



ICANN Registrar Accreditation

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Topics

- Benefits of ICANN accreditation
- Pre-application considerations
- New registrar requirements
- Application overview
- Registrar fees
- Application process overview
- Common issues and problems
- Questions

Benefits of Accreditation



- reputation by accreditation
- gTLD registry access
 - selection of strings & services
 - direct API access
 - registry-level pricing
 - access to batch pool
- direct participation @ ICANN (Registrar Stakeholder Group)
- ICANN outreach & educational events

Important Considerations



- annual accreditation fees: typically \$5,000-8,000 USD
- compliance obligations
- contract & account funding required for each TLD
- reseller pricing can be extremely competitive
- insurance policy required

Noteworthy New Requirements



- CEO compliance certification
- 24x7 abuse complaint handling
- data validation & verification
- enhanced data retention
- proxy accreditation program
- reseller agreements & enforcement
- registrant benefits & responsibilities

Application Overview

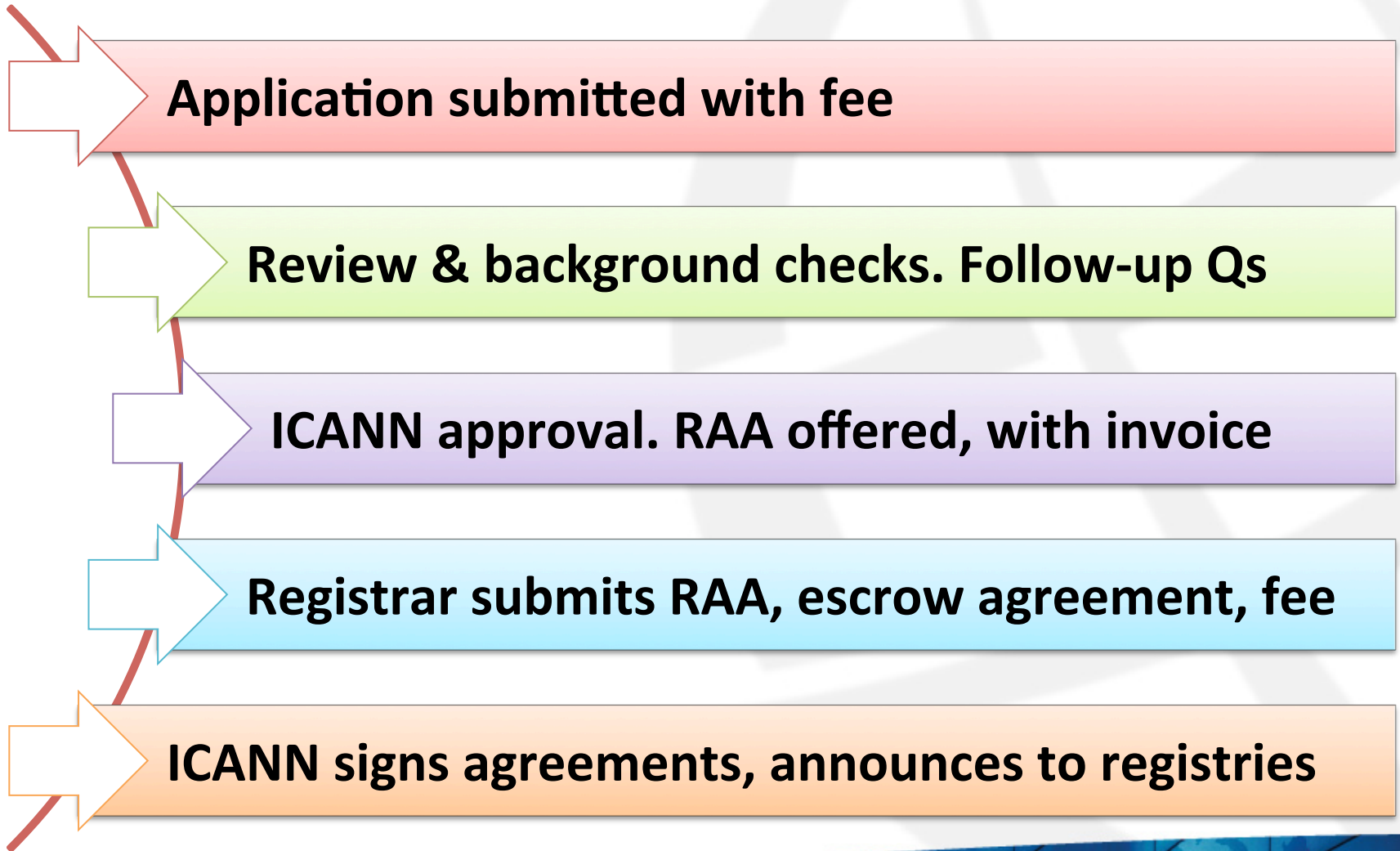
- **business plan**
 - used to assess applicant qualifications and staffing levels
- **operational & technical capabilities**
 - security, resiliency, etc.
 - contractual compliance
- **capitalization**
 - access to \$70,000 USD working capital
- **risk management / insurance**
 - continuity planning



