

The Journey to Launch البحرين & .BH



Agenda

- ◆ Project Challenges
- ◆ Legal Timeline
- ◆ .bh & البحرين Domain Name Deployment Plan Phases
- ◆ Operation Workflow (Registry / Registrar)
- ◆ Ministerial Fees Schedule
- ◆ Media Campaigns

Legal

- Rules Approval and Review
- RRA
- Dispute Resolution
- IANA approval for IDN
- Ministerial Fees Schedule

Technical

- Data Migration for more than 6000 DUMs.
- Incorrect data source from the Legacy Registrar

Marketing

- Website launch for official and consumer use.
- Registrar Onboarding
- Local Marketing campaign

Legal Timeline

Domain Name Registry Service



Ministerial
Resolution
Published in
October 2018

Royal Decree No
33 issued in **April
2019** Assigning
TRA the Authority
to manage DNS

Technical
Operations
Migrated from
Batelco on
August 2019

TRA and MTT worked on the
comments by LLOC on
Rules
November 2020

Technical
engaged for
technical project
in
March 2019

Operation Rules
submitted to MTT
in
April 2019

MTT started Rules
review with TRA
in **November
2019** and
completed in
June 2020.

LLOC
published
the Rules on
**10th August
2021.**

.bh & البحرين Domain Name Deployment Plan Phases

Migration

Sunrise (60 Days) & Grandfathering
[3rd November 2021 – 2nd January 2022]

Government Registration
[3rd November 2021 – 2nd May 2022]

Local Registration Phase (120 Days)
[3rd January 2022 – 2nd May 2022]

General Availability
[3rd May 2022]

Transfer the available zones from Batelco DNS to the TRA DNS.

COMPLETED 1st AUGUST 2019.

A 60 days Sunrise phase making .bh registrations exclusively available to trademark holders. And offering them . البحرين. at the same time.

This is to allow government agencies, departments and associated organizations to have domains .BH (at the second level) rather than gov.bh and to reserve the names. To run in parallel with Sunrise.

In this phase on local residents and entities will be allowed to register a .bh domain. The verification will be managed by Abu ghazala or by TRA as is managed now with checks. The phase will run for 120 days.

Domain Names will be made available at standard pricing through all globally accredited registrars and participating resellers. This will conclude the launch period for .bh & البحرين.

60 Days

120 Days

Ministerial Fees Schedule

Domain Name Zones	Registration Period (Year)				
	1	2	3	4	5
Domain Name of second level					
.bh	15	23	32	41	49
.البحرين	10	20	30	40	50
Domain Name of third level					
First Category .com.bh, .net.bh, .org.bh, .edu.bh	15	23	32	41	49
Second Category biz.bh, .info.bh, .cc.bh.	15	23	32	41	49
Third Category .name.bh, .me.bh	5	8	11	14	16

According to the ministry resolution Fees table a verification fees of 10 BD must be added to the Third level domain names that were registered **after the ministry resolution date**.

Domain Name Services Fees	BHD
Registrars Accreditation Fees	50
Sunrise Registration Fees	50
Third Level Domain Name Registration	10
Reactivation of domain name	10
Reconsideration Fees	100
Bulk Transfer Fees	0.1/domain
Lock Fees	30

Local

Social media engagement

- Instagram Account (Getyour.bh)

