

# Experiences in the Domain Trade



CENTRALNIC GROUP PLC 2014

# THE DOMAIN NAME MARKET

- Internet users growing rapidly towards three billion people.
- With domain names approaching 300 million, domain names track internet users at approximately 10%.
- The main growth areas are the BRICS countries and emerging economies – China is already the biggest internet market in the world, and will soon be the largest market for domain names.
- The main drivers of growth include:
  - Increased smart phone sales – over 1 billion sold in 2013 alone
  - Government policies supporting the digital economy
  - The globalization of internet-based entrepreneurship



# ISSUES

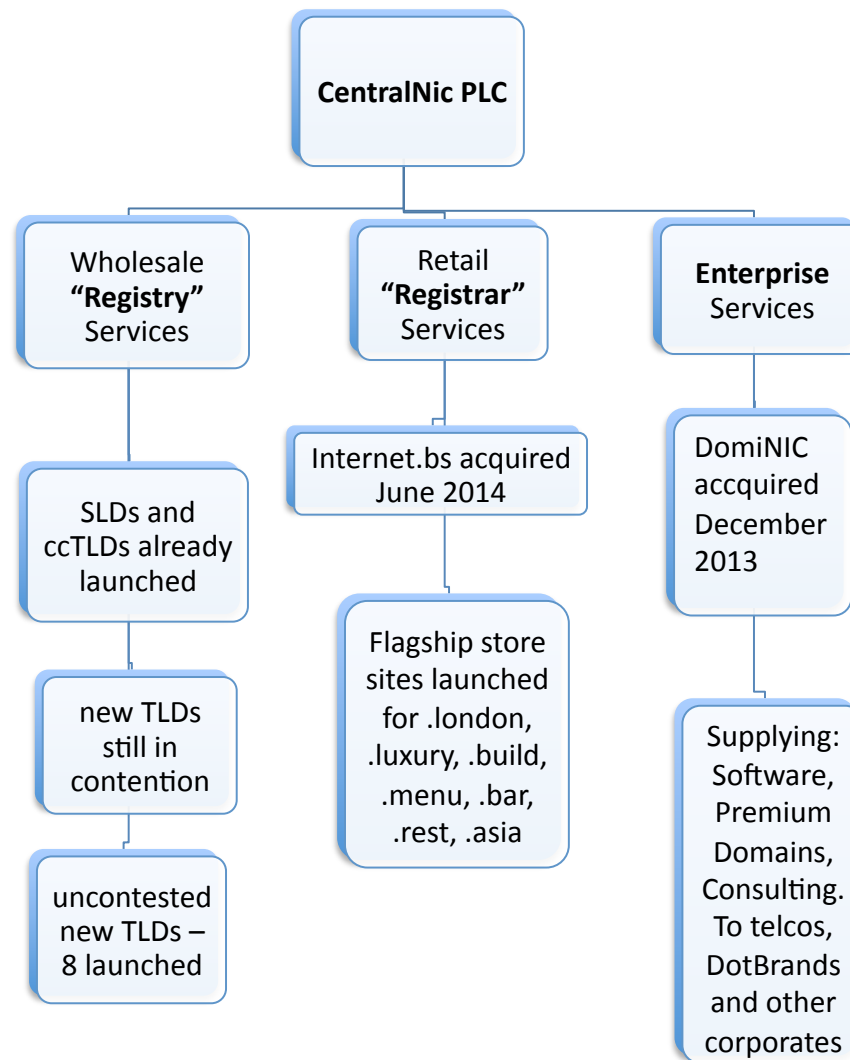
- DNS industry is failing to keep up with the pace of internet adoption.
- Old models of working have created “underserved regions”.
- Many ccTLDs have not truly launched and are stalled in their development
- The old guard have shown little interest in assisting
- People are largely turning to regulators, governments and not-for-profit organisations to assist, where the commercial sector has been to driving force up until now.



# CENTRALNIC OFFERS SOLUTIONS

- CentralNic is a relaunch of a 20-year-old company listed on the London Stock Exchange
- CentralNic has created an end-to-end global platform for domains that overcomes traditional distinctions between registries, registrars, and resellers.
- This platform supports governments, corporations and entrepreneurs in a united vision of websites for all
- We have a special service for country code operators
- We also have a unique enterprise service for telcos, which we believe is the strongest solution for underserved markets.





