



# Changing the shape of .nz

Allowing registrations at the second level

Debbie Monahan, David Morrison

, ICANN, Buenos Aires, ccNSO June 2015

A collaborative project:

**NZRS** 

**DOMAIN**  
NAME  
COMMISSION



# Agenda

- Why the change
- Policy process
- Timeline of activity
- The outcome - how did it
- Where to from here
- Q&A



# Why the change?

- More representative online addresses.
- Shorter .nz domain names.
- Aligning .nz with the global market
- Keeping .nz relevant for New Zealanders



# Community input & policy development

- First public consultation - May 2012.
- Followed by two further consultations with a total of 178 submissions received.
- Approved by InternetNZ Council following recommendation by DNCL Board
- Final policy incorporated aspects of consultation feedback

# Key features of policy

- Preferential rights to those names registered at the time of first publication of proposal.
  - Extended for some names registered between then and go live
- PRR allowed 6 month period to register or reserve
- Reservations free for up to two years from Go Live date.
- All PRR Registered or Reserved names reflected third level registrant data
- Registrars required by policy to advise .nz registrants of their status and options

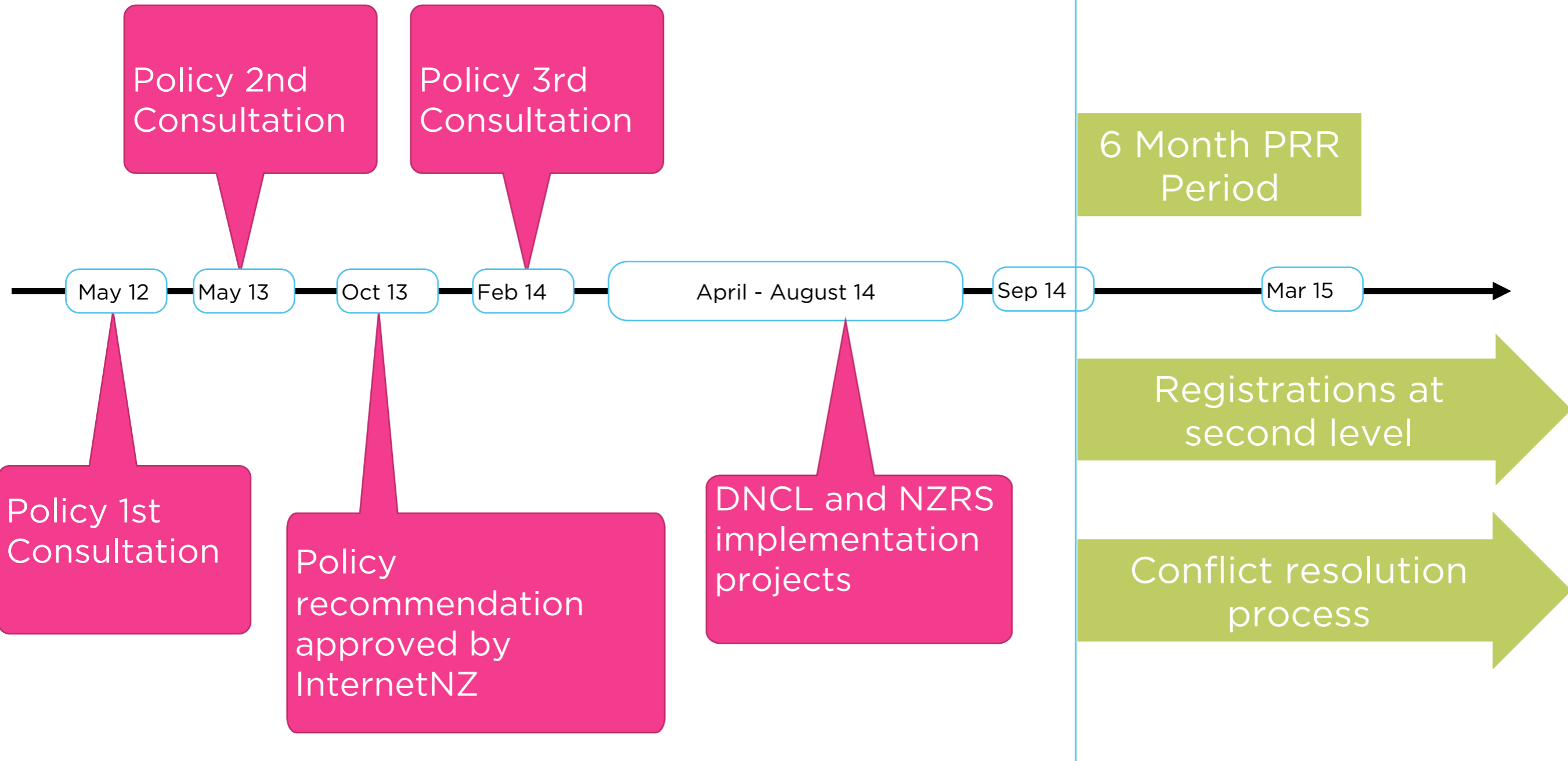
# Conflicted names

- Conflicted names registered in more than one Second Level e.g. internetnz.net.nz, internetnz.co.nz
- Conflicted registrants can take part in a process at anyname.nz which involves lodging a preference
  - Agreement of all parties needed. If no agreement, shorter version unavailable.
- No timeframe or requirement for registrants to take part in Conflicted Name Process.
- DNCL managing the conflict process.
  - Also managed reservations as these functions non revenue generating for registrars



