

ccNSO Update: Paris

June, 2008

Presented by

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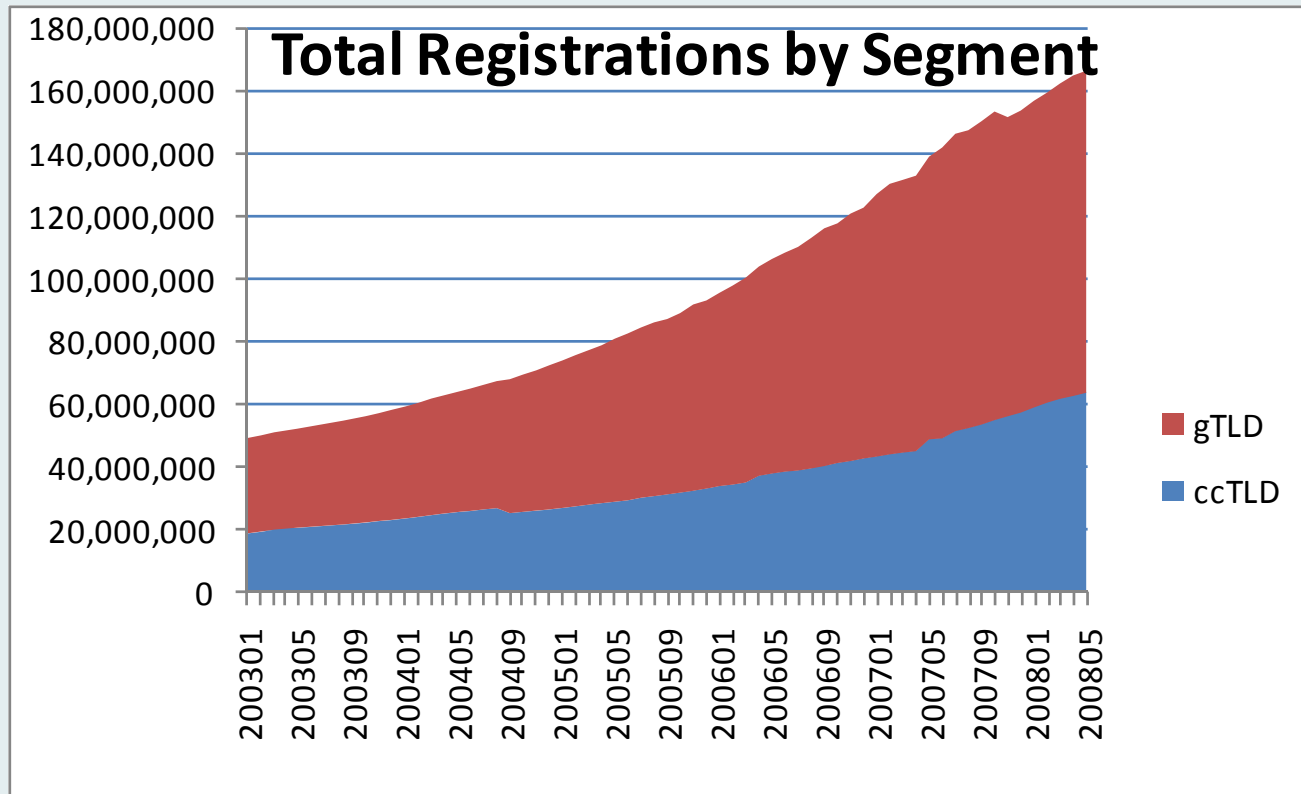
Chief Marketing Officer