# CENTRALNIC'S DOMAINS

## 35 SLD Extensions

.uk.com	.cn.com
.us.com	.eu.com
.gb.net	cn.com
.gb.com	.gr.com
.se.net	.ar.com.
.se.com	uy.com
.no.com	.cn.com
.uk.net	.us.org
.br.com	.com.de
.de.com	.jp.net
.za.com	.ru.com
.sa.com	.kr.com
.qc.com	.jpn.com
.hu.com	.ae.org
.in.net	co.com
.eu.com	com.se
.com.de	mex.com



## New gTLDs Launched



## Uncontested – approaching launch

**.tickets**

**.REIT**

**.college**

**.FEEDBACK**

**.space**

**.CONTACT**

**.realty**

**.SITE**

**.FAN**

**.design**

**.online**

**.FANS**

## In contention resolution

**.café**

**.school**

**.golf**

**.style**

**.art**

**.gay**

**.app**

**.news**

**.chat**

**.forum**

**.llc**

**.africa**

**.love**

**.blog**

**.web**

**.gay**

**.store**

**.ping**

**.music**

**.doctor**

**.baby**

**.chat**



# RANKING OF REGISTRY SERVICE PROVIDERS

## Registry Backend Breakdown

Backend	new gTLDs	Domains	% Share
1. Donuts Inc.	152	1,037,353	33.63%
2. CentralNic	12	731,482	23.72%
3. Neustar Inc.	23	224,256	7.27%
4. TLD-BOX Registrydienstleistungen GmbH	7	197,734	6.41%
5. Uniregistry Inc.	17	142,191	4.61%
6. Verisign, Inc.	5	118,106	3.83%
7. ZDNS	10	113,652	3.68%
8. Rightside Registry	33	106,690	3.46%
9. Afilias Limited	40	98,957	3.21%
10. Minds + Machines Ltd	24	93,071	3.02%
11. China Internet Network Information Center	2	63,272	2.05%
12. AFNIC	5	54,091	1.75%
13. GMO Registry, Inc.	10	32,233	1.05%
14. Knipp Medien und Kommunikation GmbH	5	27,566	0.89%
15. ARI Registry Services	11	14,327	0.46%
16. CORE Association	10	10,709	0.35%

SOURCE: ntlstats.com, 4 November 2014



# CENTRALNIC DOMAINS

## DOTBRAND SOLUTIONS

Clients include:

**.the**guardian  
**.Observer**

**.etisalat**  
اتصالات

**KFH**  
بيتك  
Kuwait Finance House

**.STC** GROUP

**.VIVA**

**.AXIS**

Saudi Telecom

**.WME**  
William Morris Agency

**.REIT**  
Real Estate Investment Trusts

كيوتل  
**.Qtel**  
**.mozaic**  
موزايك  
Qatar Telecom





# CENTRALNIC DOMAINS - ccTLDs



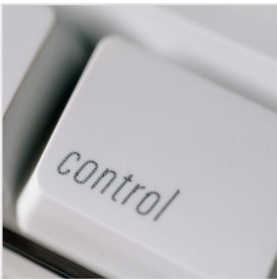
**PLUS TWO OTHERS  
UNDER NDA**



Additional revenues  
– without additional  
investment



Upgrade your  
systems to match  
New TLD standards



Maintain control



Improve global  
availability and sales



# SALES & DISTRIBUTION

instant global distribution channel

CentralNic's network includes 1,500 registrars and 100,000 resellers (90% of registrars worldwide)



# MARKETING

co-marketing with leading registrars 



# CentralNic's Solution for telcos: DomiNic

In December 2013 CentralNIC acquired DomiNIC, the global leading product in Domain & DNS management.

