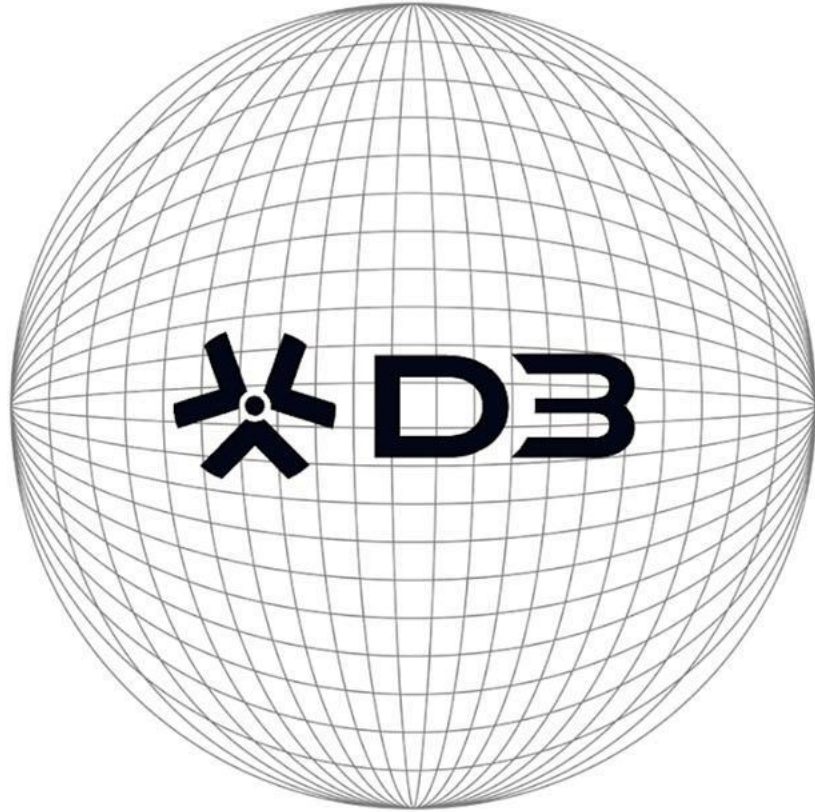




BLOCKCHAIN TECHNOLOGIES AND **HOW THEY INTERACT** WITH THE DNS

Emerging Identifier Technologies panel
ICANN81 | AGM Istanbul
Nov 13, 2024

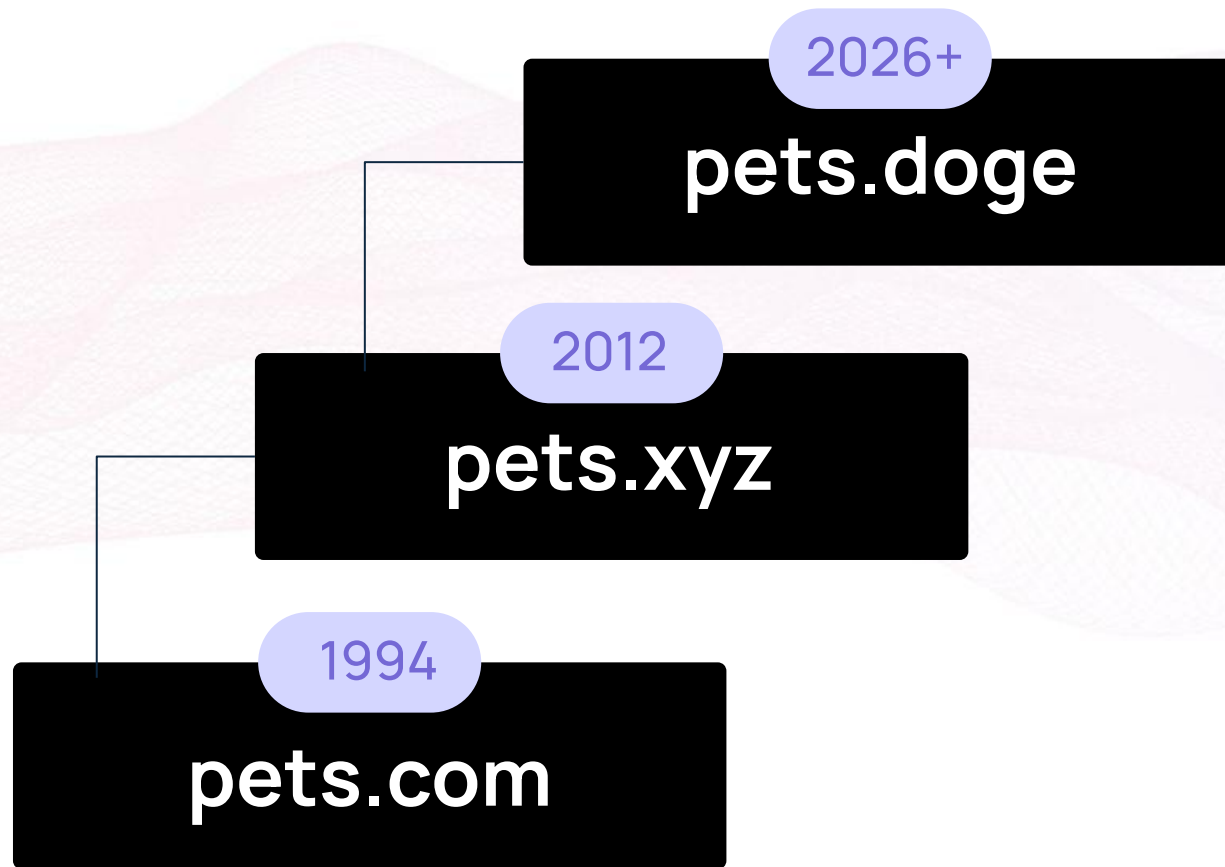
CONFIDENTIAL

D3 GLOBAL: OUR MISSION



*Increase accessibility, security, and transparency
for the domain names asset class through new
Web2-to-Web3 technology primitives*

DOMAINS ARE FUNDAMENTAL AND UBIQUITOUS



https://www.



Globally accessible channel to reach **5+ billion users**



Universal source of truth resolution with **every browser and device**



Unique source of **digital identity** (website, email, wallet)



Real-world asset value (“land on the Internet”)

PRIMER: DOMAINS VS WEB3 IDENTIFIERS (ALT-ROOTS)



DNS Domains (.com, .net, .xyz)



Alibaba Cloud



Reach 5B+ Internet users through integrated registrar (retail) network