Fees

- application fee: \$3,500 USD
 - annual accreditation fee: \$4,000 USD
 - quarterly variable fee: approx. \$1,000 USD per quarter
 - possibility of 2/3 reduction for smaller registrars
 - transaction fee: \$0.18 USD per “transaction-year” (add, renew, transfer)
- + *fees paid to registries*

Application Process



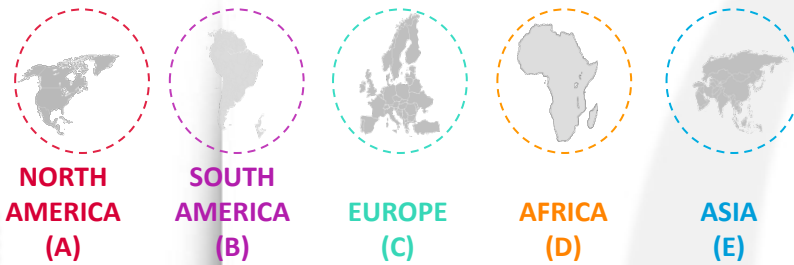
Common Application Issues



- incomplete / non-specific responses
- missing documentation
- potential compliance issues
- Insufficient capitalization
- applicant background questions

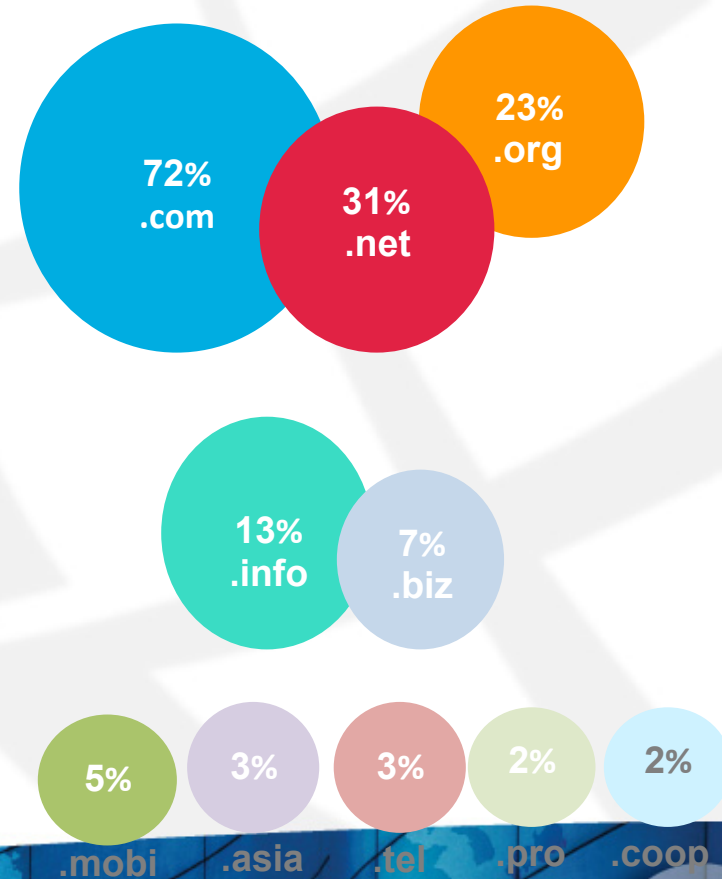
In which gTLDs are domain names currently registered

.com is favored by three quarters of registrants; followed by .net and .org.
 .info and .biz are used more prevalently in North America than seen elsewhere.