Afilias



Overall market growing

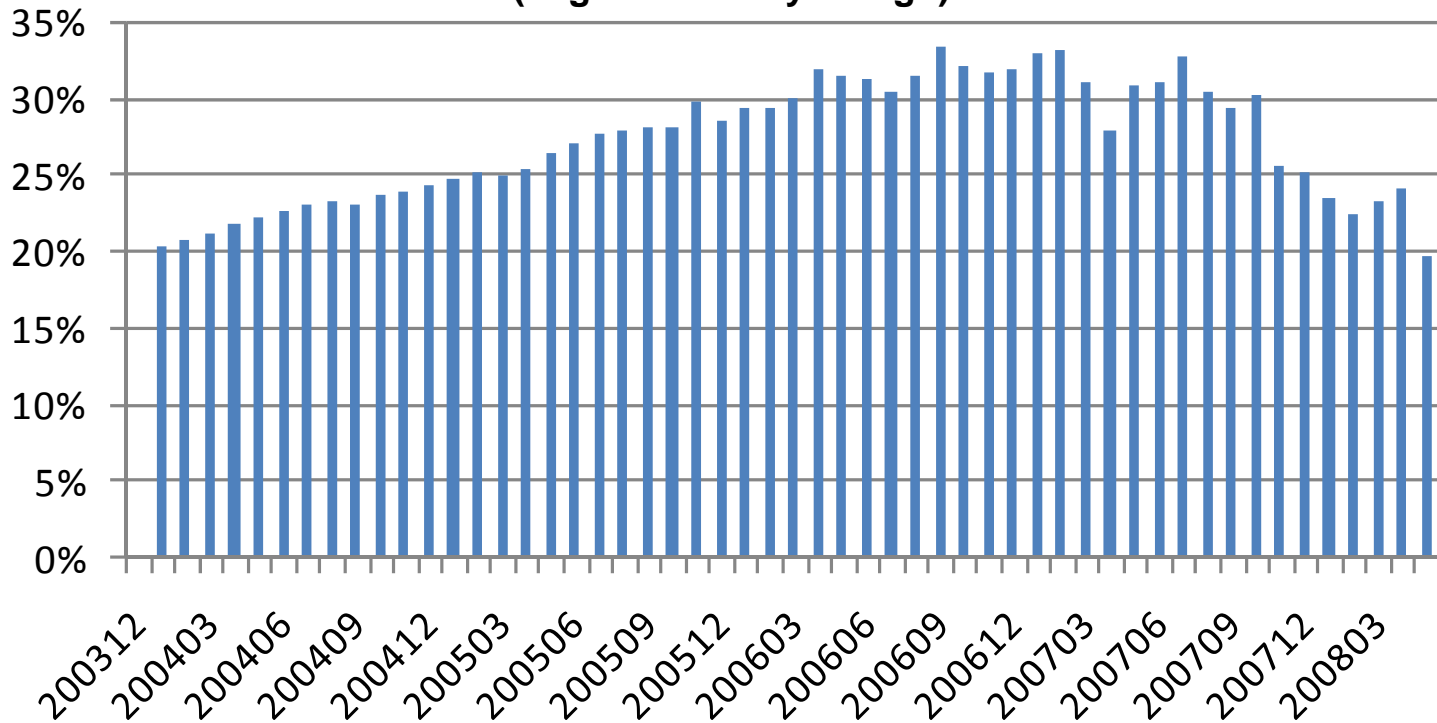
- Total now exceeds 166,000,000 registrations
- 03 +17%; 04 +31%; 05 +31%; 06 +33%; 07 +20%