Universal compatibility across all browsers and devices out of the box



Protects users from malicious activity and IP rights of businesses



Trusted and used by the world's largest companies and governments



Accredited by ICANN with the support of government, corporate, and security stakeholders

Web3 Identifiers (.888, .crypto, .eth)



High risk of name collision and obsolescence



Incompatible with critical internet technology, including browsers and email



Insecure and unfriendly UI limit mainstream adoption and software support

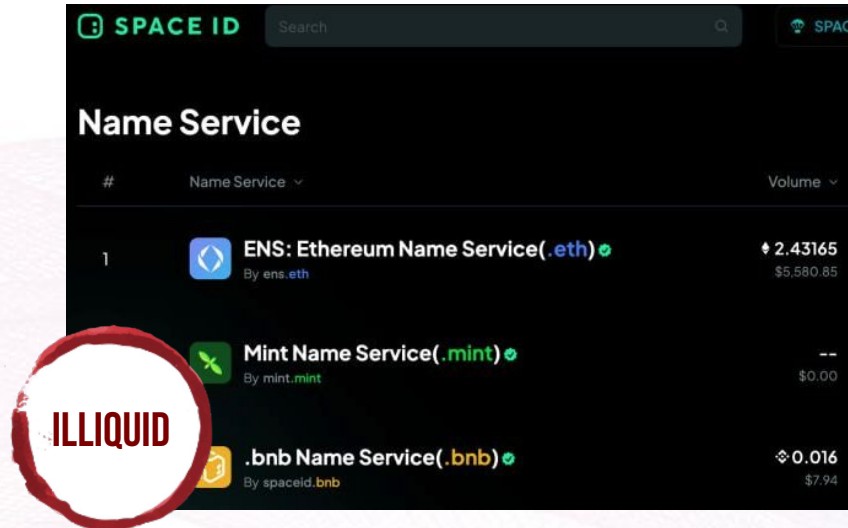
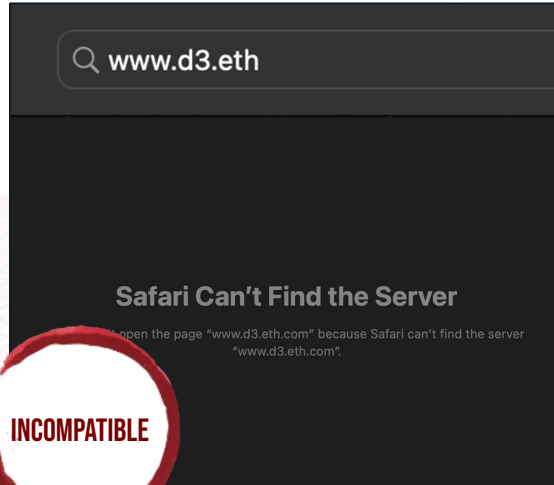


Limited functionality in social names and specialized apps (wallets)



Lack of technical depth and prone to scams and security breaches

WEB3 TRIED TO CREATE ALT-ROOTS AND FAILED...



