New TLDs, new markets, new opportunities

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Talking about new TLDs...

- 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**
- .info
- .org
- .mobi
- .Asia
- .aero

**ccTLDs**
- .bz
- NIC.HN
- NIC.AU
- .GI
- .IN
- .VC
- .LC
- .MN
- .SC
- .Me
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

nTLDs include: aero, asia, biz, cat, coop, eu, info, jobs, me, mobi, museum, name, pro, tel, travel

Source: Zooknic.com
What defines a successful extension?

- Numbers/Revenue
- Community adoption
- Brand recognition
Brand “protection” is so 1999...

- 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
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

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

Average new TLD size

Thank you