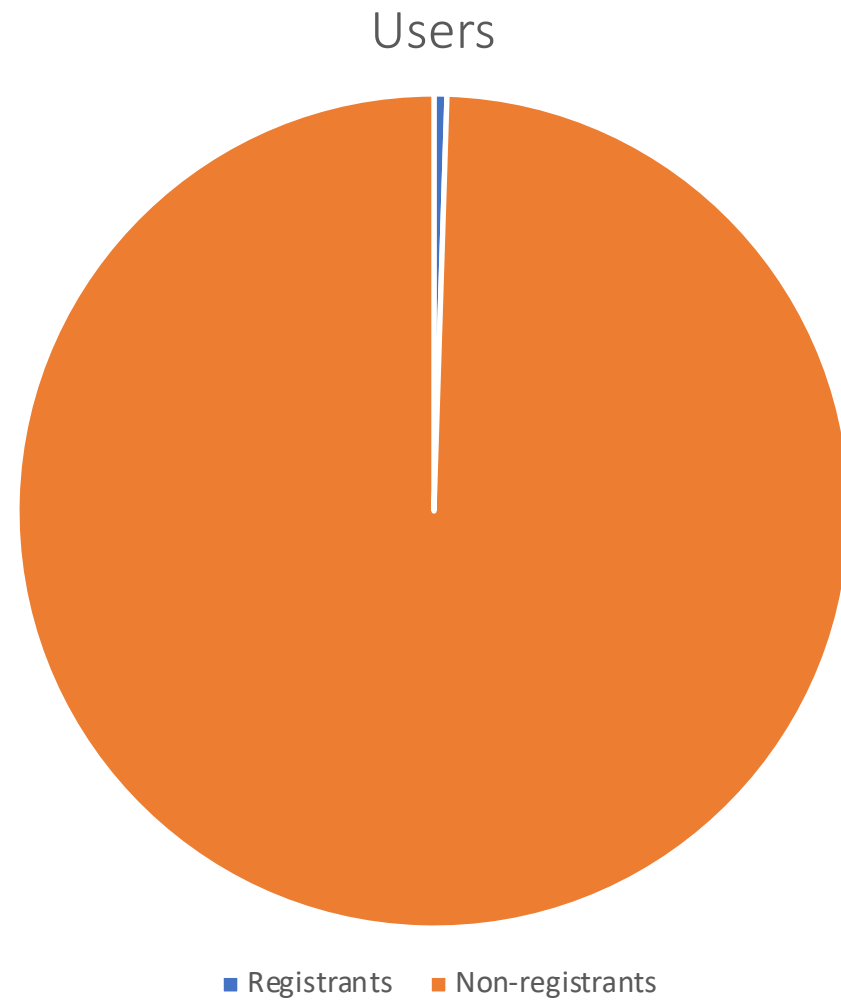


# .ORG (and others) Renewal

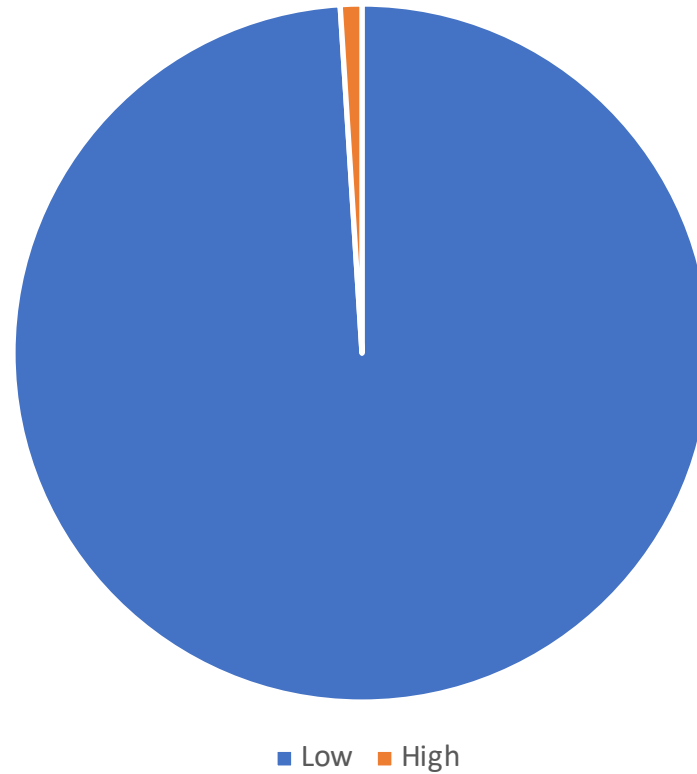
Jonathan Zuck

# End Users



# High vs Low Volume Registrants

Registration Volume



# Characteristics of High Volume Registrants

- High Price Sensitivity due to large portfolios
- Want "value" to be captured in the secondary market
- Higher likelihood of running afoul of Trademark

# Characteristics of non-Registrants

- Desire less string confusion
- Desire less DNS abuse (often associated with lower prices)
- Desire less fraud, phishing, etc.

# Characteristics of Low Volume Registrants

- Less sensitive to price due to low volume portfolios
- Prefer more availability in the primary market
- Prefer less string confusion
- Prefer cheaper conflict resolution (URS vs UDRP)

# Price Caps in .ORG

- Price Caps probably below "market value" (CCTRT)
- Any price increase comes with ability to lock price for 10 years
- Testing elasticity is a good thing most likely (CCTRT)

# Registry vs Registry Service Provider

- .IN shows that just providing registry services can be cheap
- But,
- Registries need to compete, market, etc.
- Registries will need to pay for new RPMs, etc.



# Where should the At-large fall?

- Focus on the majority (non and low volume registrants)
- Skip URS or support standardization?