Introducing a new TLD to the Marketplace

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Pinkard Alan “Pinky” Brand
Director, Global Sales
• **We provide Mobile Internet Content Services**
• **We help you develop and deliver better content inexpensively**
• **We help your content to be found by users**
  
  – HQ in Dublin, Ireland
  – 2003 – Established by Nokia, Microsoft, & Vodafone
  – 2006 - Launched TLD business (1.2 million names registered to date)
  – 2008 - Launched Applications business
  – 40+ employees in Europe, US, China
  – Distribution in 110+ countries through more than 200 partners
  – dotMobi Investors:
Testing Mobile Web Content

Planning a Mobile Web Strategy

Finding Mobile Web Content

Optimizing Mobile Web Content

Optimizing the Mobile Customer Experience

Developing Mobile Web Content
Total Registrations by Country

- United States
- China
- United Kingdom
- Germany
- Canada
- Netherlands
- Spain
- Australia
- France
- Japan
- Rest of World
Launch History

• Limited Industry Sunrise – 1 week
• Trademark Sunrise Period – 3 months
• Sunrise Challenge Period – 3 months
• Premium Name Application Process – 3 months
  – Trademark owners were able to seek to have their trademark removed from our premium list in line with certain criteria.
• WIPO Mediation Center administered & rendered decisions.
• Landrush – 2 weeks
• General Registration - ongoing
Trademark Sunrise Period

- 5 sunrise registration field requirements:
  - registered trademark name, trademark registration number, country of origin, date of registration, date granted.
- Trademarks or service marks had to be of national effect.
- Trademark eligibility cutoff date was 11 July 2005.
- PwC carried out validation checks.
- All sunrise challenges were handled by WIPO.
Premium Name Allocations

• Commonly used (“generic”) words and phrases set aside for equitable allocation other than first-come, first-served.
• Allocation process was approved by ICANN with input and feedback from our Policy Advisory Board (PAB) and WIPO.
• Early name investors acquired names for as much as $200,000 (flowers.mobi). Most Premium Names names have been sold for thousands and tens of thousands of dollars.
• List of premium names available is at http://dotMobi.mobi.
• Previous allocation rounds in 2006/2007/2008 were via
  – SEDO online auctions
  – TRAFFIC domain name conferences and auctions
  – DomainFest conferences and auctions
  – RPP process
Turn any Web site into an enhanced mobile site…

… with Instant Mobilizer™ from dotMobi.

A TLD providing solutions beyond a name.
Mobile Content Growth is Strong

- 150,000 in 2008
- 1.1 M in 2009
- 6 M+ in 2010?
Recent Accomplishments

“Top 20 Largest Global Domains” 2009

“Mobile Innovation Award Winner” 2009

“Top 100 Global Companies to Watch” 2009

“Top 10 Global Trends for Small Businesses” 2009

“1 Millionth Mobile Web Page Tested” MobiReady - 2009
Thank you!
More info at http://dotMobi.mobi