Source: zooknic.com data

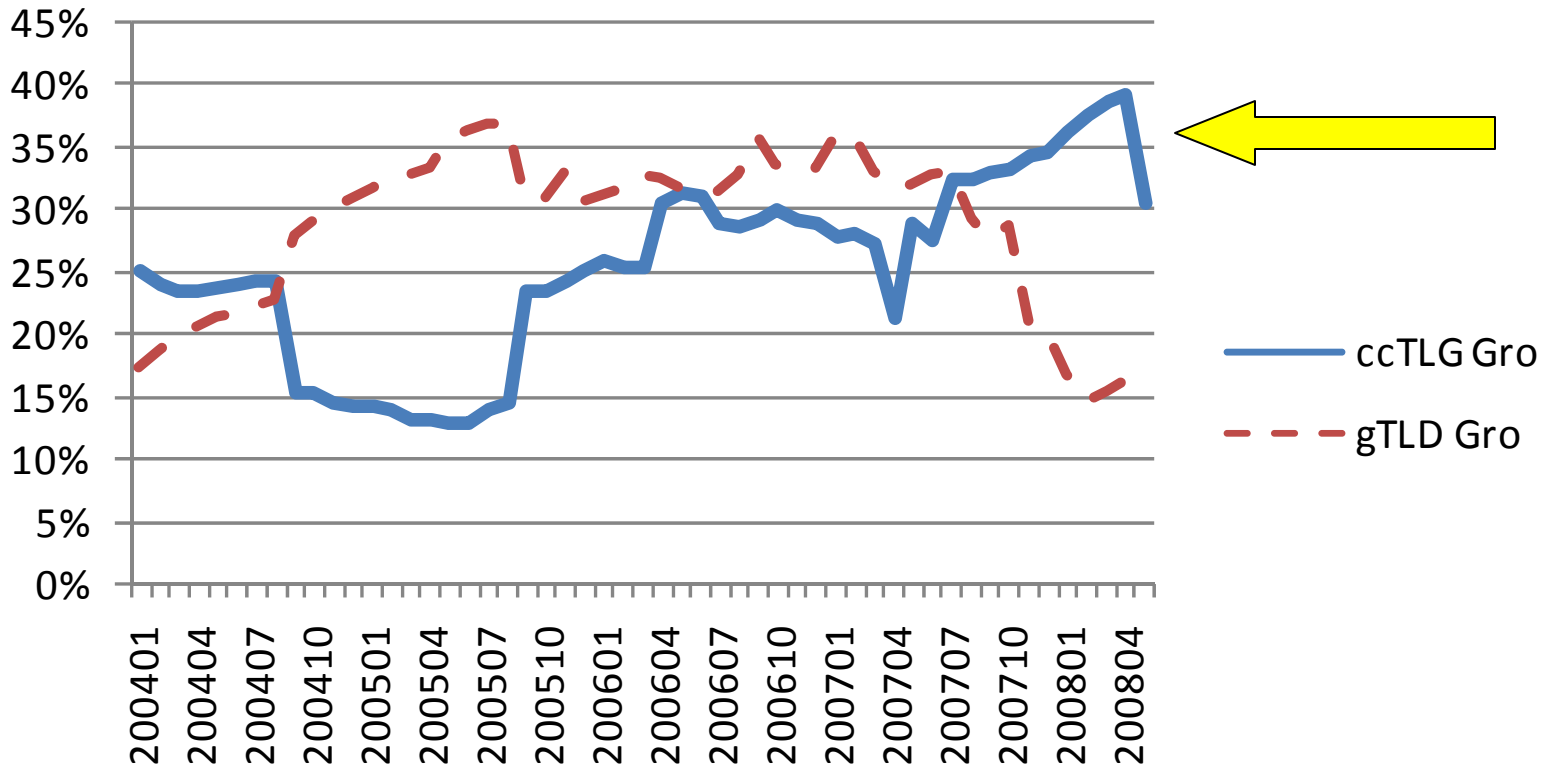
Growth is slowing...

Domain growth slowing since Feb 07 (% gain versus year ago)



