.au Recent Developments

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ccNSO Meeting @ ICANN50
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1. .au Survey 2014 – Understanding the Australian Internet User

2. auDA Information Security Standard (ISS) for Accredited Registrars
Snapshot: auDA and .au

* auDA is not-for-profit, membership-based, and endorsed by Australian Government
* Board of 11 directors, 13 staff
* 2.85M .au domain names registered under 2LDs com.au, org.au, etc – no direct registrations
* .au 2LD registry services provided by AusRegistry
* 43 auDA accredited registrars, 4,500+ resellers
.au Survey 2014 – Understanding the Australian Internet User
Follow up to 2013 benchmark survey – abridged version

Ran for one month March-April 2014
  - Slide-up survey on 208 general websites, auDA and AusRegistry

3,118 responses collected
  - General network respondents – 2,748
  - Industry network respondents – 370
  - Female respondents – 1,569
  - Male respondents – 1,549
Key Findings: Domain Holding

* Increase in overall domain holding (2013 vs 2014)
  * General network ‘no domains’ group reduced 84% to 78%
  * More respondents adding .au to their portfolios

* Increase in females holding domains (2013 vs 2014)
  * General network – 13% to 19%
  * Industry network – 53% to 57%
Overall Domain Holding

![Bar chart showing domain holding in 2013 and 2014 for industry and general networks. The chart indicates the percentage of domains in each category (None, .au Domain, .au and Other Domains, Non-.au Domains).]
More respondents believe regulation of the .au space is ‘about right’ (2013 vs 2014)

Fewer respondents believe there is too much regulation

The registration process for .au domain names is perceived as easier (2013 vs 2014)
Q: Overall, thinking of the current rules that apply when you register a .au domain name, do you think there’s …
Registration

Q: How easy was it to register your domain name?

.au Domain Holders

- Very easy
- Somewhat easy
- Somewhat difficult
- Very difficult
- Don't know - someone else registered it for me

2013 vs 2014
Key Findings: Security Mindfulness

- High levels of security mindfulness among Australian Internet users
  - Only 2% say they do not worry about online security
  - 61% more likely to provide accurate personal information to a secure website
  - 67% more likely to trust a website ending in .au
Q: I’m more than likely to provide accurate personal information (such as credit card, name and address) to a website if...
Q: I’m more than likely to provide accurate personal information (such as credit card, name and address) to a website if the domain name ends in...
.au Survey 2014 - Understanding the Australian Internet User

What's new in 2014?

Australians prefer .au domains

76%* of survey respondents that hold domain names hold .au

74%* of survey respondents that hold domain names hold .au

.au is the trusted zone for Australian Internet Users*

Australian Internet Users practice security mindfulness*

<table>
<thead>
<tr>
<th>RESPONDENTS</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>It's an organisation I trust</td>
</tr>
<tr>
<td>1908</td>
<td>It's a secure site</td>
</tr>
<tr>
<td>930</td>
<td>It's deemed secure by my security software</td>
</tr>
<tr>
<td>424</td>
<td>A friend has vouched for the website</td>
</tr>
<tr>
<td>394</td>
<td>It looks professional</td>
</tr>
<tr>
<td>317</td>
<td>Other</td>
</tr>
<tr>
<td>56</td>
<td>I don’t worry about online security</td>
</tr>
</tbody>
</table>

*Denotes multiple choice question

More than double the survey respondents trust .au over any other zone
The top 3 reasons Australians choose .au*

- Most popular domain type in Australia: 50%
- Best represents Australian organisations: 66%
- Regulated and/or trusted: 33%

Domain holding has increased with females leading the charge

- Overall survey respondents holding domains has increased (2013: 24% up to 2014: 28%)
- Female survey respondents holding domains has increased (2013: 16% up to 2014: 22%)

The majority of .au domains are used as business websites

81% of survey respondents holding .au domain names use the domain as a business website

The level of regulation in .au remains appropriate

*Denotes multiple choice question
auDA Information Security Standard (ISS) for Accredited Registrars
Why do we need an ISS?

- High-profile security incidents in 2009 and 2011 – resulted in registrar termination / loss of business
- Industry consultations showed that registrars wanted auDA to ‘do something’ about security
- Assumption that current security practices of most registrars are deficient
  - High compliance and audit costs
  - Lack of in-house knowledge/experience
1. To assist registrars to manage and improve the security of their own businesses – develop a ‘security culture’ among registrars

2. To protect .au registrants and the integrity and stability of the .au domain
ISS Development

- 12+ month process
- Registrar security group – assisted by security consultants
- Industry Panel – broader stakeholder group including resellers, consumers, government
- Individual registrar consultations
- Two rounds of public consultation

universal support for mandatory security standard
ISS Content

* Contains 15 security controls
* Aligned to international standards ISO27001 and PCI DSS
* Flexible – can be adapted to suit different registrar models
* Risk-based – requires registrars to do their own risk assessment and select appropriate security controls
ISS Compliance Program

* Single assessor appointed by auDA
* Registrar self-assessment via online portal, followed by on-site assessment by auDA appointed assessor
* Compliance signed off by auDA ISS Committee
* Compliance valid for three years
* All ISS assessment costs are paid by auDA (does not include registrar internal costs)
ISS Implementation

* ISS was introduced on 17 October 2013
* New registrar applicants must be ISS compliant before they are granted full accreditation
* Existing registrars must be ISS compliant with 24 months
  * Non-compliant registrars may have their accreditation suspended, and ultimately terminated
* Six registrars are ISS compliant to date
  * Positive feedback about the benefits to their business
Thank You 😊

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