

# Wildcarding the dotPH Domain

Joel Disini

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Our registry, PH, has been wildcarding for 8 years now.

### Monthly Report for November 2009

	50491545
	45992213
	46963918
	1446898

### Monthly Report for December 2009

Total Hits	
Total Files	
Pages	
Visits	

### Monthly Report for January 2010

	13021058
	9811031
	8379680
	1473655

### Monthly Report for February 2010

Total Hits	
Total Files	
Pages	
Visits	

e get about 1.4 unique visitors monthly on the wildcard site, and roughly 12M page views. This would put the wildcard site on par with the top most-trafficked sites in the Philippines.



Until 2 years ago, when Google was monetizing wildcard traffic, wildcarding was bringing in about \$200 million in revenues monthly. Internet penetration here is at 15% (June 2009), so if Google had not pulled the plug on wildcard monetization, the day might have come when wildcard monetization revenues would have exceeded domain registration revenues.

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When a domain expires, the A record returned by the DNS a website displayed that says "this domain has expired. Click here to renew". This causes the domain owner the agony of figuring out if the problem is with

When email is sent to an unregistered or expired domain, the SMTP response either says "the domain you are sending to does not exist or has expired. This is a more intelligent response than "host or domain name not found"

editor@traveladvisor.pg

Subject: Hello World

Message-Id: <20100308115639.EAD1C703A4>

Date: Mon, 8 Mar 2010 05:56:39 -0600 (CST)

From: jed@dot.ph

editor@traveladvisor.ph>: host traveladvisor.ph[203.119.6.249] said: 554 5.7.1

editor@traveladvisor.ph>: **Recipient address rejected: Destination .PH Domain does not exist or has expired.** Please check for typographical errors in the recipient email address. (in reply to RCPT TO command)

Return-Path: <jed@dot.ph>



response of our wildcard server is very fast (about 150 microseconds). A TCP RST,ACK is sent in response to a TCP SYN. The delay caused by sending a wildcard A record instead of an NXDOMAIN is minimal.

## WIN XP

## WILDCARD SYSTEM

0.000s SYN ...>

107us <...

RST, ACK

0.547s SYN ...>

0.547s <...

RST, ACK

## MAC

## WILDCARD SYSTEM

0.000s SYN ...>

152us <...

RST, ACK

## LINUX

## WILDCARD SYSTEM

0.000s SYN ...>



is my belief that if a protocol were to be  
tten that "broke" because of wildcarding,  
ould be simple enough for all gTLDs and  
TLDs (that choose to wildcard) to install  
andler (on the wildcard server) for each  
protocol.

Top 15 of 101551 Total User Agents			
#	Pages		User Agent
1	13913930	36.30%	Browser: Firefox
2	9116560	23.78%	Browser: Internet Explorer 6.0 (Win)
3	5271116	13.75%	Browser: Internet Explorer 7.0 (Win)
4	1727434	4.51%	Browser: Internet Explorer 3.0 (win95)
5	1712405	4.47%	Browser: Safari (OSX)
6	739978	1.93%	Microsoft-WebDAV-MiniRedir/5.1.2600
7	718419	1.87%	Browser: Internet Explorer 5.0
8	713806	1.86%	Browser: Opera
9	280615	0.73%	Mozilla/4.0 (compatible; MSIE 8.0; Windows NT 5.1; Trident/4.0)
10	148766	0.39%	Microsoft-WebDAV-MiniRedir/5.2.3790
11	147035	0.38%	Apache (internal dummy connection)
12	113081	0.30%	Browser: Mozilla 1.x
13	92587	0.24%	Browser: Internet Explorer 5.21 (Mac)
14	80750	0.21%	Mozilla/4.0 (compatible; MSIE 8.0; Windows NT 5.1; Trident/4.0; InfoPath.2)
15	76117	0.20%	Mozilla/4.0 (compatible; MSIE 8.0; Windows NT 5.1; Trident/4.0; GTB6)
...	36856963	96.16%	Other

dcarding gives us interesting statistics. We have been able to  
 determine conclusively that in the Philippines, as of October  
 2009, Firefox has overtaken IE as the most used browser in  
 the country.

Summary, wildcard is a tremendous resource  
would be a shame to throw it away.



# Thank you.

joel disini  
[jed@dot.ph](mailto:jed@dot.ph)