ccTLD growth now exceed gTLD's

ccTLD Growth is outpacing gTLDs



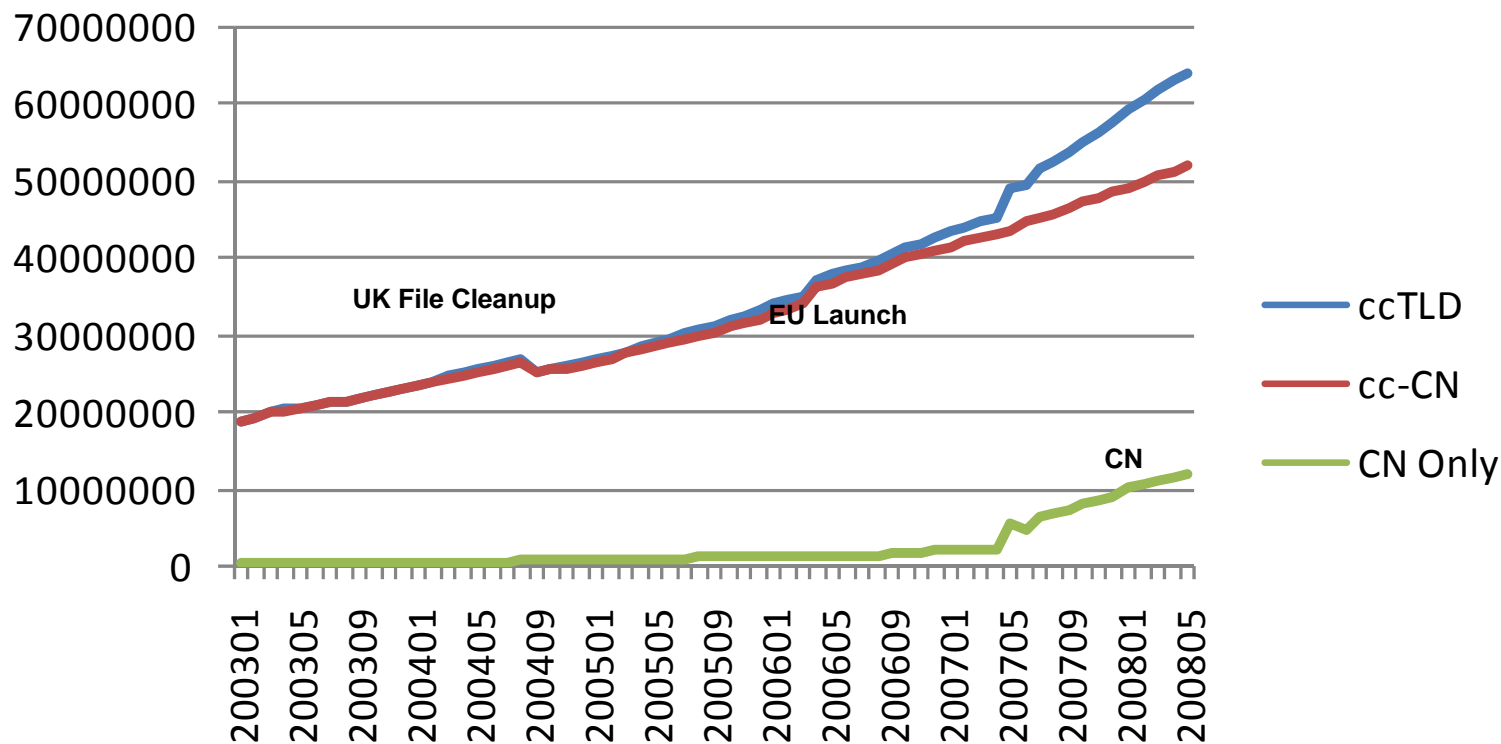
Growth expected to continue

- Global economic growth
- Expanding internet penetration
- Increasing broadband availability
- New uses for Internet/domains (e.g. blogs, ppc)

