



25 years .PT EuroDIG 2013

*The new gTLD's: new market
challenges, impact on ccTLDs*

speaker *Kelly Salter*



Domain Product Management & Registry Relations for Dada Group

From September 2011 has managed the relationships with all Domain registries and authorities.

Kelly has worked within the internet since 2004 and joined the Dada group in January 2008 where she has specialized in the domain name industry.

Kelly.salter@dada.eu

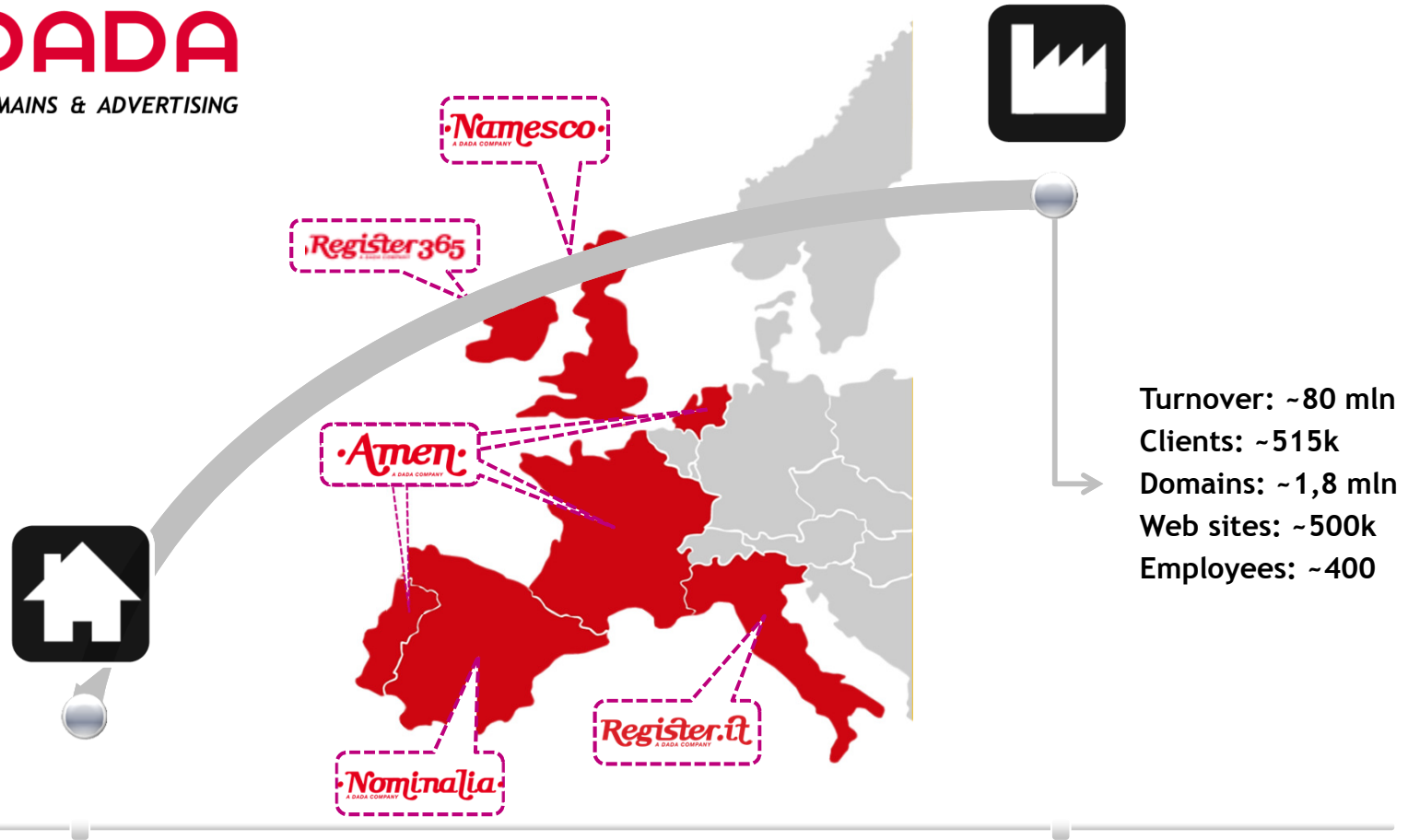
DADA
history
overview





DADA

DOMAINS & ADVERTISING

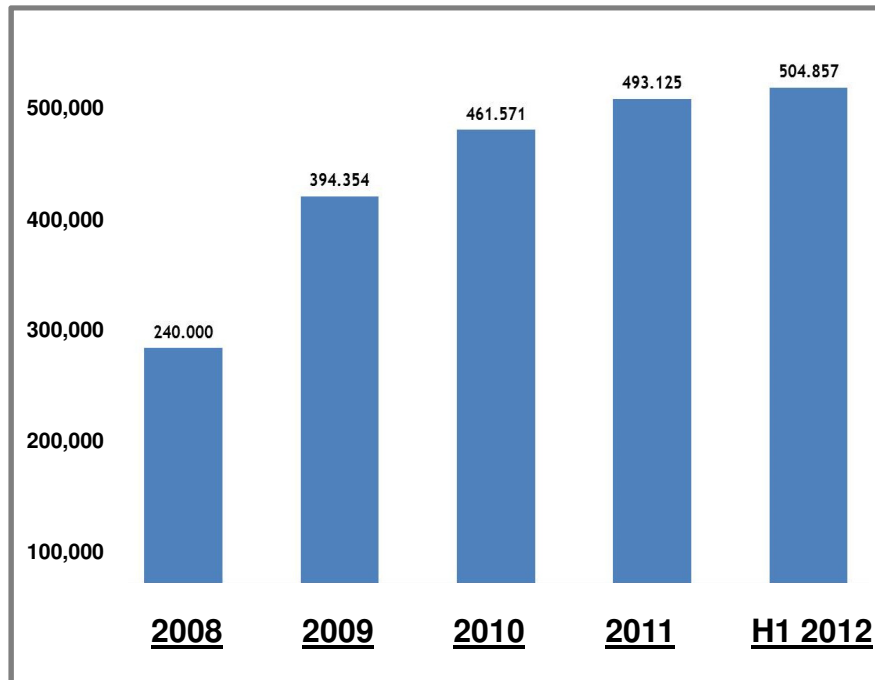


Born in '95. ICANN accredited registrar in Italy and Spain, Top European D&H Market player with a presence in 7 European countries with 5 local D&H brands

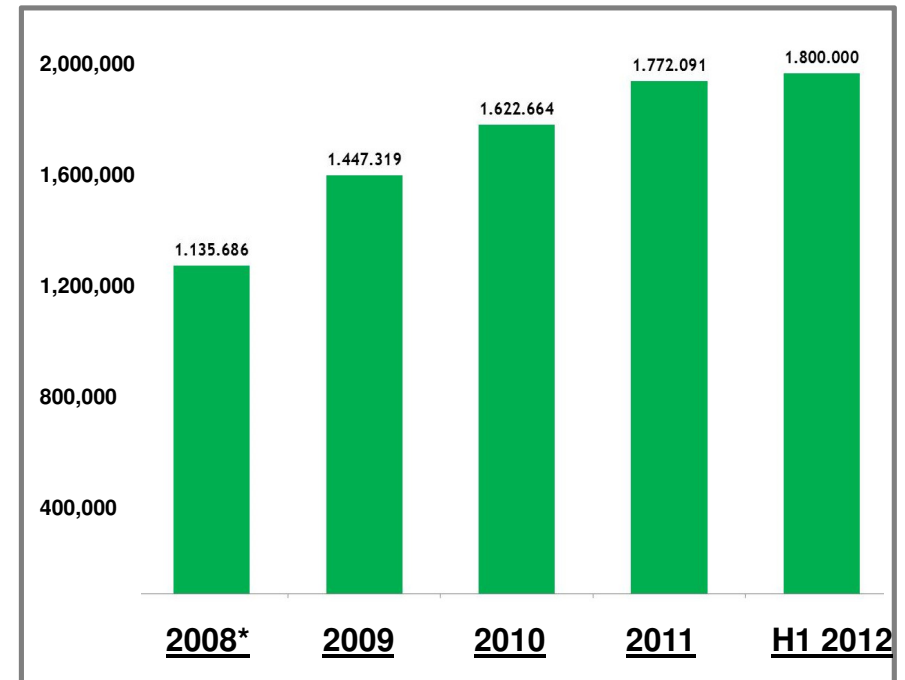
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Long-standing and growth track record