## **DomiNIC is**

- ❑ World's most advanced integrated domain management software
- ❑ An independent software
- ❑ An in-house solution and deployed on telecoms site

## **DomiNIC Features**

- ❑ DNS provisioning platform for real time provisioning of forward and reverse zones
- ❑ gTLD, ccTLD, ngTLD domain robot with self service GUI

## **DomiNIC Benefits For Telcos**

- ❑ DomiNIC is scalable
- ❑ DomiNIC is high available
- ❑ DomiNIC is secure
- ❑ DomiNIC is easy to integrate

## **DomiNIC Scales**

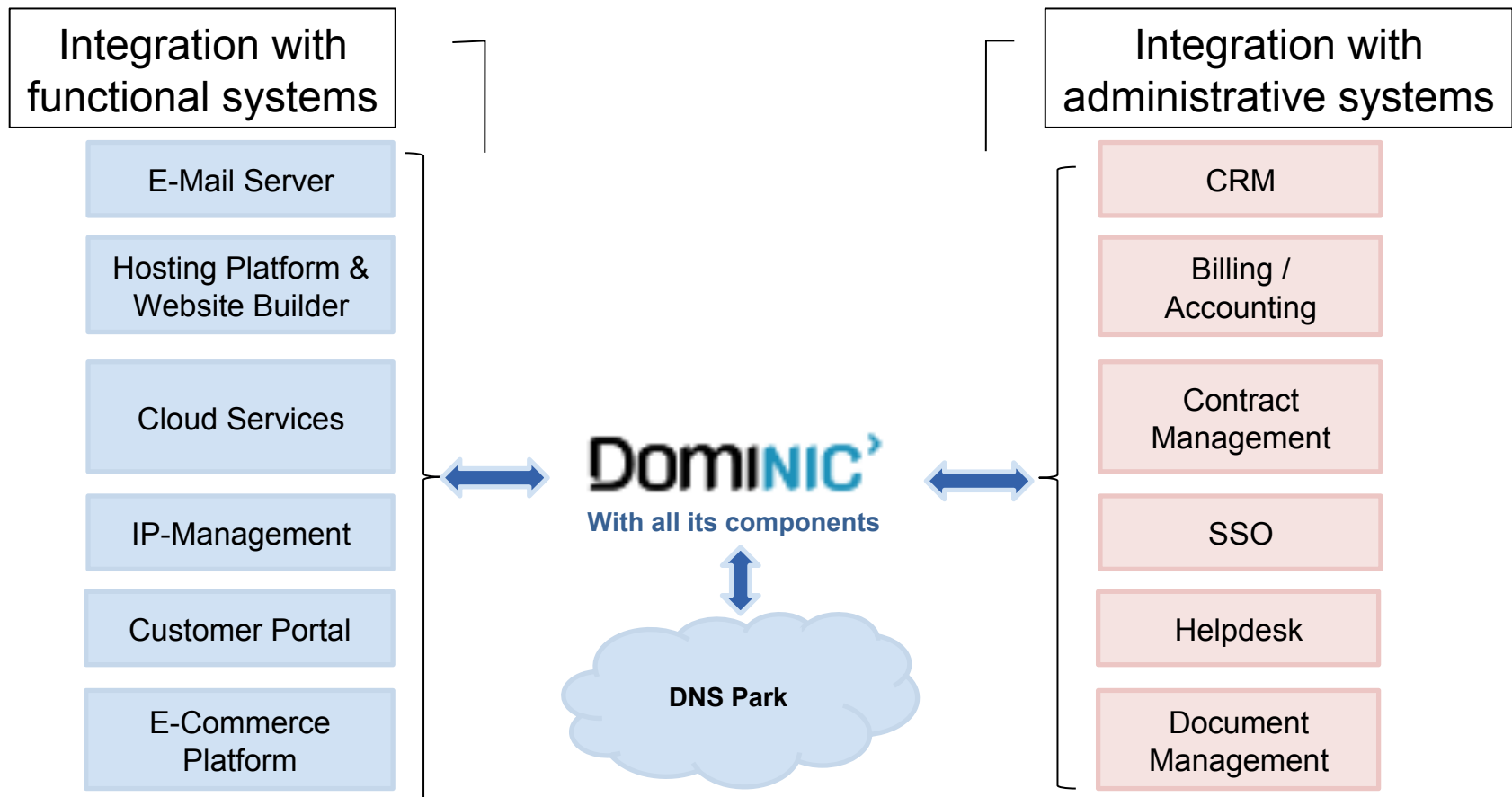
- ❑ From simple installations to OSS / BSS architectures
- ❑ Based on a "pay as you grow" licence



