

Driving  
**innovation** and  
the **expansion** of the  
**internet** through the  
delivery of **world-class**  
**Domain Name**  
Registry Services.



The TLD  
Specialists

# IDN ccTLDs Where to now?

Jon Lawrence  
AusRegistry International



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[www.ausregistry.com](http://www.ausregistry.com)

# A launch over 10 years in the making...



- .امارات (.emarat - UAE)
- .مصر (.masr- Egypt)
- .السعودية (.alsaudiah – Saudi Arabia)
- .pφ– (.rf - Russian Federation)
- ...and many more to come.

# BUT there is still a long road ahead...



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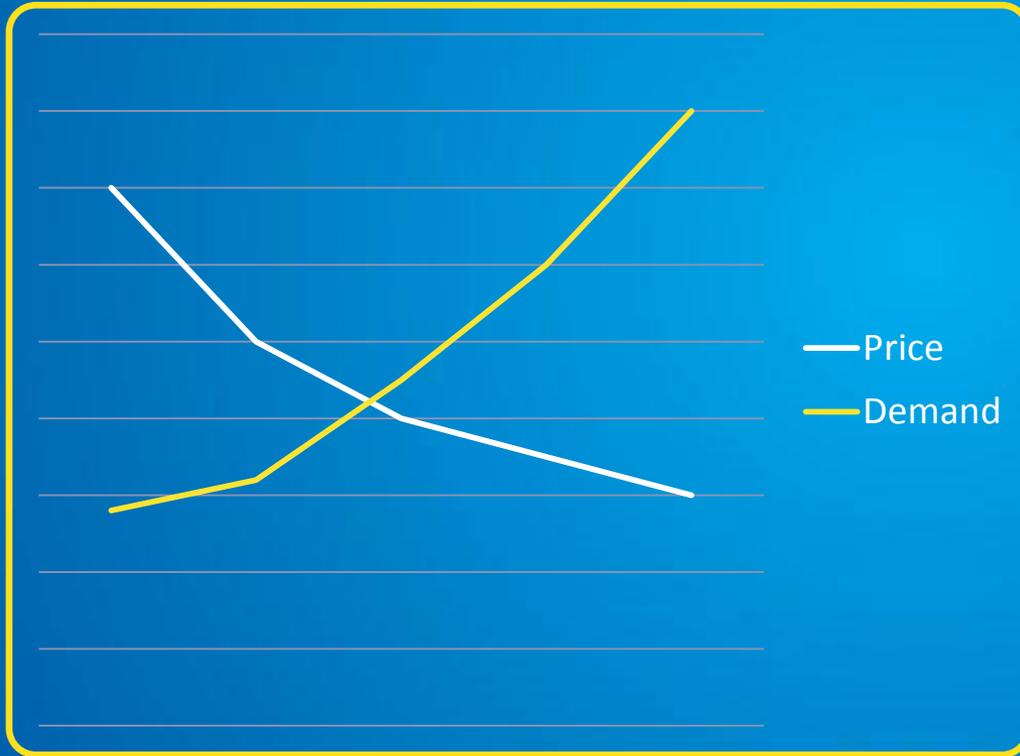
# Many Questions...Most Unanswered



What is required to transform IDN ccTLDs from great opportunities into viable and sustainable products?

IDNs will only be as great as the market that builds up around them.

# Product Demand - The Factors



- Early Adopters & Brand Advocates
- Competitive Positioning?
- Marketing Proposition?

# End User Behavioural Change



# User Experience Challenges



User



IDN ccTLD



# Internet Penetration



- Significant change?
- How quickly?
- Infrastructure and government support?
- Online business?

# Registrars – Will They Respond?



- How large is the IDN opportunity?
- Premium Vs Volume Pricing?
- Education & Marketing?
- What will a typical IDN Registrar look like?
- What registration volumes should be expected?

# Marketing – Big Opportunity!



- What is the opportunity for marketers?
- Will transition and user issues be a barrier?
- How will they drive end user utilisation?
- What will the search space look like?

# Turning IDN Opportunity into Success...



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# AusRegistry International Update



.امارات

.قطر

- Providing Consultancy Services to ZADNA to support a new Central Registry for .za
- Supporting the launch of the .emarat Arabic script IDN ccTLD for the UAE
- Supporting the relaunch of .qa and the .qatar Arabic script IDN ccTLD



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# AusRegistry International Update

## NEW DNRS Products:

- Unity Technology™
- Domain Guardian Technology™
- DNS NOW Technology™

## TLD Vision™ Consulting:

Three phase proprietary Domain Name consulting Methodology

## Current clients:

.aeDA (.ae & امارات - UAE)  
ZADNA (.za – South Africa)  
ictQatar (.qa & قطر - Qatar)  
auDA (.au - Australia)



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