Customer Base evolution



Domain portfolio evolution



Our new gTld journey to date



2010

2011

2012

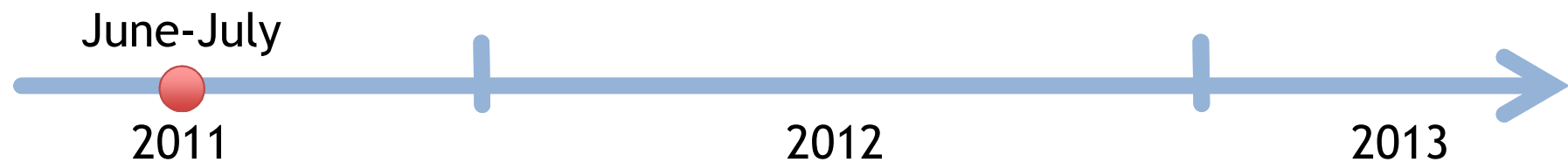
2013

Dada new gTlds journey to date

ICANN new gTlds Program Launch

Brand: Decision to offer consultation if requested for gTLD applicants but focus on key message of monitoring applications for brands and reinforcing brand protection initiatives such as ccTlds new registrations and domains recoveries.

Retail: Decision to begin soft outreach educational journey to introduce concept of new gTLDs launching. Informative piece - “Will ICANN Increase Number of Domain Extensions”, “gTLDs The new www revolution”...

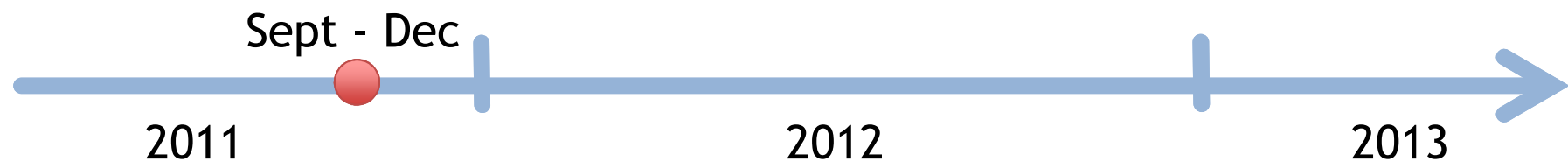


Dada new gTlds experience to date

Educational phase

Brand: Intensive dedicated educational program over new gTlds. Strategic insights over opportunities, risks and benefits of applying or not for a .brand, the evaluation process, costs and timing. We've assisted many customers providing an independent overview of the efforts required in order to take informed decisions on whether or not to apply.

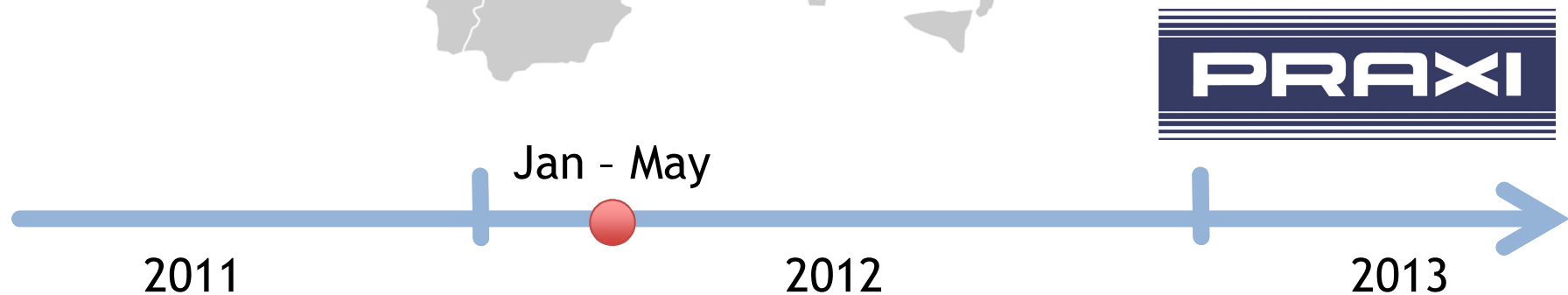
Retail: Press release, social and article marketing initiatives to explain what opportunities are available over this radical change and how to take advantage of them.



Dada new gTlds experience to date

The Application window

Brand: The main concern of most of our Brand customers was related to how they could keep protecting their Brand in a changing environment where the confusion was increasing. We designed and launched a free new gTLD monitor service to keep clients constantly informed and advised, offering consultations. During this time window we've helped many customers in defining the strategy and helped Praxi Spa to successfully apply for their own brand TLD.