International

- Event Marketing
- Public relations
- Media advertising and article placement

Platforms

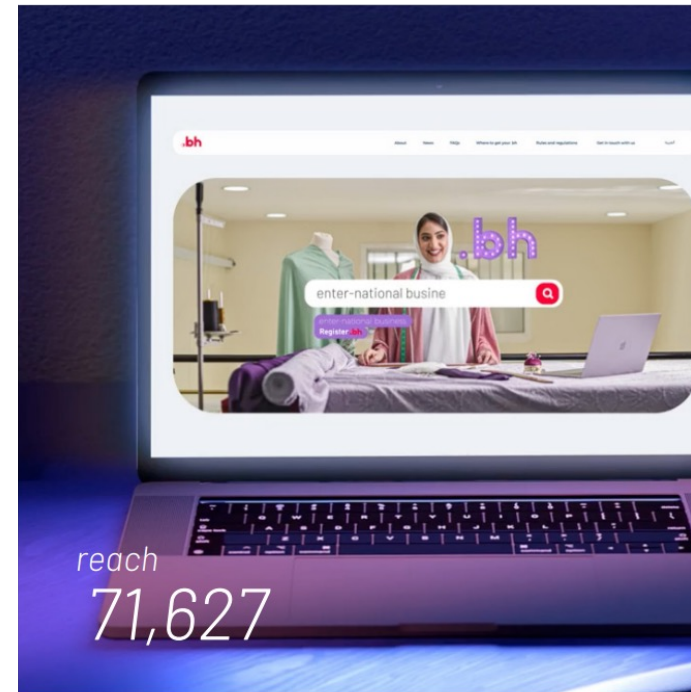
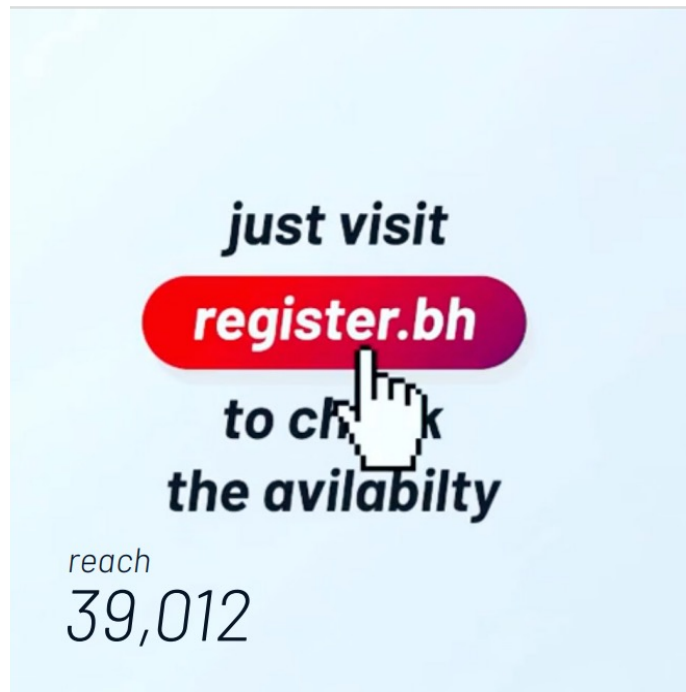
Register.bh

Registry website for the consumers

Domains.bh

Registry website for the registrars

Launching Period – Sunrise Phase



Describe your entrepreneur friend in emojis

reach
53,138

Mention a business you think needs to be famous.

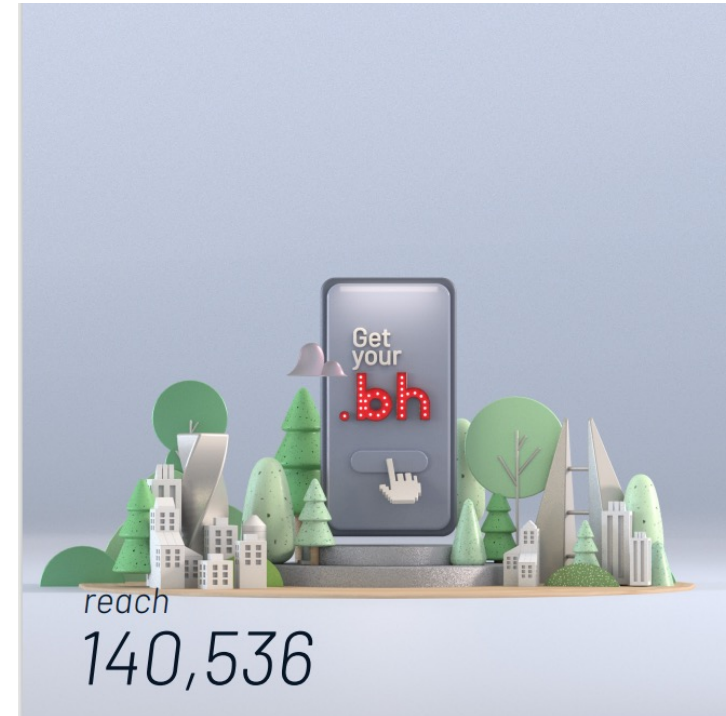
reach
41,298

Mention your favourite Bahraini Business that needs to have a website?

reach
42,465



[https://www.instagram.com/tv/CWQt1Xyj0tL/?utm_medium=copy link](https://www.instagram.com/tv/CWQt1Xyj0tL/?utm_medium=copy_link)



Thank You