

The background of the slide is a scenic photograph of several traditional Dutch windmills situated along a canal. The windmills have dark wooden bodies and large, lattice-like sails. They are surrounded by lush green reeds and grass. The water in the canal is calm, reflecting the sky and the structures. The sky is a clear blue with a few wispy white clouds.

# Role for Registrars in the Era of new gTLDs

TLDcon 2015, Yerevan

Aleksander Ryabikiovski - Account Manager Russia

# Yourholding Group

- Based in Zwolle, Netherlands
- Since 2000
- 335,000 Dutch B2C/SME shared webhosting customers
- 15,000+ Resellers
- 1+ million Domains
- 130+ Employees
- Excellent Support
- [www.yourholding.com](http://www.yourholding.com)



# Realtime Register

- Since 2004
- ICANN accredited Registrar
- 70+ CC TLD accreditations
- Unified domain handling
- Advanced features and integration
- Realtime pricing! (at [www.resello.com](http://www.resello.com))
- Offices in Moscow and Bangalore
- [www.realtimeregister.com](http://www.realtimeregister.com)



# Resello

- Since 2013
- domains, hosting and more
- Cloud business automation:  
store, control panels, support system
- White labelled / brandable
- Multi tier
- FREE site builder, email and apps  
with each domain
- [www.resello.com](http://www.resello.com)





A scenic landscape photograph of several traditional Dutch windmills with thatched roofs and wooden frames, situated along a calm body of water. The windmills are reflected in the still water, and tall green reeds are visible in the foreground on the right. The sky is blue with scattered white clouds.