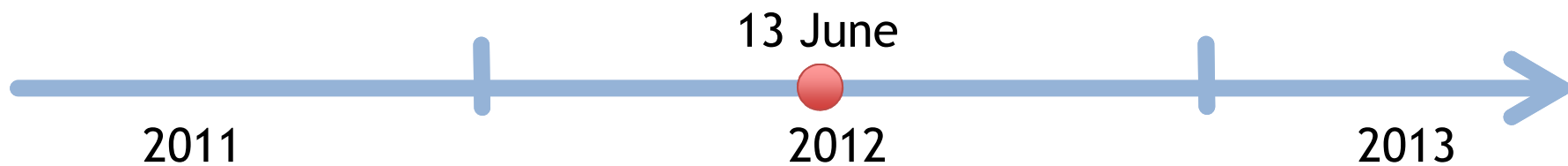
Dada new gTlds experience to date

The Reveal Day

1930 submitted

As of 18.06.2013
81 applications
withdrawn

Prioritization Number	String [1]	Applicant	Location [2]
▶ 1	天主教	Pontificium Consilium de Communicationibus Socialibus (PCCS) (Pontifical Council for Social Communication)	VA
▶ 2	ストア	Amazon EU S.à r.l.	LU
▶ 3	سكس	International Domain Registry Pty. Ltd.	AU
▶ 4	香格里拉	Shangri-La International Hotel Management Limited	HK
▶ 5	中信	CITIC Group Corporation	CN
▶ 6	онлайн	CORE Association	CH



The Reveal Day!

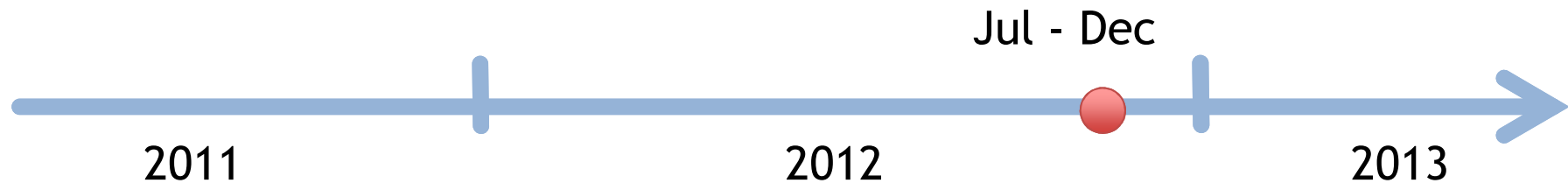
Dada

Dada new gTlds experience to date

The Reality of impending launch

Brand: Continuation of an Intensive educational program over new gTlds and objection routes. Strategic insights over need for brands to define a domain name strategy.

Retail: Decision not to take pre-registrations without confirmation of registration rules/timelines to launch, but to continue soft outreach educational journey to introduce concept of new gTLDs launching.

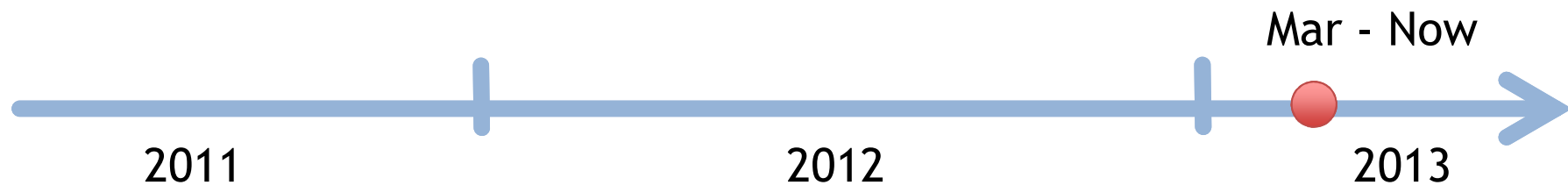
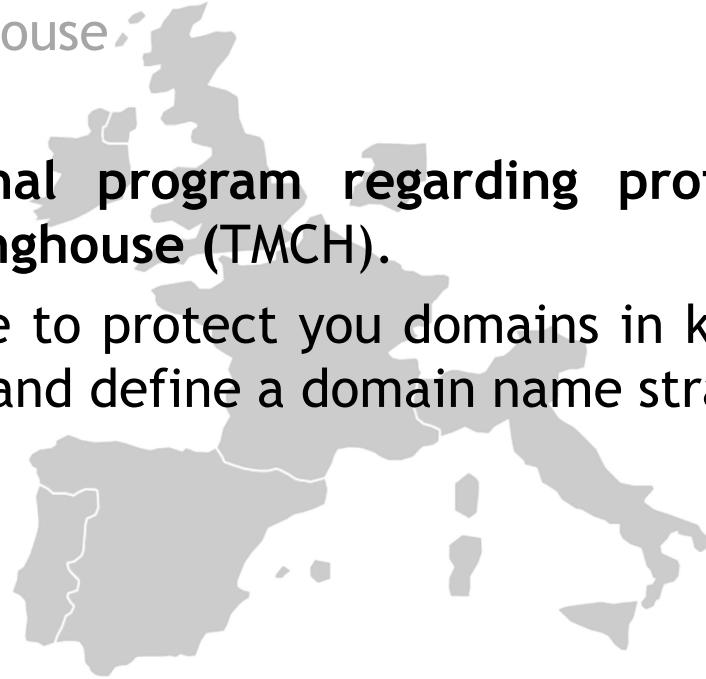


