

Middle East DNS
Forum
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Elements of a Successful New TLD

2017: State of the Industry

- 27 million registrations
- 1,213 Operational TLDs
- 101 IDNs

Source:

<https://ntldstats.com/country>

Geographic Distribution

1. China: 46%
2. Whois Proxy: 23%
3. USA: 11%
4. Germany: 2.3%
5. Russia: 1.9%
6. UK: 1.6%
7. Japan: 1.3%
8. France: 1%
9. India: <1%
10. New Zealand: <1%

Top Ten TLDs By Volume

TLD	Top Country	Domains
.XYZ	China	5,977,693
.TOP	China	4,007,704
.LOAN	China	2,133,935
.WIN	China	1,038,364
.CLUB	China	960,180
.VIP	China	815,505
.WANG	China	798,173
.ONLINE	China	727,412
.SITE	China	514,859
.BID	China	464,677

Source: <https://namestat.org/>

Top Ten TLDs By Revenue

TLD	Top Country	Domains
.VIP	China	815,505
.信息 (knowledge)	China	88,998
.SHOP	China	201,226
.MOM	China	51,514
.KIWI	Australia	202,181
.SWISS	Switzerland	17,120
.XIN (trust)	China	364,516
.商城 (mall)	China	12,921
.REN	China	85,809
.BANK	USA	3,098

(Source: <http://dottba.com/new-gtld-infographic-2016-year-in-review/>)

2017: State of the Industry

- Sixty-Six Percent of all New Registries Are Losing Money
- China driving the market - Focus turning to “Use” licenses
- Trademark Owners – Sunrise Fatigue
- Domainers – Running out of money
- Registries are starting to Consolidate and Pivot

Registry “Exits”

- .ARCHI
- .BIO
- .BOSTON
- .BUZZ
- .STORAGE
- .IRISH
- .SKI

TLDs are Starting to Pivot

Schilling: big price increases needed to keep new gTLDs alive

Kevin Murphy, March 7, 2017, 18:18:13 (UTC), Domain Registries

Uniregistry is to massively increase the price of some of its under-performing new gTLDs in an effort to keep them afloat.

Sixteen TLDs from the company's portfolio of 27 will see price increases of up to 3,000% starting September 8, CEO Frank Schilling confirmed to DI today.

"We need more revenue from these strings, especially the low volume ones, without question," he said. "We can't push on a string and stoke demand overnight. So in order for that string to survive as a standalone it has to be profitable."

Source:
<http://domainincite.com/21603-schilling-big-price-increases-needed-to-keep-new-gtlds-alive>

Which TLDs are Thriving?

- Marketing Beyond Their Registrar Channel
- Revenue Prioritized Over Volume
 - No price cutting
- Differentiating Their TLD
- Building a Brand

In other words...Building a Business.

.BANK **Building a** **Trusted** **Brand**

- Compelling value proposition
- Investors come from industry
- Registrants restricted to banking industry
- Domains must correspond to existing rights
- Use requirements for websites and email
- Industry channel marketing

.BANK's Compelling Value Proposition

A more trusted and secure location for banking services online.

“No other industry has suffered more at the hands of cyber-criminals than the banking sector. In the last year alone, it's dominated headlines with everything from millions of pounds lost to countless customer data breaches, and as a result trust has fallen to an unprecedented low,”

Elements of a Successful TLD

1. Addresses a compelling business problem
2. Community-based registry ownership
3. Strict naming and eligibility criteria
4. Strict security requirements
5. Trade association marketing

.BANK Early Adopters

EnCirca
SOC 2 CERTIFIED
Domain Name Registrar



Lessons for the Middle East

- The TLD's "Brand" Matters
- Marketing is required to build the TLD
- New gTLDs will siphon users from legacy TLDs
- Legacy TLDs Need to Evolve to Compete
- Acceptance of IDN's has been slow

Thank You !

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