the Era of new gTLDs

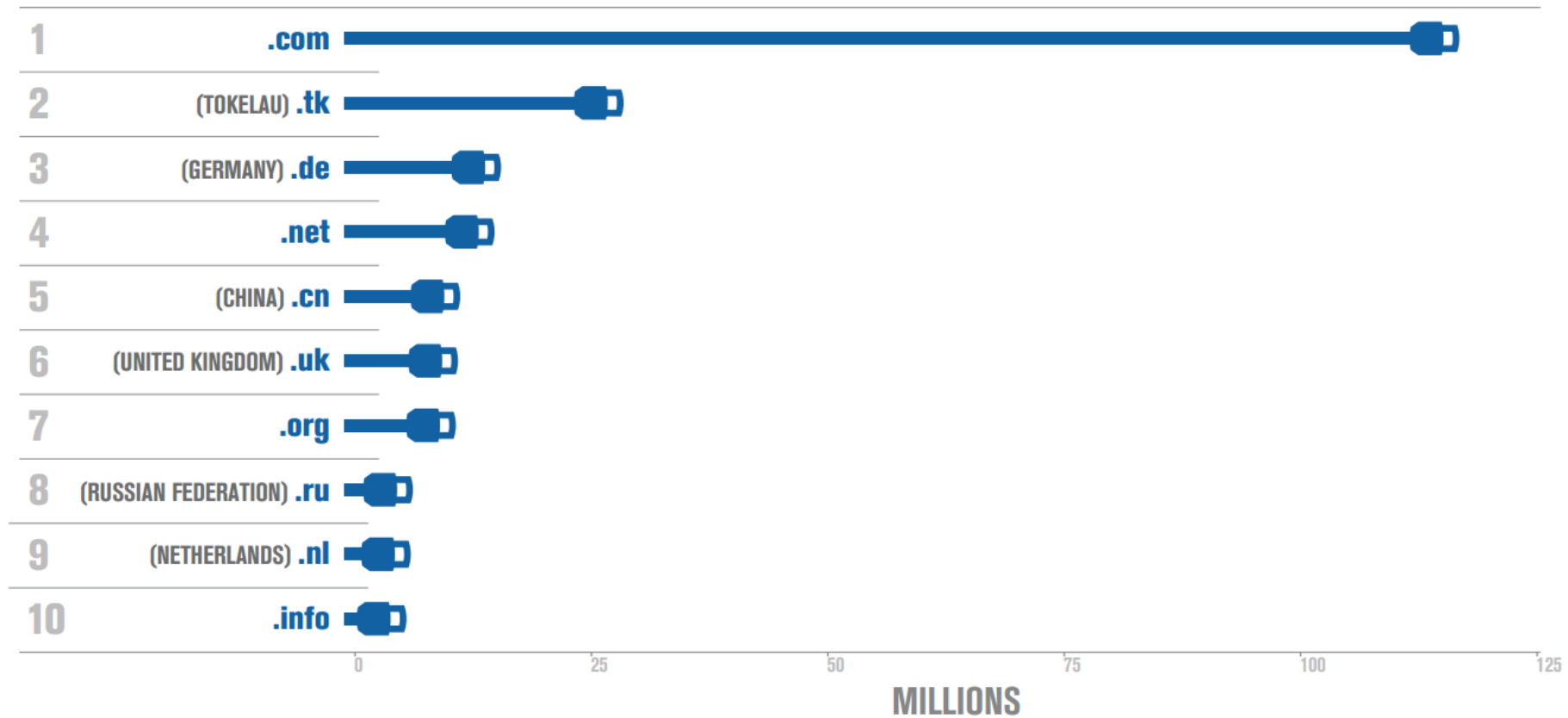
# Overall TLD Breakdown

Source: Verisign Industry Brief June 2015

- 294 million domains across all Top Level Domains (TLD's)
- 137 million country code (CC) TLD's
- 118 million .COM
- 15 million .NET

# Top10 TLD Breakdown

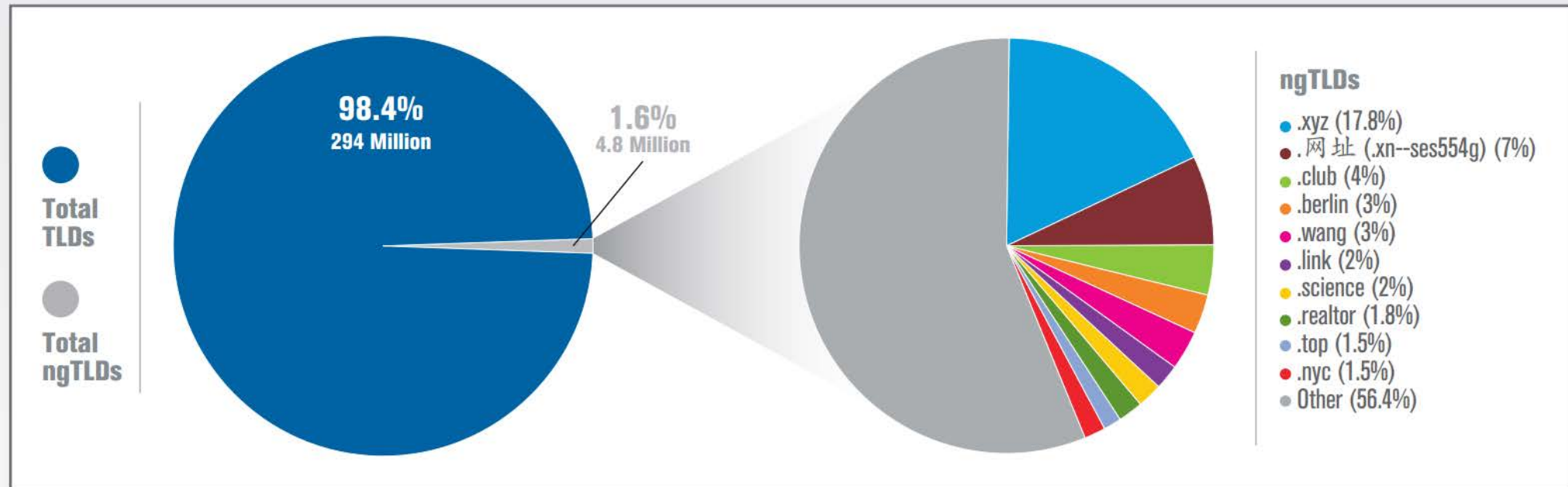
Source: Verisign Industry Brief June 2015