	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
.com	84% BCDE ●	75% C	53% ●	79% CE ●	72% C
.net	42% BCDE ●	32% D	27% ●	25% ●	32% CD
.org	40% BCDE ●	23% E	24% E	24% E	18% ●
.info	19% BCDE ●	9% ●	14% BD	9% ●	13% B
.biz	14% BCDE ●	3% ●	9% BDE	5%	6% B ●
.mobi	6% B	3%	5%	6%	5%
.asia	3% D	1% ●	3% D	<1% ●	4% BD ●
.tel	1% ●	3%	2%	1% ●	4% AD ●
.pro	2% D	1% D	3% D	0% ●	3% BD ●
.coop	1%	2%	2% D	<1% ●	3% D ●

TLDS USED – TOTAL



Letters indicate significantly higher than region. ● Green = Region vs. Total, ● Red = Higher, ● Green = Lower. Respondents were shown a list including a fixed set of TLDS and some targeted to the individual region. They could select multiple choices from the list.

Awareness of new gTLDs

Two-thirds of registrants are aware of at least one new gTLD.

Asia and South America report heightened awareness relative to registrants in North America, Europe, and Africa.



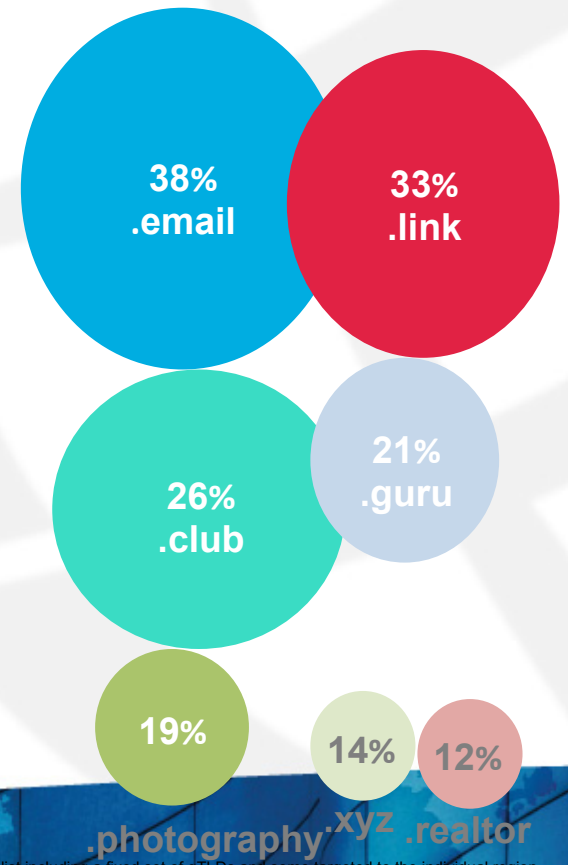
NORTH AMERICA (A) **SOUTH AMERICA (B)** **EUROPE (C)** **AFRICA (D)** **ASIA (E)**

Aware of any below	59% ●	66% ACD	58% ●	58% ●	70% ACD ●
.email	33% ●	42% AD	35%	33% ●	41% ACD ●
.link	22% ●	43% ACDE ●	24% ●	35% AC	37% AC ●
.club	24% D	25% D	22% ●	17% ●	30% ACD ●
.guru	29% BCE ●	22% C	15% ●	24% C	20% C
.photography	23% CD	19%	17%	14% ●	20% D
.xyz	12%	10% ●	13%	9% ●	17% ABCD ●
.realtor	28% BCDE ●	5% ●	7% ●	6% ●	12% BCD

Letters indicate significantly higher than region. Region vs. Total. Higher. Lower.

