The Journey to Launch
.BH & البحرين
Agenda

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

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
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


LLOC published the Rules on 10th August 2021.
### .bh & البحرين Domain Name Deployment Plan Phases

<table>
<thead>
<tr>
<th>Migration</th>
<th>Sunrise (60 Days) &amp; Grandfathering</th>
<th>Government Registration</th>
<th>Local Registration Phase (120 Days)</th>
<th>General Availability</th>
</tr>
</thead>
</table>

#### 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 .بحرين 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 & .بحرين.
Operation Workflow (Registry/Registrar)

TRA (Registry)
- Appoication final approval
- DN/Token Reservation
- Blacklist Words
- Billing
- Reporting
- Auth info Reservation

Verification Agent
- Application Verification

Registrars
- Upload Documents
- DN Registration
- Auto-Delete
- Auto-Renew
## Ministerial Fees Schedule

<table>
<thead>
<tr>
<th>Domain Name Zones</th>
<th>Registration Period (Year)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
</tr>
</tbody>
</table>

### Domain Name of second level
- `.bh`  
  - First Category: 15, 23, 32, 41, 49  
  - Second Category: 10, 20, 30, 40, 50  
- `.نﻳرﺣﺑﻟا`  
  - First Category: 15, 23, 32, 41, 49  
  - Second Category: 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

<table>
<thead>
<tr>
<th>Service</th>
<th>BHD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registrars Accreditation Fees</td>
<td>50</td>
</tr>
<tr>
<td>Sunrise Registration Fees</td>
<td>50</td>
</tr>
<tr>
<td>Third Level Domain Name Registration</td>
<td>10</td>
</tr>
<tr>
<td>Reactivation of domain name</td>
<td>10</td>
</tr>
<tr>
<td>Reconsideration Fees</td>
<td>100</td>
</tr>
<tr>
<td>Bulk Transfer Fees</td>
<td>0.1/domain</td>
</tr>
<tr>
<td>Lock Fees</td>
<td>30</td>
</tr>
</tbody>
</table>
Media Campaigns

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
Instagram engagement

Launching Period – Sunrise Phase

just visit register.bh to check the availability
reach 39,012

reach 71,627
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
Thank You