Incompatible with internet
(www.d3.eth doesn't work)



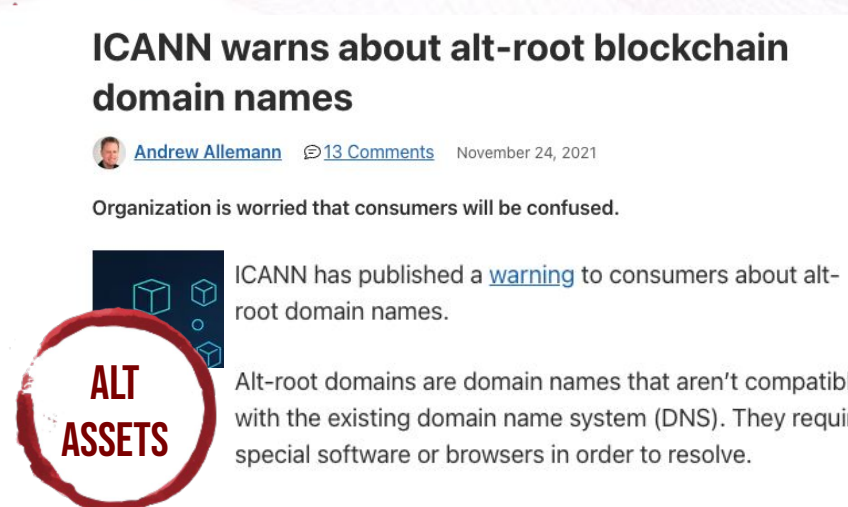
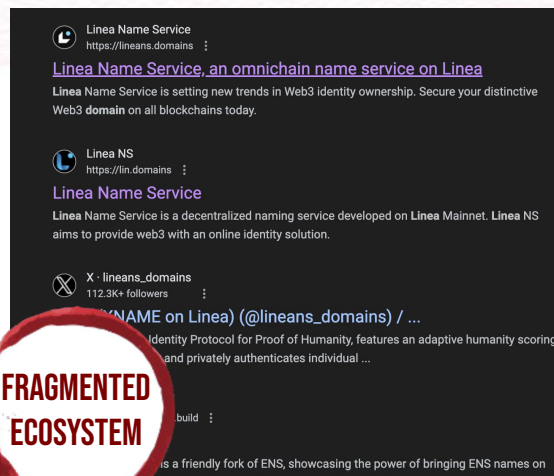
Web3 identifiers aren't really
traded, no underlying value



"Alt" name assets confusing to
end users & developers,
destabilizing Web2/3.
Customer service nightmare.



Ecosystem fragmentation
prevents mass scale adoption &
innovation



IMPLICATION: NAME COLLISION & CONFUSION



 **Post**

**OxDomainer.eth**  
@0xDomainer_eth

So let me get this straight...

UD has its own .wallet

HNS has its own .wallet

Freename has its own .wallet

So if I send money to ngmi.wallet on ledger or trust wallet, who gets the money!!???? 🤔😭😂

3:15 AM · Apr 30, 2024 · **4,363** Views

3 Reposts **5** Quotes **28** Likes **1** Bookmark





https://x.com/Oxdomainer_eth/status/1785251526421655827?s=46

INTERNET DRAFT FOR DNS TO WEB3 WALLET MAPPING



- Uses WALLET RRtype
- Standardizes the query response
- Defines reverse mapping protocols
- Relies on DNSSec



<https://datatracker.ietf.org/doc/draft-chins-dnsop-web3-wallet-mapping/>

```
_w3addr IN TXT ETH:0x78C0A3756B42c2fDf04e0D1963344C7c8dAb235B 📁
```

```
_w3addr IN TXT tCORE:0x78C0A3756B42c2fDf04e0D1963344C7c8dAb235B 📁
```

```
_w3addr IN TXT MATIC:0x78C0A3756B42c2fDf04e0D1963344C7c8dAb235B 📁
```


BUT WHAT ABOUT TOKENIZATION ON BLOCKCHAINS?



tokenization

“Tokenization refers to a process by which a piece of sensitive data [or asset] ...is replaced by a surrogate value known as a token.”

Gartner®

OFFLINE EXAMPLES



ALSO..



