The success of .INFO

Presented by:
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The shortest and most intuitive path to information on the Internet.

- .INFO is Intuitive--The Internet is about information, so an "info" address is needed for people to find the information they may be seeking. People are attracted to domain names they can readily understand (and remember).

- .INFO is International--.INFO is readily understood (and available!) in multiple languages, giving these addresses universality unavailable in any other domain.

- .INFO is Unrestricted--.INFO addresses are not limited to businesses or professionals or any other smaller set of Internet sites - it is open to all sites!
.INFO History

- Launched in 2001
  - Achieved over 500,000 registrations in first 90 days
- Today over 5,000,000 registrations
  - Millions of .INFO Web sites
- Launched IDNs in 2004
  - Now support 10 scripts
.INFO is the #4 gTLD

- “critical mass” achieved in 2004

INFO exceeds 3 million!
Opportunity in Asia!

INFO Registrations by Region

- North America: 56%
- Europe: 34%
- Latin America/Caribbean Islands: 2%
- Asia/Australia/Pacific: 8%
- Africa: 0%

Source: Registry records, Sept, 2008
INFO now over 400,000 in Asia

- Volume reflects promotion pattern

INFO Domains Under Management in Asia

- .INFO Domains Under Management in Asia
## Record Aftermarket sales for .INFO

<table>
<thead>
<tr>
<th>DOMAIN</th>
<th>SALE PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>travel.info</td>
<td>$116,000</td>
</tr>
<tr>
<td>NewYork.info</td>
<td>$70,000</td>
</tr>
<tr>
<td>NewYork.info</td>
<td>$46,392</td>
</tr>
<tr>
<td>manucure.info</td>
<td>$46,217</td>
</tr>
<tr>
<td>Free.info</td>
<td>$42,000</td>
</tr>
<tr>
<td>chinese.info</td>
<td>$37,111</td>
</tr>
<tr>
<td>credit.info</td>
<td>$36,000</td>
</tr>
<tr>
<td>Casino.info</td>
<td>$35,127</td>
</tr>
<tr>
<td>Christian.info</td>
<td>$35,000</td>
</tr>
<tr>
<td>hotels .info</td>
<td>$30,607</td>
</tr>
</tbody>
</table>
New .INFO product site

Site features:
- News blog/ RSS
- Statistics blog/RSS
- Web 2.0 sharing features
- .INFO Great Sites Directory

The .INFO top-level domain (TLD) is the shortest and most intuitive path to information on the Internet.

- .INFO is Intuitive—The Internet is about information, so an ‘info’ address is needed for people to find the information they may be seeking. Research indicates that people are attracted to domain names they can readily understand (and remember).
- .INFO is International—.INFO is readily understood in multiple languages, giving these addresses universality unavailable in any other domain.
- .INFO is Unrestricted—.INFO addresses are not limited to businesses or professionals or any other smaller set of internet sites - it is open to all sites!

Whether you’re an individual, an organization, a small business, or a global company, .INFO is an opportunity to reach a worldwide audience and join others who are taking advantage of the next evolution of the Internet.

Click here to find a registrar offering .INFO domains for sale.

Featured .INFO Web site

http://www.fetchbook.info/
Great sites

Gardentour.info

Fetchbook.info
FetchBook.Info is a free service aimed to provide the best shopping tools for book buyers.

Peaceablekingdom.info
Peaceable Kingdom is a nonprofit organization that provides care and shelter to animals that are lost, injured or abandoned.
More great sites...

**MissEngland.info**
Miss England title is owned by the Miss World organisation.

**OperaWiki.info**
Collect a range of information relating to tips, customization, and technical details of the latest version of the Opera browser.

**InsideIDTheft.info**
InsideIDTheft.info is updated throughout the day to keep you informed about the latest identity theft trends and threats.
Who is Afilias?

- Afilias is an experienced and successful TLD enabler
- Afilias provides “Registration to Resolution” services
- Superior Technology
  - World’s largest EPP registry (thick registries)
  - Multi-homed, Anycast DNS platform provides speed and strong security
  - WHOIS updates in real time
  - IDN & IPv6 capable
  - DNSSEC experience
- Afilias is an experienced and successful TLD enabler
  - #2 worldwide – supporting 13 million domains (~10% market share)