# Timeline

**1pm, 30 Sept**





# Some current numbers

551,685

Active .nz domains as at 30 Sep 2014

92,417

644,102

Active .nz domains as at 30 May 2015

16.8%

20,400

Total number reserved for free for two years

30 Sept  
2016

44,657

Conflicted .nz domains as at 25 May 2015

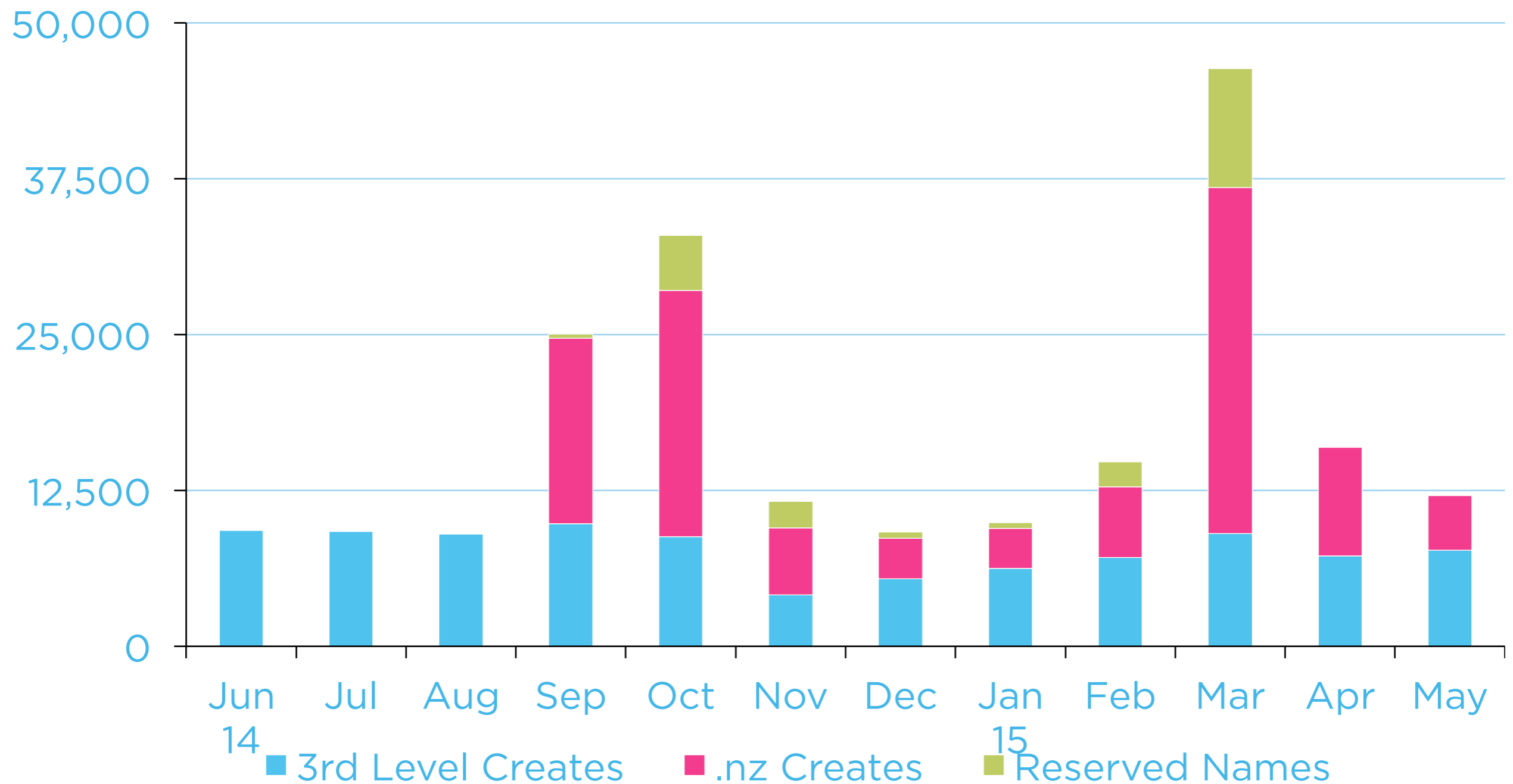
19,124  
conflict  
sets





# Second Level Activity

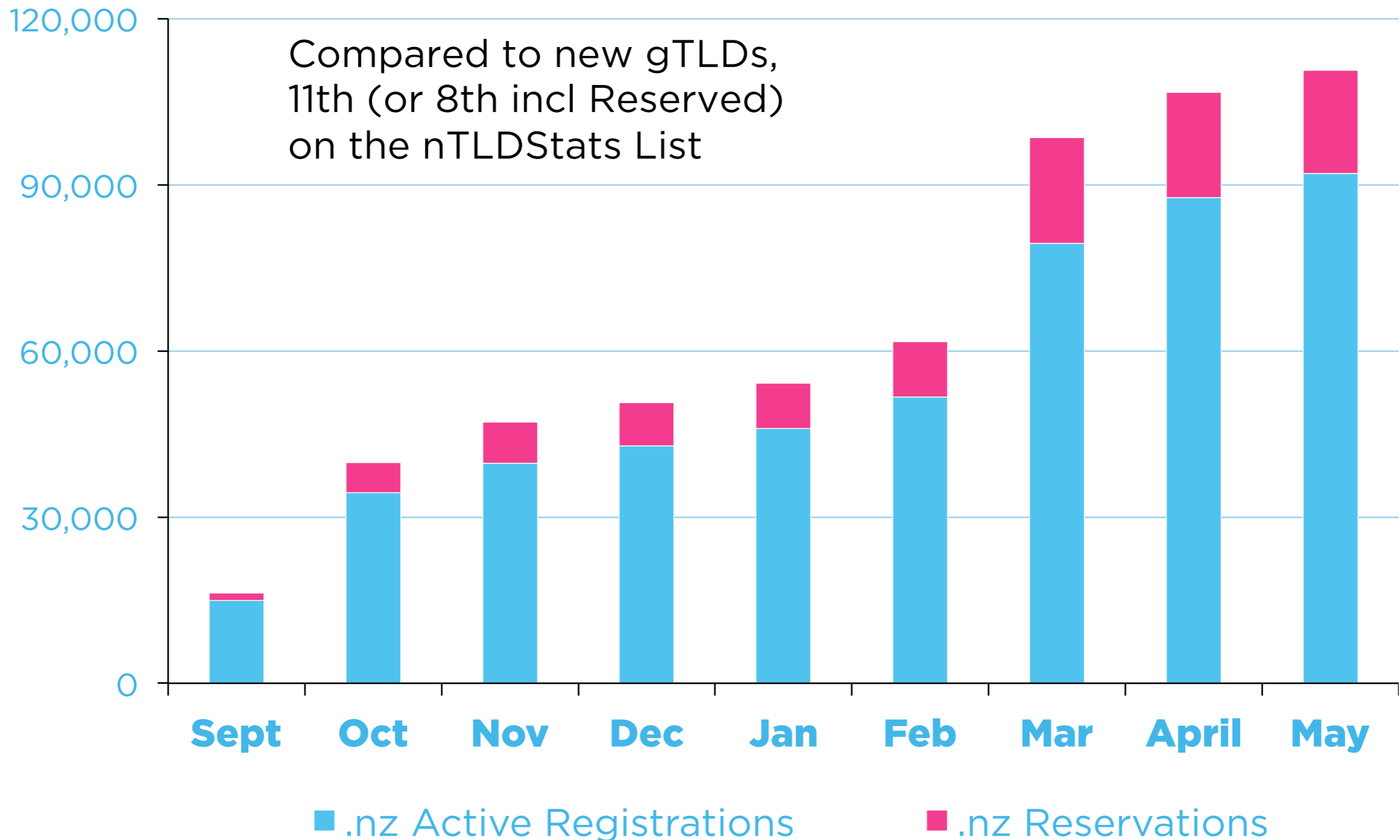
Creates and Reservations





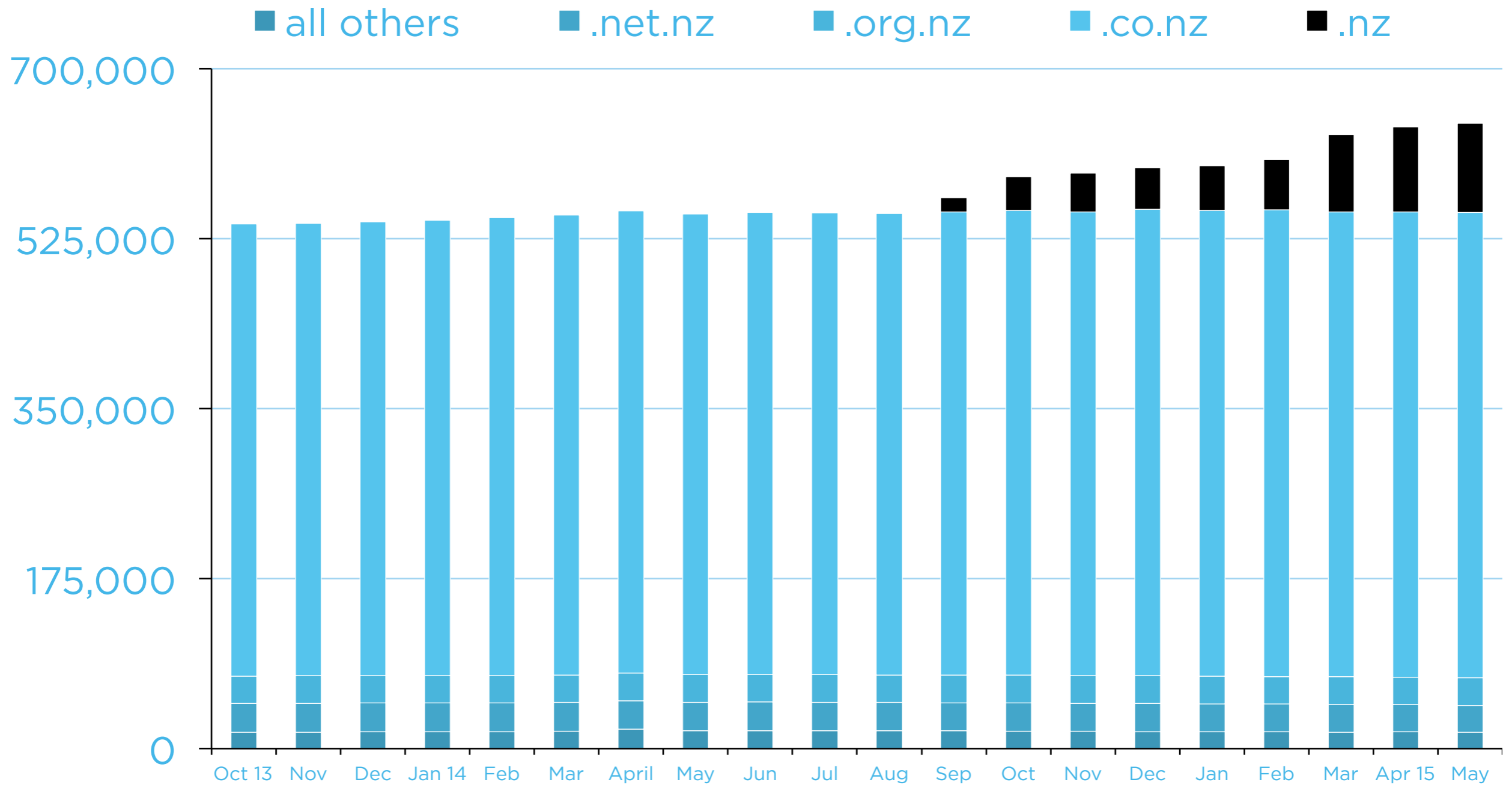
# Second Level Growth

Growth





# Impact on Active Names





A collaborative effort



Registrar Channel

Communications Pack

Registrar Portal

Public Outreach (DNCL)

Advertising by DNCL and NZRS across multiple channels

anyname.nz website

getyourselfonline.co.nz website