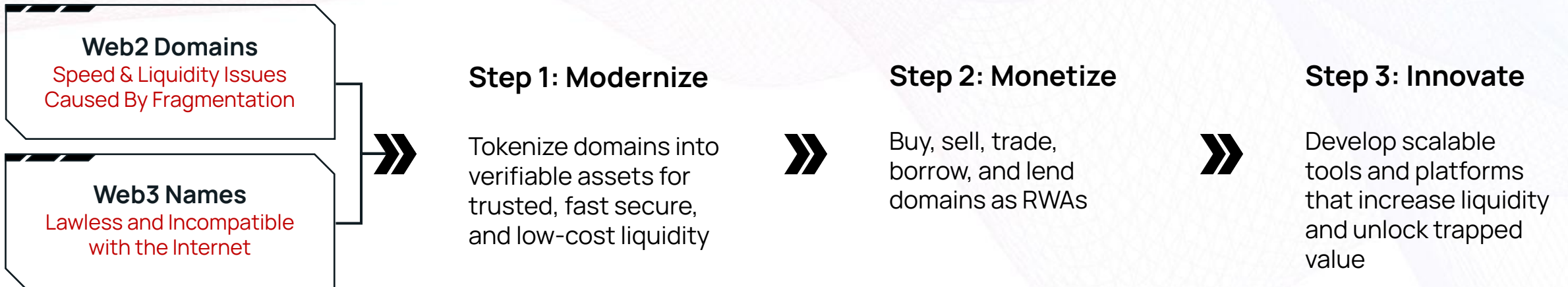
DOMAIN-FI: TRANSFORMING THE DOMAIN INDUSTRY



Domain Finance

noun

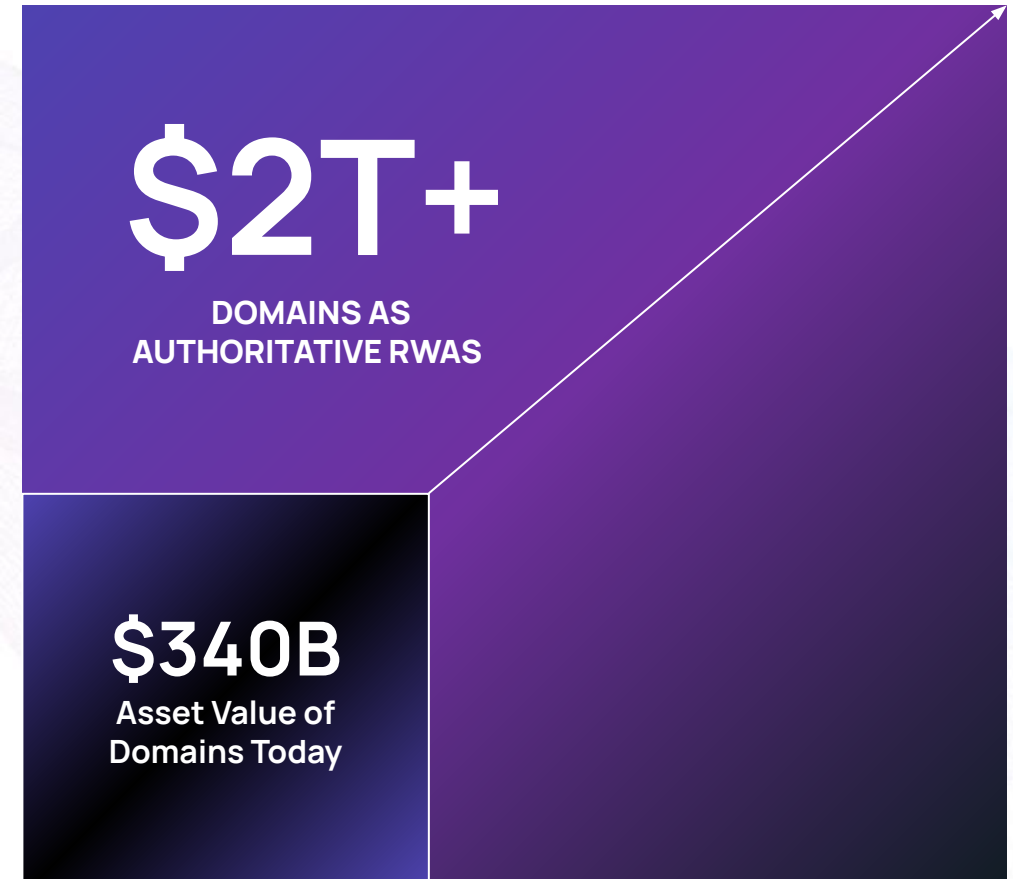
1. management of revenues, conduct of **transactions** of **domains with real market observable value**
2. **finances**, the monetary resources, as of a government, company, organization, or individual; **revenue**



WHY NOW?



- ✓ Tokenize all domains today
- ✓ Unlock liquidity with “Domain-Fi”
 - Buy, sell, trade verified domain assets
 - Lend, park, borrow with trusted and transparent transactions
 - Leverage domains as a **composable on-chain RWA**
- ✓ Expand land on the internet by 2X



D3 IS BUILDING THE NEW INTERNET, **TOGETHER**



- New blockchain features for ALL registries, registrars, and registrants
- Better tools for improved discovery and utility for 360M+ domains today
- Access to developers building game-changing DomainFi applications

ICANN 81 ONLY... access to our limited Early Participant program:

- Email fred@d3.email



THANK YOU

Fred Hsu

✉ fred@d3.email

✕ @heyheyfred