.GE CCTLD REGISTRY

REFORM AND RESULTS

TELECOMMUNICATION COMPANY “CAUCASUS ONLINE”
TBILISI, 2022
- New Registration Model;
- Upgraded Software System (API → EPP);
- Key Principles of the Reform;
- .GE Statistics
NEW REGISTRATION MODEL

Before 2018 Caucasus Online was registry and registrar at the same time, but from 16th of April 2018 we did reform and introduced new registry-registrar model;

We did institutional reform and western ccTLD’s best practices were our guide to create totally new rules and procedures. We’ve taken Estonian model as a basis for our new one and based on recommendations from our partners, changed the whole system;

We signed memorandum with WIPO, to protect .GE domain name holders’ rights;

We created multi stake holder committee, which is composed of all interested bodies (ISP's, NGO, Government, GNCC and other interested organizations);

In 2019, we became full members of CENTR.
UPGRADED SOFTWARE SYSTEM

The implementation of an internationally recognized software system (EPP Protocol) for the Registry-Registrar model came into effect, which granted:

- Option of adding foreign registrars;
- Implementation of registrar portal;
- Upgrade of WHOIS SERVICE;
- Improvement of security system (LOCK)
KEY PRINCIPLES

- **Self-regulation and Independence**
  - Operates independently of any government structure

- **Orientation on International Standards**
  - Ensure a secure, stable and trusted domain registration system.

- **Competitive Environment**
  - Provide a diverse and free choice registrants.

- **Transparency**
  - Publicity of statistics.

- **Involvement of Stakeholders**
  - Consider the recommendations of the Internet community and all stakeholders within the advisory board.

- **Defending Rights**
  - Focus on data privacy and freedom of expression.
KEY PRINCIPLES-COMPETITIVE ENVIRONMENT

Registrars

<table>
<thead>
<tr>
<th>Year</th>
<th>Registrars</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>7</td>
</tr>
<tr>
<td>2022</td>
<td>19</td>
</tr>
</tbody>
</table>
REGISTRANTS AND REGISTRARS SATISFACTION SURVEY

**Research Company:**
ACT – Research and Consulting Company

**Goal of the Research:**
Satisfaction survey of domain registrants with registrars

**Research Tasks:**
- Satisfaction survey of the domain registration process
- Identify reasons for satisfaction and dissatisfaction with the domain registrar

**Sample Size**
745 interviews

**Target Segment**
10,000 registrants of .GE domain

[Graph showing satisfaction levels: 73% Promoters, 19% Passive, 8% Detractor]
Total .GE Portfolio: 54,200

New Registration vs Delete

<table>
<thead>
<tr>
<th>Year</th>
<th>New Registration</th>
<th>Delete</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>9,939</td>
<td>10,733</td>
</tr>
<tr>
<td>2019</td>
<td>13,523</td>
<td>12,128</td>
</tr>
<tr>
<td>2020</td>
<td>19,687</td>
<td>12,891</td>
</tr>
<tr>
<td>2021</td>
<td>17,398</td>
<td>14,987</td>
</tr>
</tbody>
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54,122
Redistribution of Domain Names by Zones

- .GE: 90.82%
- II Level: 8.74%
- 2 symbol: 0.44%
Redistribution of Domain Names Registered in .GE Zone

- Georgia: 95.31%
- Other Countries: 4.69%
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THANK YOU!