ccTLD registrations are growing— now 63M

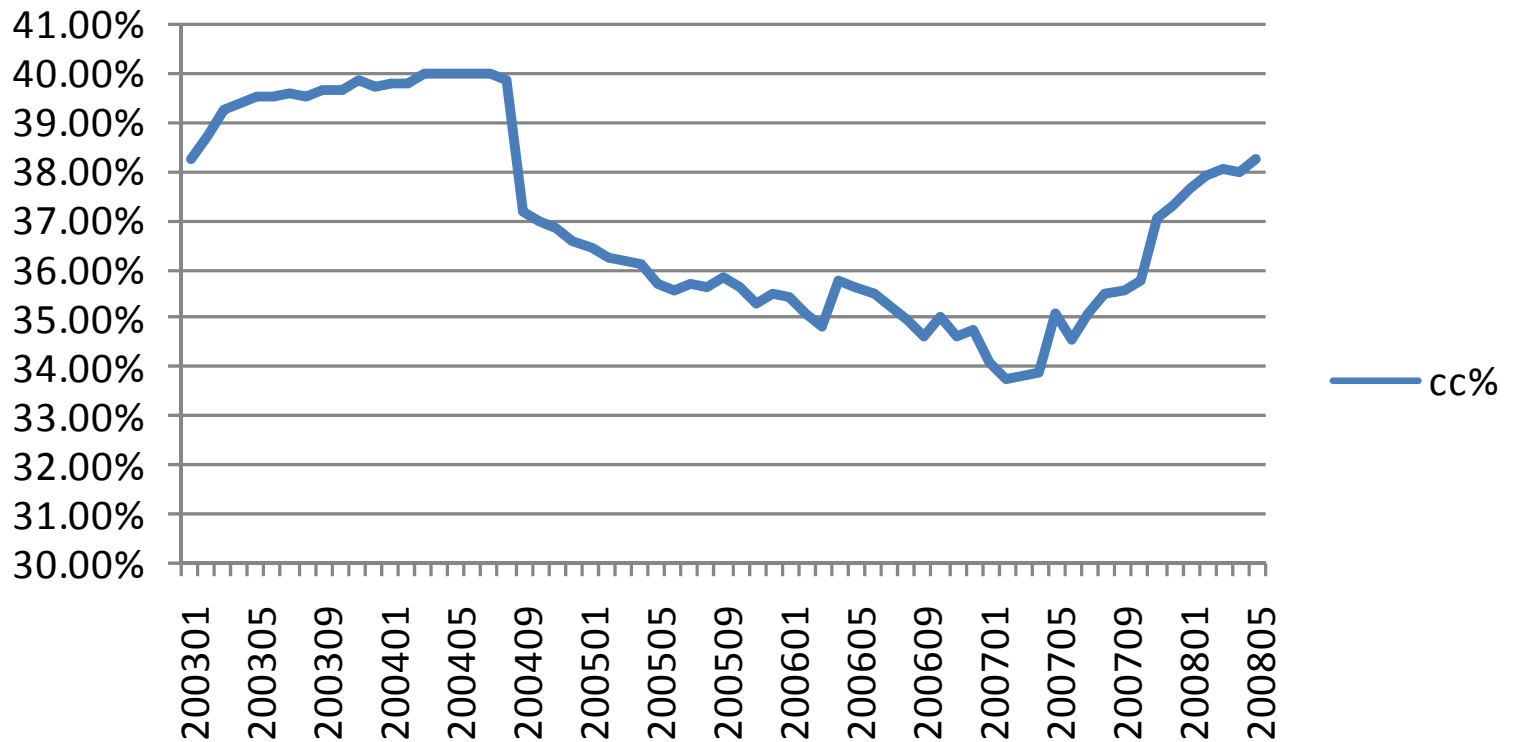
- CN helping accelerate overall ccTLD growth

