it! (nobody will do that for you!)

- ✓ **BUILD USAGE!**
- ✓ **Brands:**
 - ✓ **Build your marketing strategy around your “piece of Internet”**
- ✓ **Generics: e.g. .sports**
 - ✓ **Get some initial wins: Marquee names**
 - ✓ **Large companies; respected brands; popular personalities; famous places**
 - ✓ **Key: broad USE to build awareness and acceptance**
- ✓ **Geo's: cities, monuments, regions**
 - ✓ **Government must use it—for services/promotion**
 - ✓ **Tourism must use it**
 - ✓ **Encourage local businesses to use it**

How Afilias can help YOU

- ✓ **“Registry Services”**: Proven, turnkey registry system complete with DNS supporting 15 TLDs today
- ✓ **10 years of meeting all ICANN technical requirements**
- ✓ **New TLD experience to help you qualify, launch, run your new TLD**
 - ✓ **Technology**
 - ✓ **Links to registrars**
 - ✓ **Sunrise/Landrush/etc**





Thank you

AfiliasSM

The Expert in New TLDs