ccNSO Update: Paris

June, 2008

Presented by
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Chief Marketing Officer
Afilias
Overall market growing

- Total now exceeds 166,000,000 registrations
- 03 +17%; 04 +31%; 05 +31%; 06 +33%; 07 +20%

Source: zooknic.com data
Growth is slowing…

Domain growth slowing since Feb 07
(% gain versus year ago)

Source: zooknic.com data
ccTLD growth now exceed gTLD’s

ccTLD Growth is outpacing gTLDs

Source: zooknic.com data
Growth expected to continue

- Global economic growth
- Expanding internet penetration
- Increasing broadband availability
- New uses for Internet/domains (e.g. blogs, ppc)
ccTLD registrations are growing—now 63M

CN helping accelerate overall ccTLD growth

Impact of CN on ccTLD Growth

Source: zooknic.com data

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ccTLD Share of Market growing

ccTLD % of business is back to 38%
ccTLD’s are growing in the secondary market

ccTLDs Monthly $ Sales: 2ndary Mkt

Source: Domain Name Journal data thru May 2008
But…ccTLD’s losing share in the secondary markets

<table>
<thead>
<tr>
<th>Secondary Market Unit Sales</th>
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<tbody>
<tr>
<td><strong>Year (#Mos)</strong></td>
</tr>
<tr>
<td>2003 (4)</td>
</tr>
<tr>
<td>2004 (12)</td>
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<tr>
<td>2005 (12)</td>
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<tr>
<td>2006 (12)</td>
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<td>2007 (12)</td>
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<td>2008 (5+)</td>
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Source: DNJournal data
Levers and Strategies

- Big robust home market—e.g. CN, DE
- “Extendable” positioning—e.g. TV, WS, ME

Other levers:
- Pricing-competitive
- Policy—encourage use, not abuse
- Technology—current, reliable, affordable
- Distribution—tapping the registrars
- Marketing—promotion & pr
Afilias now supports 15 domains

- Provides a world class technical solution
- Scale/Knowledge/Experience of 13 million+ registrations

Generic & Sponsored TLDs

![Generic TLDs: .info, .org, .mobi, .Asia, .aero]

Country Code TLDs

![Country Code TLDs: .bz, .HN, .NIC.Ar, .GI, .in, .VC, .LC, .MN, .SSC, .Me]
Afilias = Reliability

**Enhanced availability for ccTLDs**
- Guaranteed 100% DNS availability
  - Sites, email etc. ALWAYS work
- Continuous, near real time DNS updating
- Standards-compliant registry interface enables more registrars and hence greater competition
- High availability registry system
- 24x7x365 support
- Proper back-ups and fail-over processes
Afilias = Security

- **Enhanced security for ccTLDs**
  - **Capacity/Diversity** Afilias’ technology provides a multi-layer approach with diversity in process, geography, hardware, software, and firmware to eliminate single points of failure.
  - Data/privacy has never been compromised
  - Advanced protection against DDoS attacks
  - State of the art Phishing and SPAM detection/protection
  - Links to international security experts: CERTs, ICANN’s SSAC, APWG
Afilias = excellence in DNS

- Accelerated time from insert to last leaf node
- Global network
- High capacity
- Anycast

- 100% guaranteed resolution
- Resilient to attacks
  - Global network
  - High capacity
  - Anycast

- Graphical analysis
- Near real-time reporting

- Attack mitigation
- Disarming botnets
- Early notification

- Application BIND & Non-BIND
- Hardware
- DNS Providers
Afilias = Availability

- Active 24 ASA
- Bulk Register, LLC
- CPS-Datensysteme
- Dotster Inc.
- directi.com
- eMarkMonitor, Inc.
- Enom Inc.
- GoDaddy
- GMO Internet, Inc.
- iHoldings.com, Inc. d/b/a DotRegistrar.com
- InternetX
- Key Systems GmbH
- Knipp Medien und Kommunikation GmbH
- Net4India
- NetNames Ltd
- Network Solutions
- Register.com
- Schlund+Partner AG
- Tierra Net dba Domain Discover
- Tucows
- Variomedia IT-Service GMBH
Consider Afilias

- Variable cost model for you
- Up-to-date, secure SRS and DNS
- Afilias invests to keep the technology current
  - IPv6, DNSSEC, Anycast…
- Reliability / Security / Availability
- Advice on policy (if desired)
- Lets YOU focus on policy and management
Let Afilias be your partner

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Thank you