# Registrar examples

## Successful registrars:

- used Comms Pack content
- leveraged .nz brand
- tailored their systems/control panels for customers
- ran multiple contact campaigns - beyond policy requirement



# Coverage

techday My Techday techday

HOME | CONTACT US | FAQS

Search for people, jobs, companies, and more... Advanced

37,644 registered members are getting buzzy with their small biz.

domain, Internet, InternetNZ

Home. IP Pulse

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Written 1 August 2

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Other r version, availabl

You ma register else.

If you h

eligible to register or reserve the shorter version of your .nz domain name before it becomes available to anyone else. To find out if you're eligible, check the status of your domain name. Or, talk to your Registrar - the company or organisation you registered your name through.

If you are eligible and don't want to register or reserve the shorter version of your domain name, that's fine. You'll still be able to use your domain name as you always have.

Domain Name Commissioner Debbie Monahan says today's change allowing registrations directly at the second level is a watershed day for the .nz domain name space and is the biggest change since the introduction of the competitive Shared Registry System in 2002.

"The introduction of this new type of .nz name means people can now opt for a more representative .nz option. This option will appeal to all sorts of people, from individuals to businesses, to anyone who wants The chickens have come home to roost. Hundreds of new domain extensions are now flooding the world market, threatening the ungainly ".co.nz". You are about to have to pay for a shocking blunder made by those running the New Zealand Domain Registry.

You have been paying for what you thought was the best possible domain name you could get, now you are going to have to pay again for a better one.

And, unless you want to commit brand and visitor traffic suicide on the web, you had better pay for them both. It's a

Check out some of the things we're doing to help life flow a little smoother. Find out more Contact

We've pulled together a great

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# Advertising examples

there's a new choice coming soon.

Find out more.

there's a new choice coming soon... Find out more.