Dada new gTlds experience to date

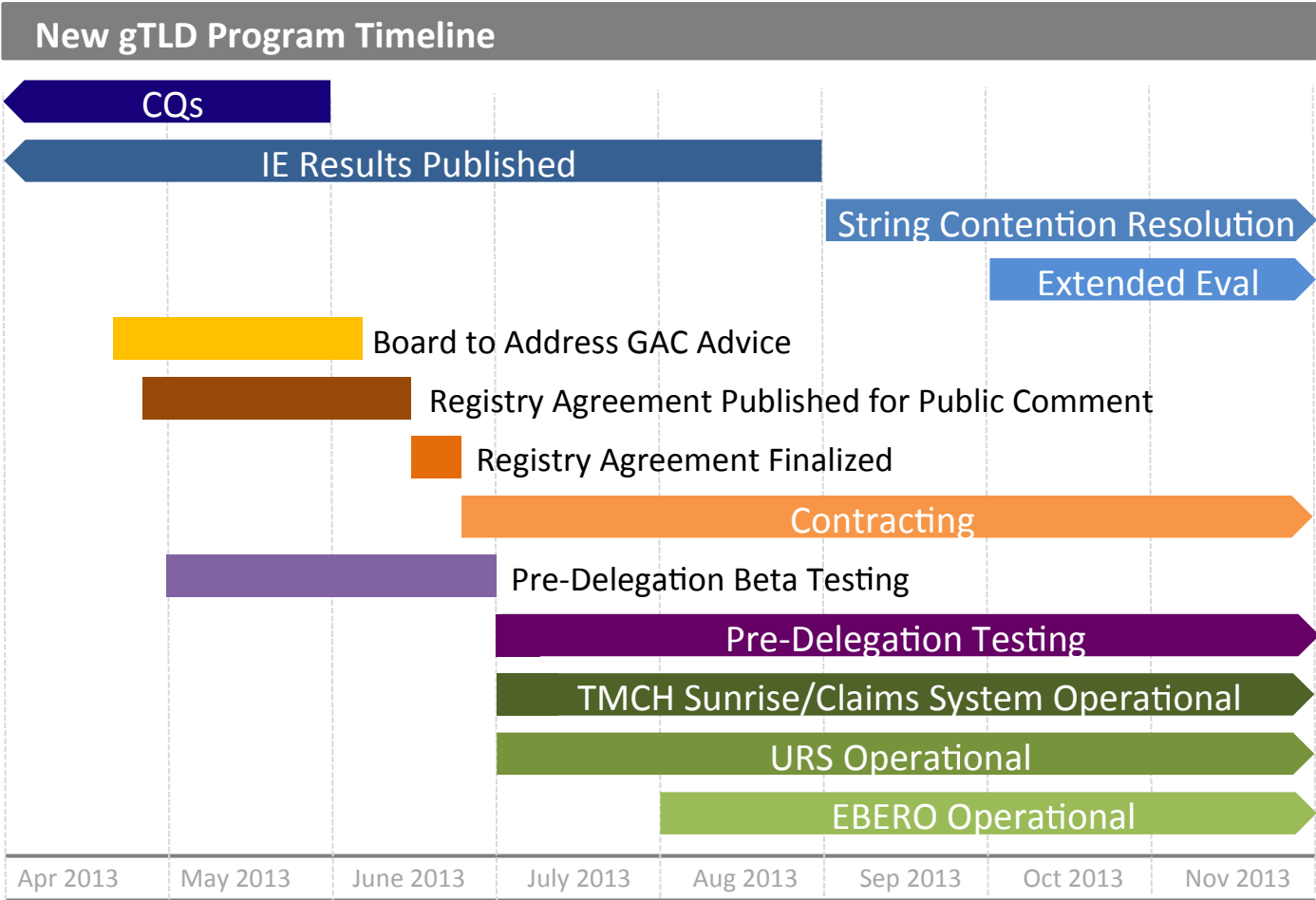
Trademark Clearinghouse

Brand: Educational program regarding protecting trademarks in trademark clearinghouse (TMCH).