# New gTLDs - percentage of Total TLDs

Source: Verisign Industry Brief June 2015 / Zooknic Q1 2015

As of March 31, 2015, new gTLD (ngTLD) registrations totaled 4.8 million, which represents 1.6 percent of total domain name registrations. The top 10 ngTLDs represented 43 percent of all ngTLD domain name registrations. The following charts show ngTLD domain name registrations as a percentage of overall TLD domain name registrations, and also the top 10 ngTLDs as a percentage of all ngTLD domain name registrations.

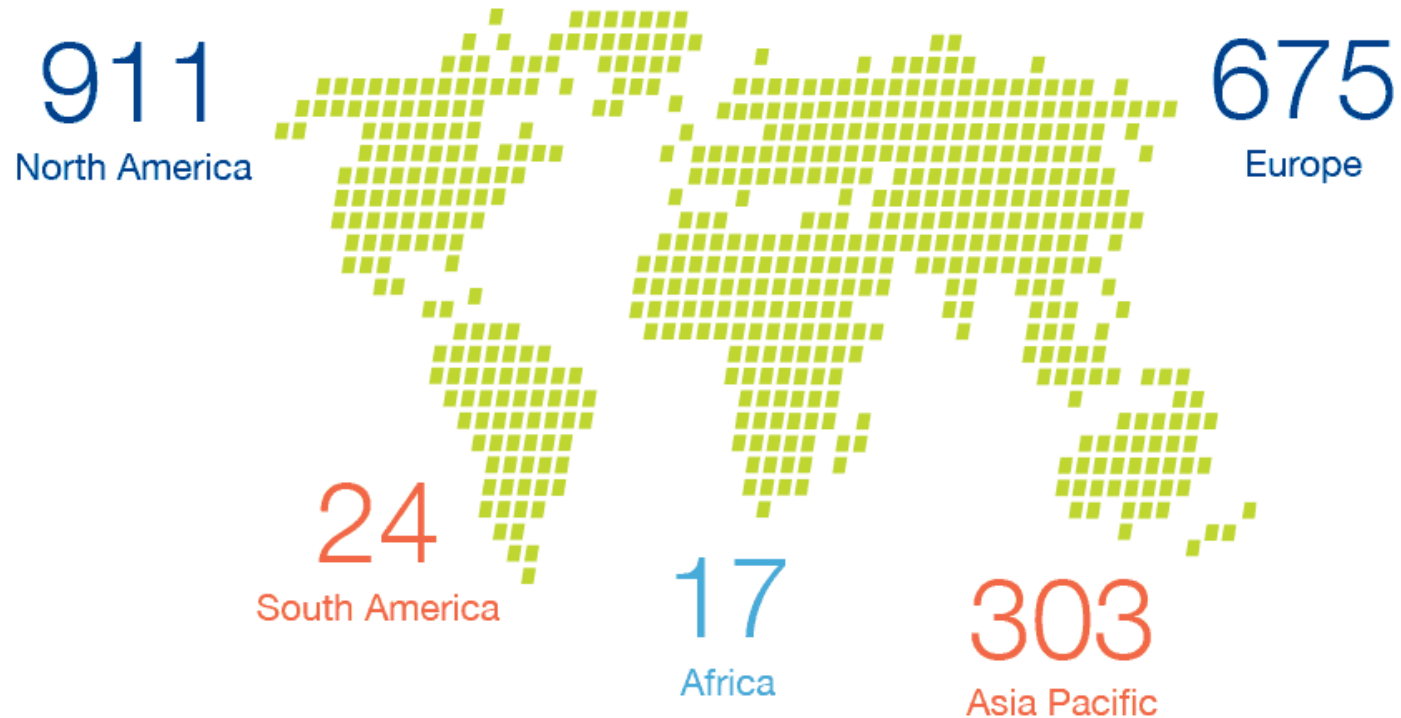




# New gTLDs applications

Source: ICANN - <https://newgtlds.icann.org/en/program-status/statistics>

1930 total number of applications received



# New gTLDs applications status

Source: ICANN - <https://newgtlds.icann.org/en/program-status/statistics>

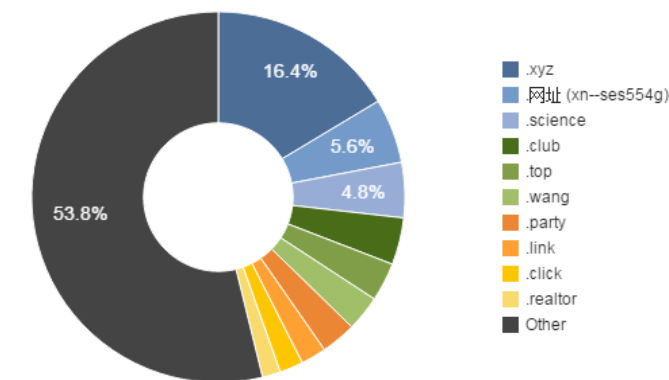
Application Statistics: Overview (as of 31 July 2015)	
<b><u>Total Applications Submitted</u></b>	<b>1930</b>
<b><u>Completed New gTLD Program</u></b> (gTLD Delegated** - introduced into Internet)	723
Application Withdrawn	542
Applications that Will Not Proceed/Not Approved	49
Currently Proceeding through New gTLD Program*	616

# New gTLDs growth - <https://ntldstats.com/tld>

new gTLD Domains



New gTLD Market Share



TLD Breakdown

TLDs Applications

New gTLD	Registry	Backend	Signed	Domains	% Share
1.  .xyz	XYZ.COM LLC	CentralNic	395	1,110,496	16.35%
2.  .网址 (xn--ses554g)	KNET Co., Ltd.	ZDNS	0	382,226	5.63%
3.  .science	dot Science Limited	Neustar Inc.	960	326,685	4.81%
4.  .club	.CLUB DOMAINS, LLC	Neustar Inc.	824	278,231	4.10%
