ccTLD Managers and Registrars: What is the Impact of the new gTLDs on the ccTLDs’ registration and growth?

DotAsia Experience

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Growth & Distribution of New gTLD Registrations
### Top 10 New gTLD Registrars (June 2016)

- 6 out of top 10 from Asia

<table>
<thead>
<tr>
<th>Registrar</th>
<th>Domains</th>
<th>% Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Chengdu West Dimension Digital Technology Co., Ltd.</td>
<td>4,425,616</td>
<td>20.02%</td>
</tr>
<tr>
<td>2. Alpnames Limited</td>
<td>2,143,885</td>
<td>9.70%</td>
</tr>
<tr>
<td>3. Uniregistrar Corp</td>
<td>2,038,241</td>
<td>9.22%</td>
</tr>
<tr>
<td>4. NameCheap, Inc.</td>
<td>1,339,923</td>
<td>6.06%</td>
</tr>
<tr>
<td>5. Alibaba Cloud Computing Ltd. d/b/a HiChina (<a href="http://www.net.cn">www.net.cn</a>)</td>
<td>1,231,256</td>
<td>5.57%</td>
</tr>
<tr>
<td>6. GoDaddy.com, LLC (GoDaddy Group)</td>
<td>1,224,199</td>
<td>5.54%</td>
</tr>
<tr>
<td>7. GMO Internet Inc.</td>
<td>1,223,184</td>
<td>5.53%</td>
</tr>
<tr>
<td>8. eName Technology Co., Ltd.</td>
<td>1,056,080</td>
<td>4.78%</td>
</tr>
<tr>
<td>9. PDR Ltd. d/b/a PublicDomainRegistry.com</td>
<td>967,159</td>
<td>4.38%</td>
</tr>
<tr>
<td>10. West263 International Limited</td>
<td>482,048</td>
<td>2.18%</td>
</tr>
</tbody>
</table>
No substantive impact on ccTLD domain registration numbers
Domain Name Marketplace Changes

• Registrar Shelf-Space Evolution
• Registrar Promotion Attention Span
• Registrar Accreditations Increase
• Registry Marketing Programs
Accredited Registrars for .Asia

- 2013: 156 in Production
- 2014: 171 in Production
- 2015: 194 in Production
- 2016: 250 in Production

from.Asia / for.Asia
|------|----------|----------|----------|--------------|--------------|-------------|---------|-------|--------------|-------------|
10,000,000 SMEs in India

Only 500,000 Has a website
Registry Marketing Programs

Pioneer (Early Adopter) Domains
Celebrity Domains / Endorsements
Live / Feature Domains
Startups & SMEs
Mascot & Other Applications
Realize the Great Value of a “.Asia” Domain for Your Business:
About Ajitora

Ajitora is a Tx2 Ambassador and a PR character of DotAsia (http://www.ajitora.asia). Tx2 is supported by WWF, Global Tiger Forum (GTF), TRAFFIC, etc., and a vision by the 13 tiger range countries (China, India, Malaysia, Indonesia, Thailand, Cambodia, Vietnam, Nepal, Laos, Bhutan, Bangladesh, Myanmar and Russia) to #doubletigers in the wild by 2022, the next year of the tiger.

The Internet is the #1 threat to wild tigers. Proliferation of illegal wildlife trade online coupled with abusive mining of social media data for criminal poaching and deforestation, threaten the survival of tigers and other wildlife. Ajitora is the center point of a multi-dimensional campaign from technology, Internet governance policy, to consumer market engagement.

Tigers are a symbol for Asia. The Ajitora movement and Tx2 are not only about tigers, but about bringing awareness of how we are all connected for sustainable development and a collaborative Asia. As the Asian Tiger economies roar forward in the Asia Century ahead, our wildlife, technology and policy environments should be Roaring Forward Together!
THE GLOBAL GOALS
For Sustainable Development

FUTURE FRIENDLY.

ajitora.asia

INDIVIDUAL WELL-BEING

1. POVERTY
2. ZERO HUNGER
3. GOOD HEALTH AND WELL-BEING
4. QUALITY EDUCATION
5. GOOD WORK AND ECONOMIC GROWTH
6. CLEAN WATER ANDSanitation

ECONOMIC INFRASTRUCTURE

7. AFFORDABLE AND CLEAN ENERGY
8. INDUSTRY, INNOVATION AND INFRASTRUCTURE
9. SUSTAINABLE CITIES AND COMMUNITIES
10. RESPONSIBLE CONSUMPTION AND PRODUCTION

EQUITABLE SOCIETY

5. WOMEN'S HUMAN RIGHTS
6. ACTION ON GREATER EQUALITY
7. HEALTH AND WELL-BEING
8. DECENT WORK AND ECONOMIC GROWTH
9. SUSTAINABLE CITIES AND COMMUNITIES

NATURAL ENVIRONMENT

13. CLIMATE ACTION
14. LIFE ON LAND
15. LIFE BELOW

TX2

16. PLACE FOR PEOPLE AND PLANET
17. PARTNERSHIPS FOR THE GOALS
Universal Acceptance Quick Guide
What Does “Universal Acceptance” Mean?

Universal Acceptance (UA) is the state where all valid domain names and email addresses are accepted, validated, stored, processed and displayed correctly and consistently by all Internet-enabled applications, devices and systems. Due to the rapidly changing domain name landscape, many systems do not recognize or appropriately process new domain names, primarily because they may be more than three characters in length or in a non-ASCII format. The same is true for email addresses that incorporate these new extensions.

The Universal Acceptance Steering Group (UASG), established by Internet Corporation for Assigned Names and Numbers (ICANN), is a community-led, industry-wide initiative working on creating awareness and identifying and resolving problems associated with the universal acceptance of domain names. The purpose of these efforts is to help ensure a consistent and positive experience for Internet users globally.

For more information on the UASG and recent developments, visit: https://goo.gl/k8Byax.

Software and online services support Universal Acceptance when they offer the capabilities listed above for all domains and email names.

Note that accept, validate and process are treated as distinct in this document. In actual practice these capabilities may overlap.
Future…
Users Search in Their Native Language
How many APPs would a user download? Really...
Internet of Things

冰箱.王某.网站

烤箱.王某.网站

电视.王某.网站

厨房.王某.网站

Internet of Names

域名网
Universal Acceptance is about Consumer Trust

We are in this together
Strategic Value & Network
Identities that Connect with People
Every .Asia Domain Contributes to Internet Development in Asia