.au direct – Australia’s newest domain namespace

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Namespaces sizes

As at 31 August 2021

- com.au: 3,040,605
- net.au: 217,101
- org.au: 0
- id.au: 0
- asn.au: 0
Innovating in the .au domain

- High demand for .au names
- Keep pace with community change and expectations
- International innovations
A new .au namespace

• Short, simple and effective
• Easy to recognise
• Easier to type
• Easier to recall
• Launching 24 March 2022
Benefits of .au direct

- .au direct will:
  - Deliver a wider choice of available names in the .au domain
  - Allow users to register shorter, more memorable domain names
  - Provide names that are easier to display on mobile devices
Priority Allocation

• Why is it necessary?
  • More than one registrant may be eligible to apply for the same .au direct name
Priority Allocation explained

- The Priority Allocation was co-designed with stakeholders
- Pre-existing registrants are provided priority to apply for an exact match
- Priority Allocation Period is six months following launch
All existing names are put into Priority Hold for the six-month Priority Period, but any new name can be registered.

Any Priority Hold name with no application is released to the general market.
Uncontested names

- Only one applicant
- They are the holder of the exact match of the .au direct name in another .au namespace
- Allocated .au direct name on a one-year licence
Contested names

- Each holds the same name in different .au namespaces
  - Jane holds getyour.com.au
  - Joe holds getyour.org.au
- Each must apply for Priority Status
- Priority Category 1 applicant will have priority
- If both Priority Category 1, move to negotiate
- If both Priority Category 2, allocated to earliest applicant
End of Priority Allocation Period

- 20 September 2022
- Where no applications have been received, or the name is not in contention, .au direct names will be available to the public on a first-come, first-served basis.
Find out more

- Accredited .au registrars:
- Visit auDA.org.au/audirect
  - Fact Sheet
  - Priority Allocation Process
  - Namespace Implementation Rules
Thank you
## Priority Application example

<table>
<thead>
<tr>
<th>Party</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domain name</td>
<td>getyour.com.au</td>
<td>getyour.net.au</td>
<td>getyour.org.au</td>
<td>getyour.id.au</td>
<td>A &amp; B go into conflict resolution</td>
</tr>
<tr>
<td>Case 1</td>
<td>Applied</td>
<td>Applied</td>
<td>Applied</td>
<td>Applied</td>
<td>B gets getyour.au</td>
</tr>
<tr>
<td>Case 2</td>
<td>Applied</td>
<td></td>
<td>Applied</td>
<td>Applied</td>
<td></td>
</tr>
<tr>
<td>Case 3</td>
<td></td>
<td></td>
<td>Applied</td>
<td>Applied</td>
<td>C gets getyour.au, as creation date of getyour.org.au is before getyour.id.au</td>
</tr>
<tr>
<td>Case 4</td>
<td></td>
<td></td>
<td></td>
<td>Applied</td>
<td>D gets getyour.au</td>
</tr>
</tbody>
</table>