Turn on your .nz domain

You have until 1pm, 30 March 2015 to switch on your shorter .nz domain name.

there's a new choice coming soon...

Find out more.

Turn on your new .nz domain

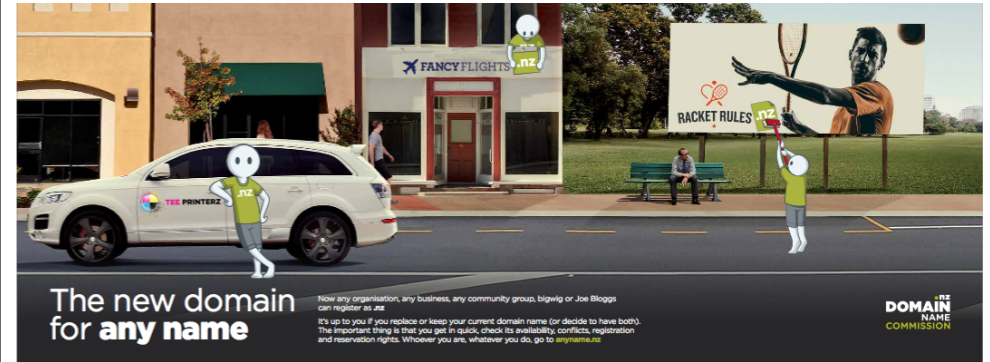
You have until 1pm, 30 March 2015  
getyourselfonline.nz/dotnz-launch



Turn on your new .nz domain

You have until 1pm, 30 March 2015 to switch on your shorter .nz domain name.

It's short and simple Find out more.



The new domain for any name

Now any organisation, any business, any community group, bigwig or Joe Bloggs can register as .nz. It's up to you if you replace or keep your current domain name (or decide to have both). The important thing is that you get it quick, check its availability, conflicts, registration and reservation rights. Whoever you are, whatever you do, go to [www.nzta.govt.nz](http://www.nzta.govt.nz)

DOMAIN NAME COMMISSION



It's the .nz final countdown.

Now's your chance to register or reserve the shorter, simpler version of your .nz name before someone else can.

Any business, any group, anybody who has a longer .nz name, only has until 1pm, 30 March to get the shorter, simpler version before it goes up for grabs. You can replace your existing name or keep both; whatever you do just get in quick.

Remember, you've got until 1pm, 30 March. Visit [anyname.nz](http://anyname.nz)

DOMAIN NAME COMMISSION



Turn on your .nz domain

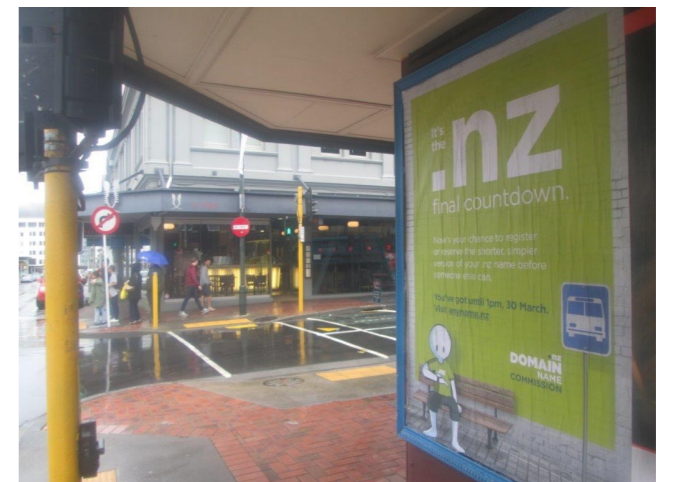
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getyourselfonline.nz/dotnz-launch

