

Auction: fair method for releasing domains @.ee

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Why?

Once upon a time...

- dropcatching
- fair access
- value
- heavy on registry

How?

- Random release timing
- Rate limit requests
- Hidden WHOIS data
- Delayed WHOIS data

Auction

Hard sell

- Communication is key
 - Involve registrars
 - inform public
- Understand their viewpoints
- Be very open

The screenshot shows the 'Current auctions' page of the Estonian Internet Foundation. The page has a green header with the 'eesti Interneti SA' logo and navigation links: 'Public portal', 'Auction portal' (active), 'Registrar portal', 'Registrant portal', 'Eesti keeles', and 'Sign in'. The main content area is green and features the title 'Current auctions' and a sub-header 'Domains in auction: 108'. Below this, there are three columns with icons and titles: 'Submit an offer' (gift icon), 'Wait for an auction to end' (clock icon), and 'Pay auction fee' (credit card icon). Each column contains a brief description of the process. A note states: 'NB! Please note that you will receive priority right to register the domain! Upon registration, you will also be charged a domain registration fee based on your chosen registrar's price list.' Below the note, there is a link to 'Please check out the terms and conditions of the .ee auctioning process.' and a link to 'You can find the schedule of the reserved domain names from here!'. At the bottom, there is a search bar with the placeholder 'Search by domain name', a dropdown menu for 'Select type of auction' (currently set to 'All'), and a 'CLEAR' button.

Auction

- First come first served?
- RRR = reservations
- Blind auction
- Strict time limits for billing and registering
- AI sorting

List all auctions Finished auctions

Domain name	Ends at	Auction type	Current offer	Offer owner	Offer actions
assiste.ee	3/2/2024 11:59:59 PM	Blind	0.00		BID!
aetherstudio.ee	3/2/2024 11:59:59 PM	Blind	0.00		BID!
vanavara24.ee	3/2/2024 11:59:59 PM	Blind	0.00		BID!
paikesepillur.ee	3/2/2024 11:59:59 PM	Blind	0.00		BID!
õkomuna.ee	3/2/2024 11:59:59 PM	Blind	0.00		BID!
õ.ee	3/5/2024 11:59:00 AM	English	0.00		BID!
namibia.ee	3/5/2024 11:59:00 AM	English	0.00		BID!
montenegro.ee	3/5/2024 11:59:00 AM	English	0.00		BID!

Where to?

- English auctions
- Secondary market auctions

The screenshot shows the 'Auction portal' of Eesti Interneti SA. The header includes navigation links: Public portal, Auction portal (active), Registrar portal, Registrant portal, Eesti keeles, and Sign out. The main banner features the Eesti Interneti SA logo, navigation tabs (AUCTIONS, PROFILE, INVOICES, OFFERS, WISHLIST), and a countdown timer for 'namiibia.ee' (Auction will finish in 2d 12h 2m 41s). Below the banner, the current status is 'Minimum bid is 5.000' and 'Current price is 0.00'. The 'Autobidder value' is 0.00, with a 'SET VALUE' button. The 'Offer' section has a text input field containing '5.00' and a label 'Total 6.20 (+ 22.00% VAT)'. The 'Bidder' section has a dropdown menu showing 'TIMO VÖHMAR'. At the bottom, there is a link 'Create new billing profile, i.e. for a company' and 'SUBMIT' and 'BACK' buttons.

Thank you!

Thank you for your attention!
Any questions?

- <https://auction.internet.ee/>
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