



NOMINET

The good, the bad and the ugly Covid-19 impact on .UK

2 June 2020

Ellie Bradley

The good

- Domain registrations buoyant - rolling 21 day normalised YoY growth now at 37%
- Support fund introduced to help registrars support their customers
- Implications for renewals still to be determined – impact will lag – UK Government financial support maintaining ‘zombie’ businesses
- Leading indicators will provide some insight on recent registrations e.g. usage
- Move to remote working without impact on service levels
- No one is talking about Brexit!

- 100% increase in domains including *virtual, live, online, video and remote*
- Domains including *box and delivery* up 66%
- 100% increase in domains including *aid, community, help, safe, supplies and support*
- Domains referencing hygiene and virus management up 600%



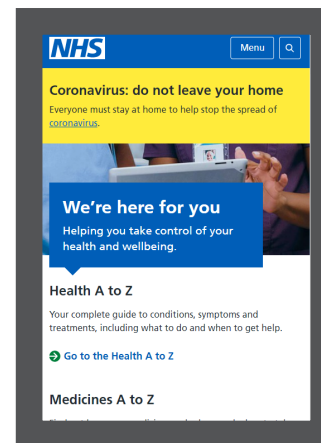
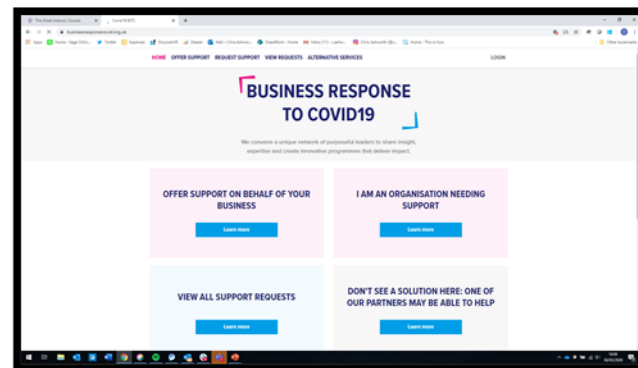
The bad

- Deploying existing technology and relationships to address criminality and suspicious activity
- *Domain Watch* identifies domains at the point of registration that are highly likely to be used for phishing
- AI + people = robust response
- Applicants are asked to pass further due diligence checks
- As at 20 May 2,849 'Covid' related domains suspended of which 1,047 have moved through to registration
- Work with established Law Enforcement partners ongoing



The ugly (and the opportunity)

- Existing digital divide amplified
- 1.9m people in the UK without internet access – significant implications for access to critical services and education
- Our response:
 - Zero rate access to healthcare advice services
 - Devices.Now
 - Supporting big business to support communities in need



Build back better

Respond

- Supporting Registrars and Registrants where possible
- Stepping up Domain Watch activity
- Pivoting public benefit work to respond
- Supporting children (and parents) during lockdown through Scouts *Great Indoors* programme

Adapt

- Establishing the 'new normal' for the registry and our staff
- Adapting to the broader mid term economic impact
- Supporting business resilience through Registry activities, support and education
- Moving forwards post Brexit

Reinvent

- What next?
- Must not lose impetus to address key societal issues around digital
- Opportunities for environmental sustainability