GO

GO FEAST YOUR EYE AT THE ARTS FESTIVAL... GO CREATE... GO FESTIVAL BY CANTON ROSS... GO BELONG



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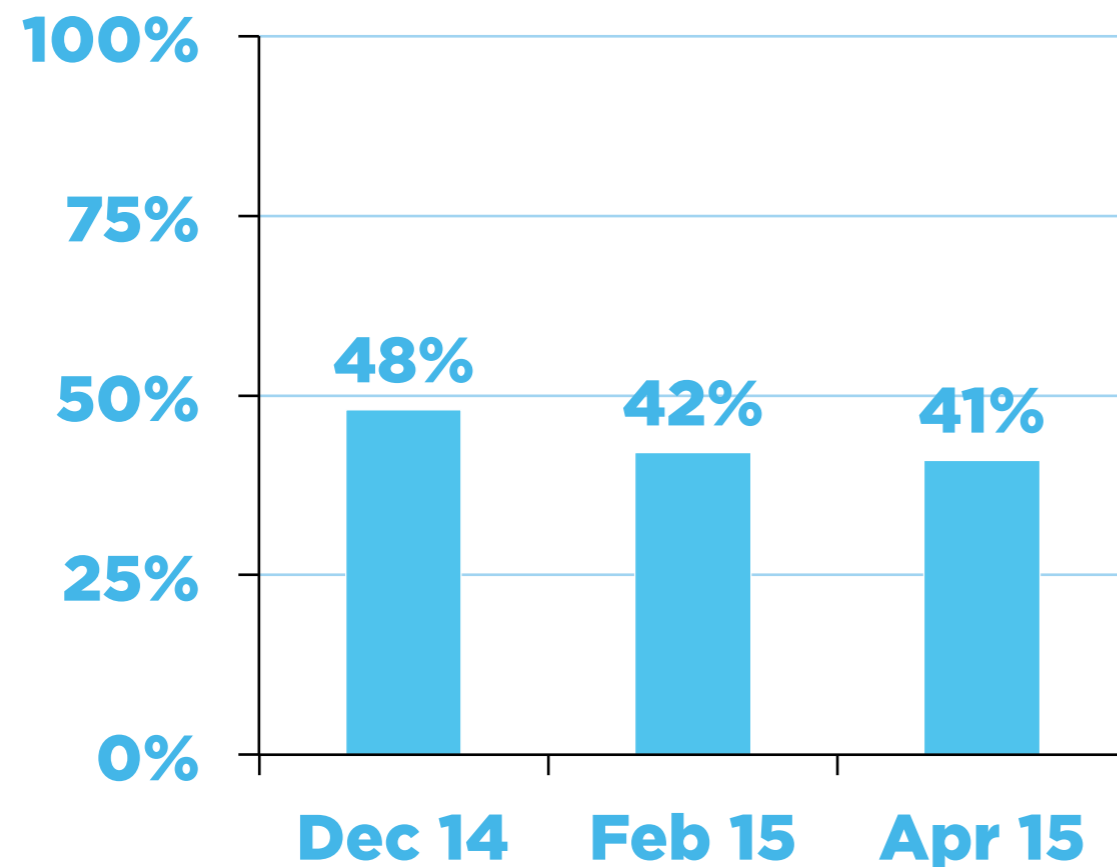
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DOMAIN NAME COMMISSION

# Measurement

## Public awareness of the change to .nz



- Independent omnibus survey of 1,000 people
- Our key target was the (now) ~275,902 registrants
  - direct via registrars
  - indirect via Paid/Earned channels
- Given limited budget, christmas and holidays, pretty happy with results



# Ongoing

- Resolution of conflicts
  - Ongoing – DNCL facilitation service
  - Policy review two years from Go Live
- Registrar Portal
  - Available names list
  - Resolved names list (assist with conflict process)
  - Conflicts guide
- Registrars
  - Encourage inclusion of .nz with [.co.nz](#) search results
- Continue to drive awareness of .nz
  - Campaigns
  - wemovedto.nz

Any questions?

**Contact:** Follow us @dotnz  
[dnc@dnc.org.nz](mailto:dnc@dnc.org.nz)  
[david@nzrs.net.nz](mailto:david@nzrs.net.nz)