.tel: a status quo

Telnic Limited

ICANN Regional Meeting
Rome, 23 January 2009
an innovation in internet real estate
a completely new publishing platform
an exciting new opportunity and ecosystem
what is .tel?

The .tel is a new TLD dedicated exclusively to communications that enables people and businesses to store, update and publish contact information, web links and keywords directly in the DNS under a unique domain name.
what is .tel?

The .tel is:

• simple
• fast
• accessible by any device

The .tel provides a new internet standard for people and businesses to take full control over how and where they are reached.
.tel delivers

- integration of all communications types
- full ownership of your data
- ‘live’ contact information
- protection of private data
- optimized mobile searching and surfing
- simple structured navigation
- multi-lingual keywords for SEO
- no need to build, host or manage a website
- the first, live, global directory service
.tel’s Sunrise

- has started on 3 December 2008
- will end on 2 February 2009
- has attracted and still attracts huge interest
- with the broadest range of applicants and trademarks that can possibly be thought of
.tel’s Landrush

- will start on 3 February 2009
- open for anybody
- any .tel domain name not yet registered becomes available
- no auctions, no “premium” domain names
- strictly First-Come-First-Served
- therefore, an equally huge interest is being expected in valuable domain names
.tel’s key facts

• .tel is incomparable to any other TLD
• .tel domain owners buy an entirely different service
• .tel domain owners claim their space in a global, live and online directory
• the service .tel renders needs to be compared classical directory services such as yellow pages or white pages
• .tel’s functionality is completely complementary to any other TLD
.tel’s key facts

- .tel comes with "built-in" Search Engine Optimization
- Search engine operators such as Google or Yahoo will want to spider and index the entire .tel tree
- the highly accurate and very well structured data and keywords stored directly in the DNS are very likely to be given well some weight in the index
- this will most probably result in rather high rankings, but comes at a fraction only of regular SEO costs
.tel is a solution for...

- fragmented communications
- fragmented identities
- fragmented brand initiatives
- fragmented directory services
- mobile information search
- device-specific media distribution
- cross-platform competition formats
- customer acquisition and retention
.tel ecosystem

- providing new clients
- seeding developer community
- open source applications
- from static to live contacts on devices
thank you
tell the world