

.au direct – Australia's newest domain namespace

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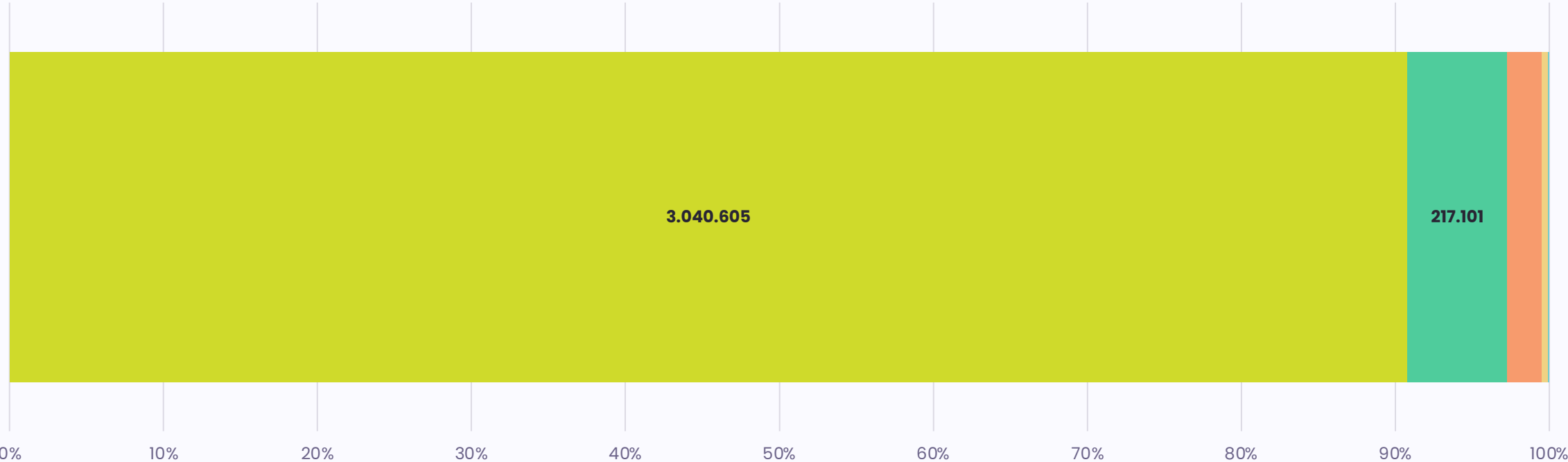
ccTLD News Session: 6 October 2021