# Architecture

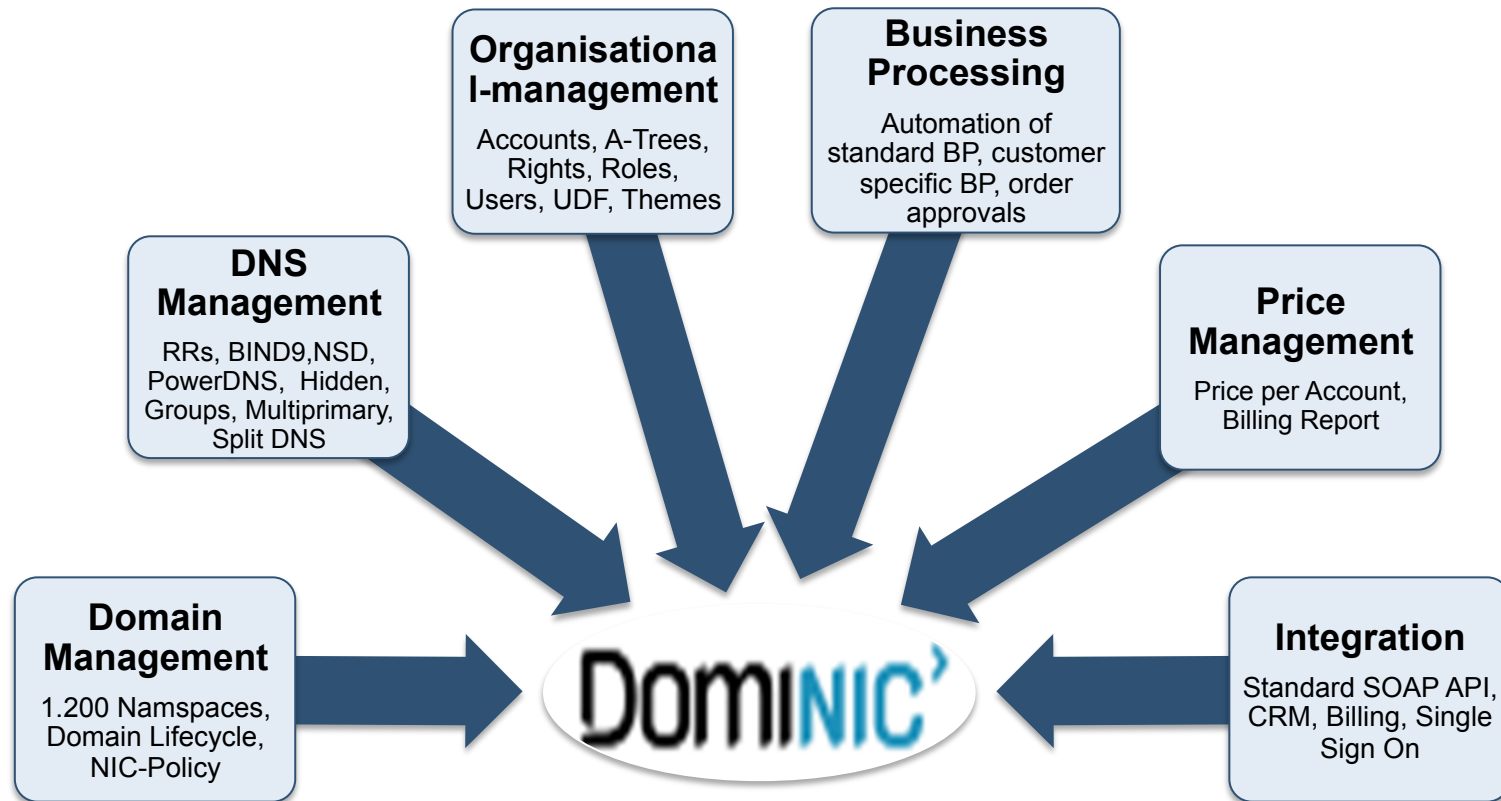
## *Horizontal Integration View*

The architecture of DomiNIC allows an integration into various systems and an orchestrating of business processes.



# Architecture

## Features



# Thank You



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