Impact of CN on ccTLD Growth



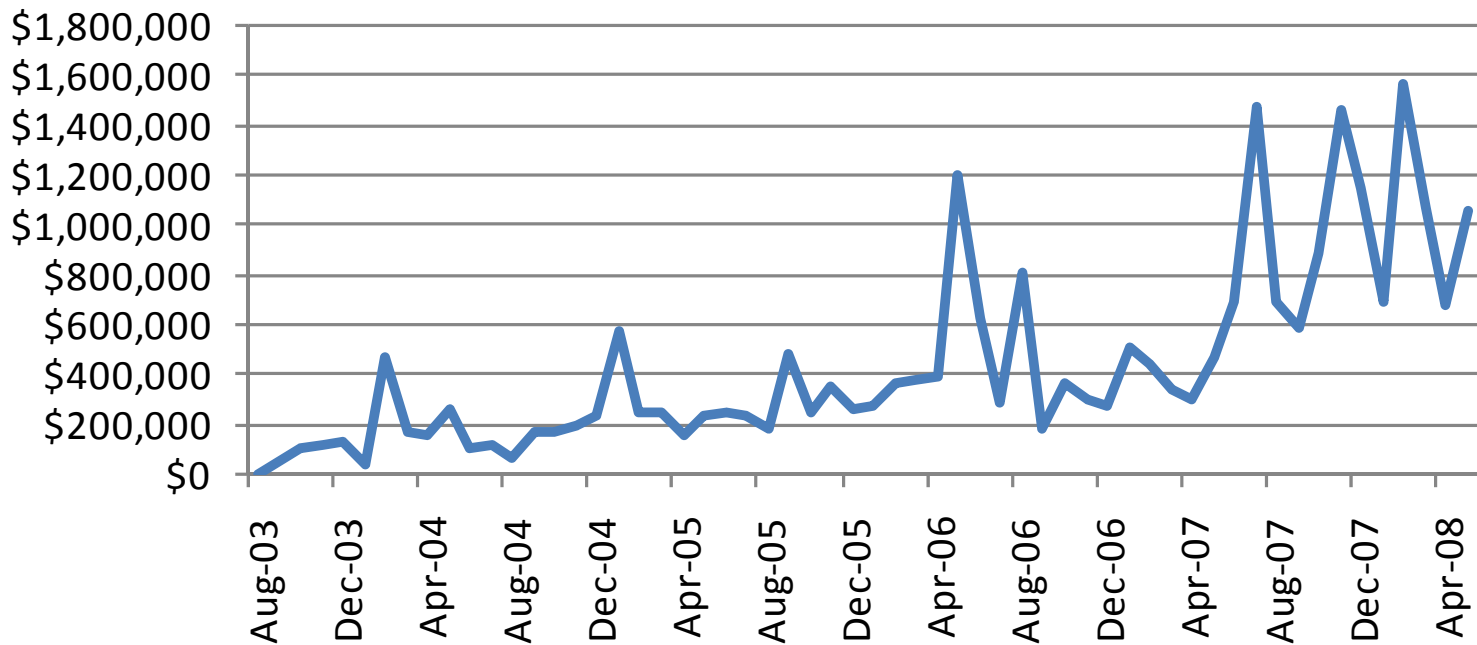
ccTLD Share of Market growing

ccTLD % of business is back to 38%



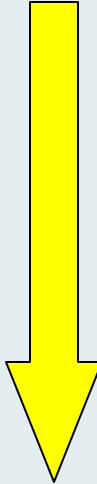
ccTLD's are growing in the secondary market

ccTLDs Monthly \$ Sales: 2ndary Mkt



Source: Domain Name Journal data thru May 2008

But...ccTLD's losing share in the secondary markets

Secondary Market Unit Sales			
Year (#Mos)	gTLDs	ccTLDs	
2003 (4)	77.2%	22.8%	
2004 (12)	85.7%	14.3%	
2005 (12)	89.8%	10.2%	
2006 (12)	89.8%	10.2%	
2007 (12)	89.4%	10.6%	
2008 (5+)	91.9%	8.1%	

Source: DNJournal data

Levers and Strategies

- Big robust home market—e.g. CN, DE
- “Extendable” positioning—e.g. TV, WS, ME
- Other levers:
 - Pricing-competitive
 - Policy—encourage use, not abuse
 - Technology—current, reliable, affordable
 - Distribution—tapping the registrars
 - Marketing—promotion & pr

Afilias now supports 15 domains

- Provides a world class technical solution
- Scale/Knowledge/Experience of 13 million+ registrations

Generic & Sponsored TLDs



Country Code TLDs



Afilias = Reliability

- **Enhanced availability for ccTLDs**
 - Guaranteed 100% DNS availability
 - Sites, email etc. ALWAYS work
 - Continuous, near real time DNS updating
 - Standards-compliant registry interface enables more registrars and hence greater competition
 - High availability registry system
 - 24x7x365 support
 - Proper back-ups and fail-over processes


Afilias = Security

- **Enhanced security for ccTLDs**
 - Capacity/Diversity Afilias' technology provides a multi-layer approach with diversity in process, geography, hardware, software, and firmware to eliminate single points of failure.
 - Data/privacy has never been compromised
 - Advanced protection against DDoS attacks
 - State of the art Phishing and SPAM detection/protection
 - Links to international security experts: CERTs, ICANN's SSAC, APWG

Afilias = excellence in DNS



Afilias = Availability

- Active 24 ASA
- Bulk Register, LLC
- CPS-Datensysteme
- Dotster Inc. 
- directi.com 
- eMarkMonitor, Inc.
- Enom Inc. 
- GoDaddy 
- GMO Internet, Inc.
- iHoldings.com, Inc. d/b/a DotRegistrar.com
- InternetX
- Key Systems GmbH 
- Knipp Medien und Kommunikation GmbH
- Net4India
- NetNames Ltd
- Network Solutions 
- Register.com 
- Schlund+Partner AG 
- Tierra Net dba Domain Discover
- Tucows 
- Variomedia IT-Service GMBH

Consider Afilias

- Variable cost model for you
- Up-to-date, secure SRS and DNS
- Afilias invests to keep the technology current
 - IPv6, DNSSEC, Anycast...
- Reliability / Security / Availability
- Advice on policy (if desired)
- Lets YOU focus on policy and management



.LC



.VC

.GI

Afilias
GLOBAL REGISTRY SERVICES



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Let Afiliass be your partner

Thank you

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