TOTAL AWARENESS BY NEW DOMAIN EXTENSION – TOTAL

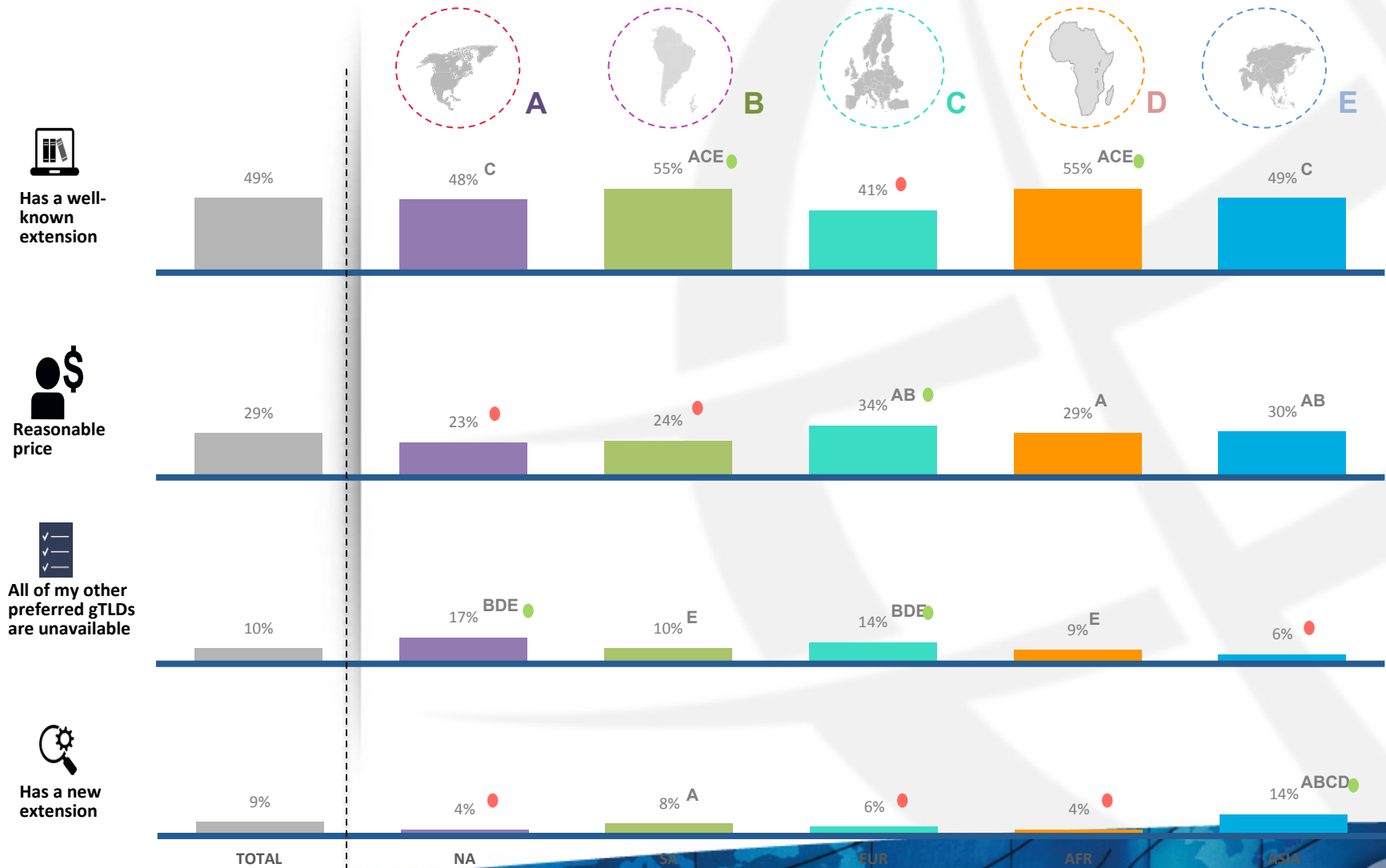
65% Aware of Any



Respondents were shown a list including a fixed set of gTLDs and some targeted to the individual region.

Factors in gTLD purchase

Having a well-known extension is the main factor across the board in determining which gTLD to purchase.



Letters indicate significantly higher than region. Region vs. Total ● Higher Lower



Questions?

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Thank You