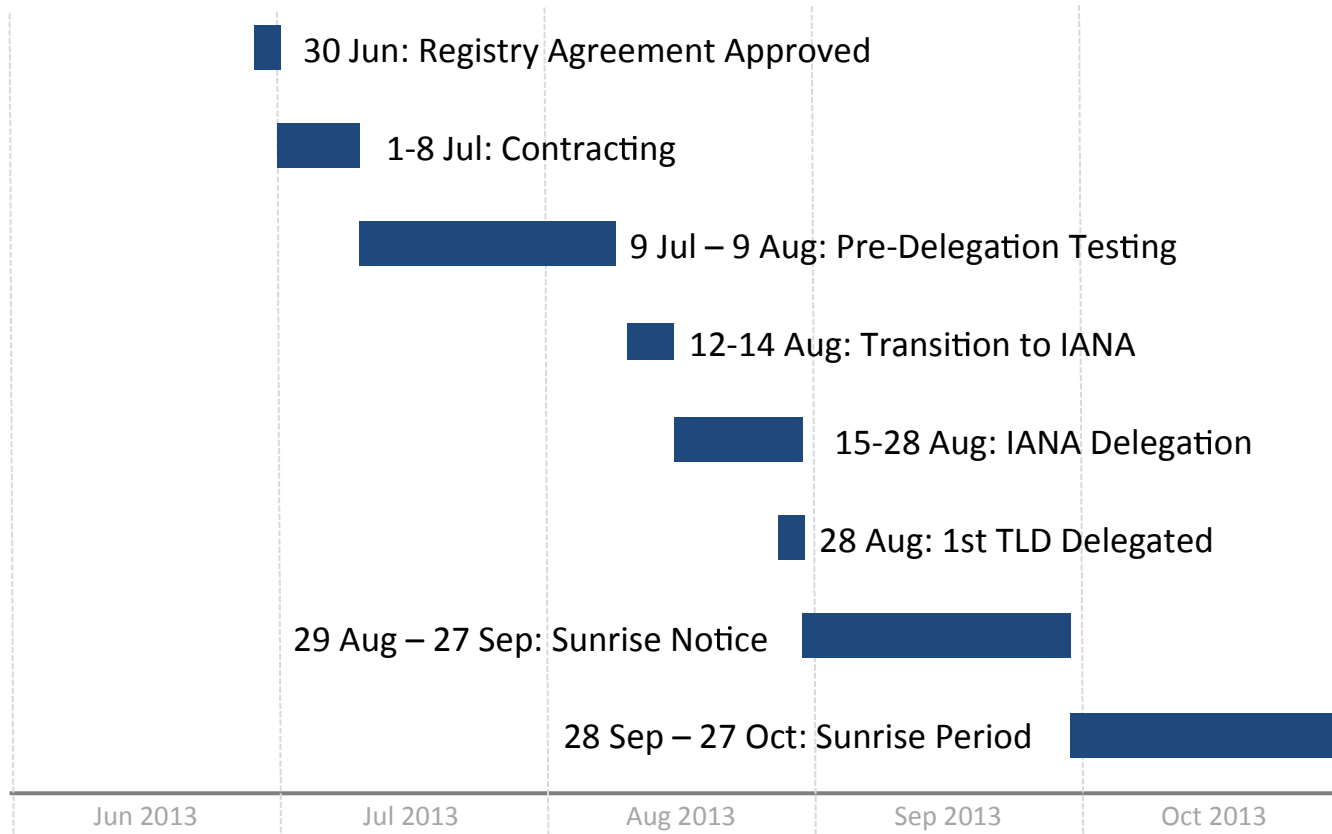
Reinforce message to protect you domains in key commercial areas of interest (ccTLDs) and define a domain name strategy