**.au Domain
Administration Ltd**



Namespaces sizes

com.au net.au org.au id.au asn.au



As at 31 August 2021

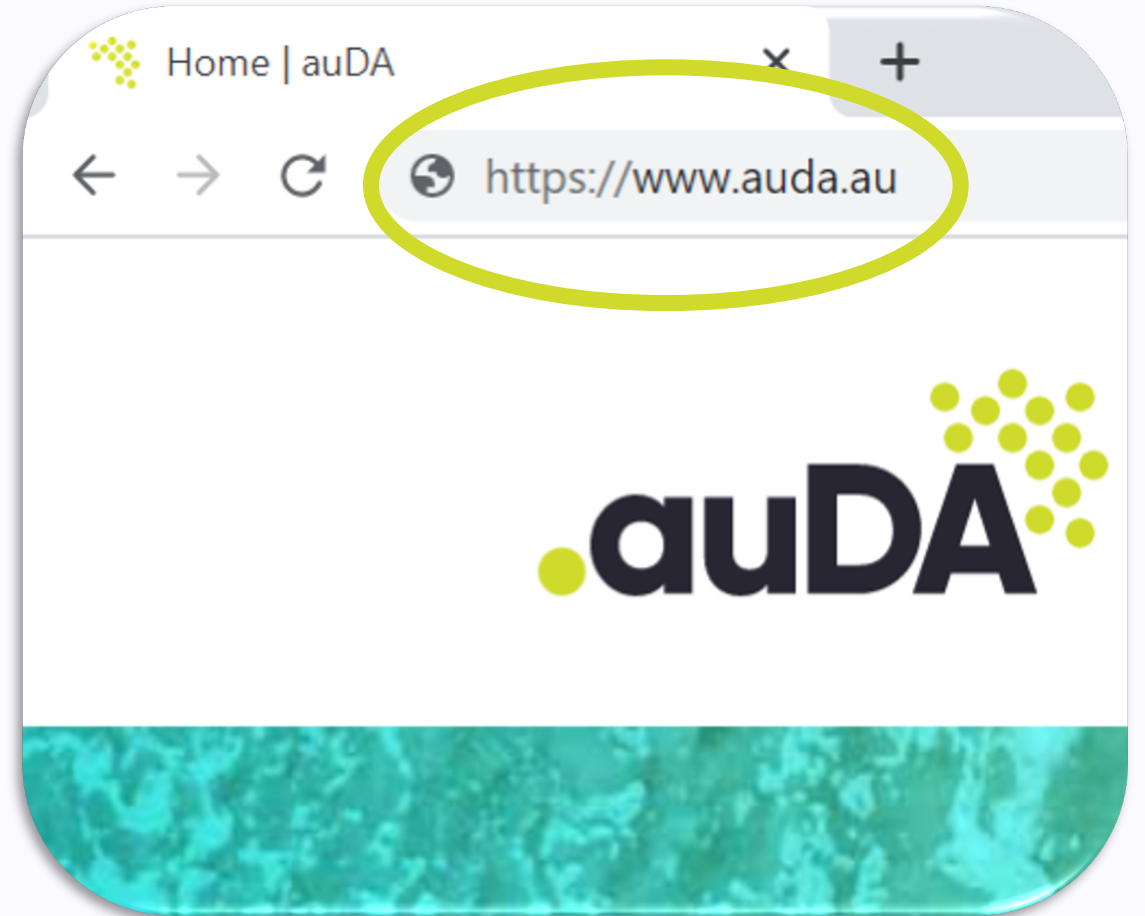
Innovating in the .au domain

- 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

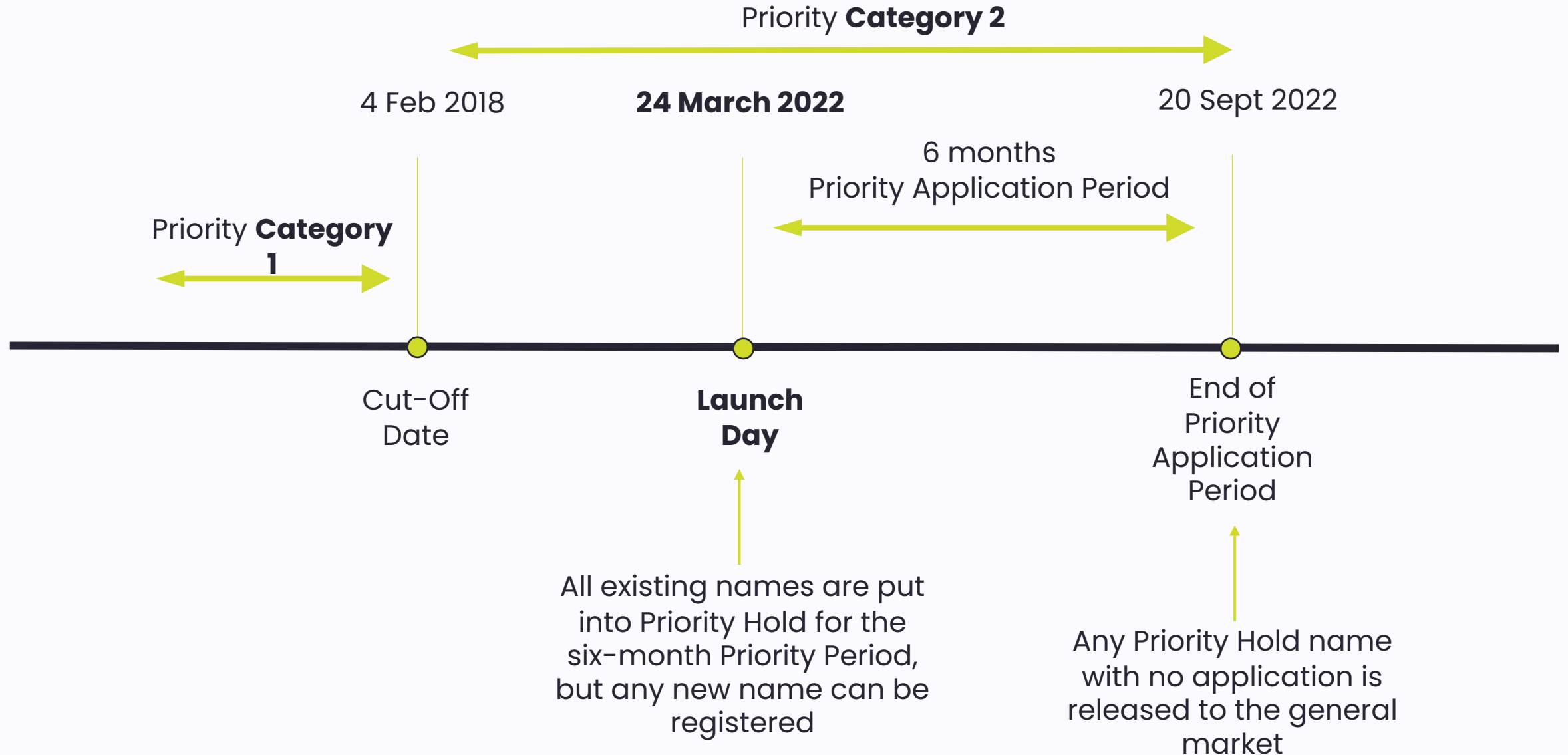


Priority Allocation explained

- 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



Priority Allocation Process timeline



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:
- <https://www.auda.org.au/accredited-registrars>
- Visit **auDA.org.au/audirect**
 - Fact Sheet
 - Priority Allocation Process
 - Namespace Implementation Rules



Thank you

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Appendix

Priority Application example

Party	A	B	C U T O F F D A T E	C	D	Result
Domain name	getyour.com.au	getyour.net.au		getyour.org.au	getyour.id.au	
Creation Date	Jan-2005	Feb-2010		Mar-2018	Aug-2018	
Case 1	Applied	Applied		Applied	Applied	A & B go into conflict resolution
Case 2		Applied		Applied	Applied	B gets getyour.au
Case 3				Applied	Applied	C gets getyour.au, as creation date of getyour.org.au is before getyour.id.au
Case 4				Applied	D gets getyour.au	