12



Earliest Path to First New gTLD - TENTATIVE



Our future as a registrar

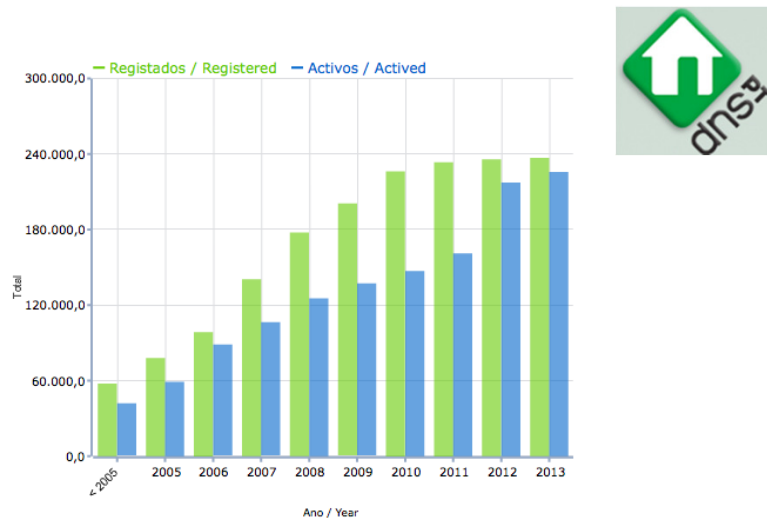


Positives:

- More choice for customers
- Brand innovation that changes the use of domains
- New marketing opportunities

Negatives:

- Customer confusion
- Silent privatization of the web
- Huge strain on resources
- Uncertain future / blurred lines



1985 ; 6

1990 ; 844

1995 ; 110,058

2000 ; 20,369,698

2005 ; 43,378.257

2012 ; 106.2 million

.com

Source; dns.pt

Source; Verisign

16



**Dada will have to try and offer all ‘commercial open’
new gTLDs.**



DOMÍNIOS A 120€

O QUE ESTÁ INCLUÍDO POR ESTE PREÇO

- ▶ 2GB espaço Web
- ▶ 1 Email com 2GB de espaço
- ▶ 1 conta FTP
- ▶ Loja Virtual
- ▶ WebSite
- ▶ E muito mais

Registo domínios, web hosting, servidores virtuais e dedicados

WWW. **.pt** **PESQUISAR**

Outro
.de
.biz
.co
.ch
.jp
.fr
.info
.tv
.me
.es
.org
.eu
.net
.com

DOMÍNIO
ECOMMERCE
SERVIDORES
ALOJAMENTO

Registo de domínios, Alojamento, Criação de Sites, Ecommerce, Servidores e muito mais!

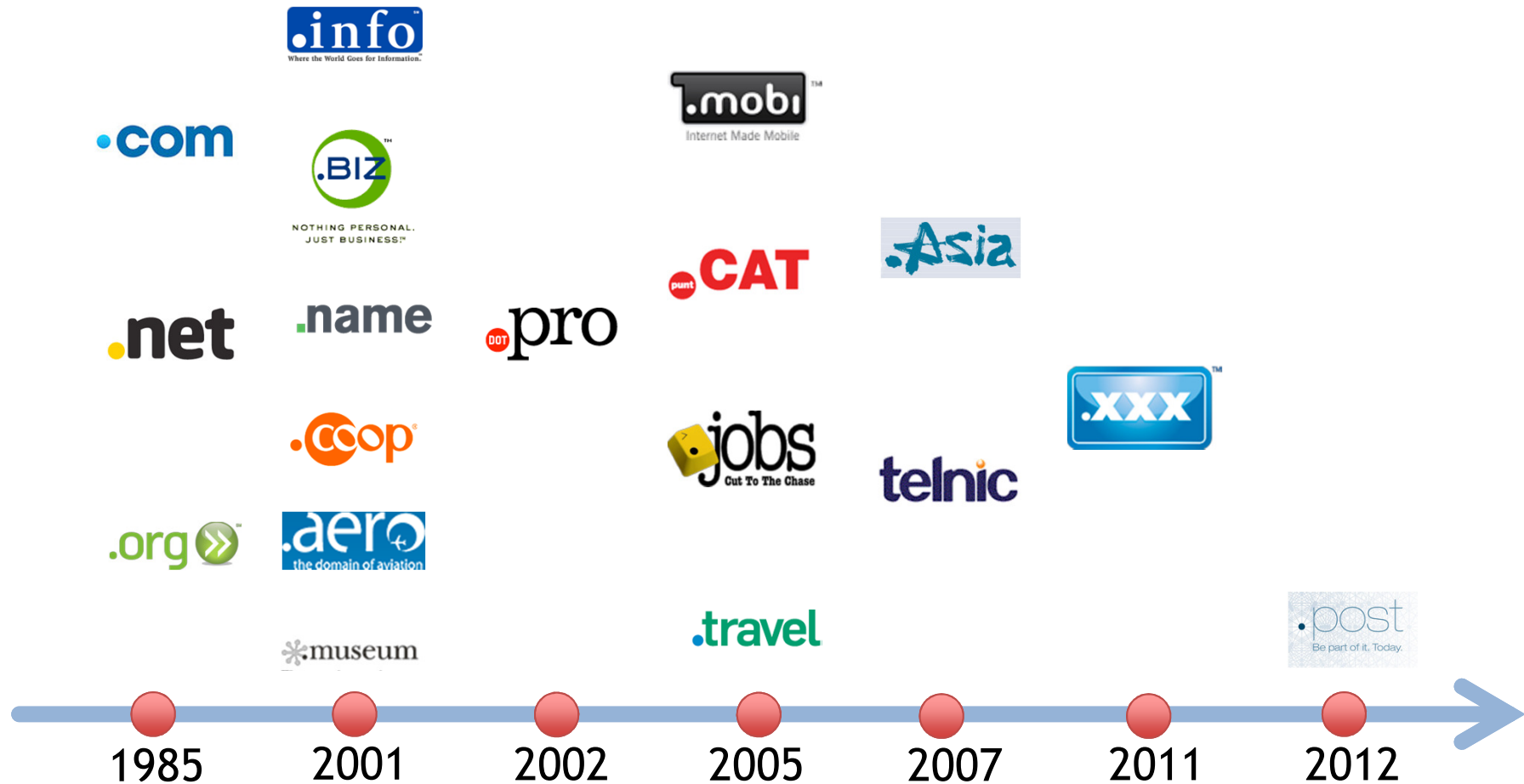
Domínios

Área de clientes: mais novidades

Our future as a Registrar

Dada

IANA Delegations to date





The market in the future

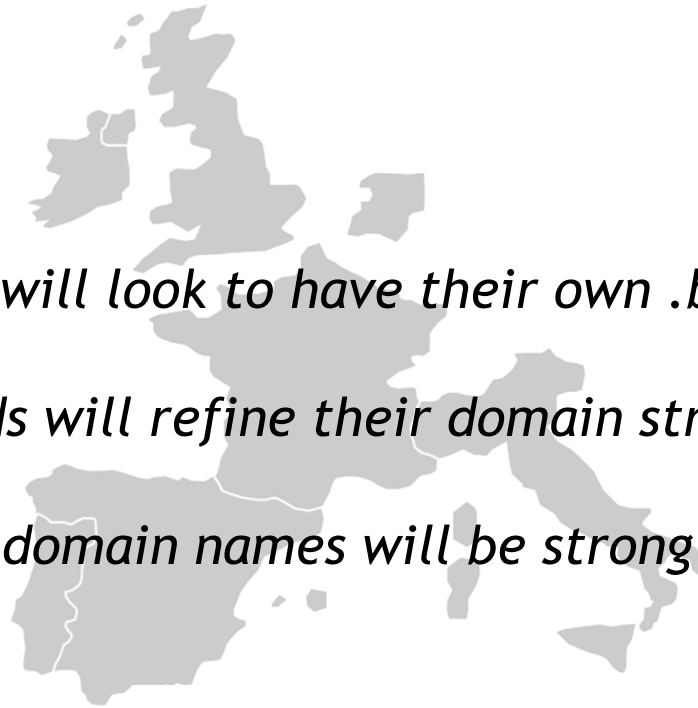


Brands

Major brands will look to have their own .brand

Smaller brands will refine their domain strategy

Country code domain names will be strong



Geographic

Create local experiences for local communities and business'



Niche

Will innovate to deliver to the specific needs of their niche
unlike anything that has come before



Our recommendations

Legal: List of trademarks to register in TMCH

Marketing: Define your domain name strategy

Choose your domain name registrar wisely

Register those extensions relevant to your business objectives and stop diversifying your URL

Thanks!

Q&A?

•Dada•