5.  .top	Jiangsu Bangning Science & Technol...	Jiangsu Bangning Science & technol...	140	228,436	3.36%
6.  .wang	Zodiac Registry Limited	ZDNS	0	208,833	3.08%
7.  .party	Blue Sky Registry Limited	Neustar Inc.	476	206,904	3.05%
8.  .link	Uniregistry, Corp.	Uniregistry Inc.	310	148,956	2.19%
9.  .click	Uniregistry, Corp.	Uniregistry Inc.	184	138,643	2.04%
10.  .realtor	Real Estate Domains LLC	Verisign, Inc.	497	106,741	1.57%
11.  .website	DotWebsite Inc.	CentralNic	1,116	99,118	1.46%

The background image shows a row of traditional Dutch windmills with thatched roofs and wooden frames, situated along a calm body of water. The windmills are reflected in the still water. In the foreground, there are tall green reeds on the right side. The sky is blue with scattered white clouds.

# Role for Registrars



# The role of the Registry has changed

- ***Provide value to the Channel***

- Offering more than a product: A partnership.
- Provide stats, insights, and assets improve marketing ROI
- Generate leads for the channel

- ***Provide value to the Users***

- There are a lot of options out there – why our product?
- Create community around the brand, give a home to an existing community

- ***Always innovate!***

- “If you aren’t eating, you are being eaten”

Source: Jasmine Begg, Director Sales & Marketing EMEA at Neustar



# New Role for Registrars

More competition between registries  
= less dependence from registries  
= more influence on marketing

1. Level Marketing
2. Provide added value
3. Provide Channel  
toward resellers and  
toward market

# New Role – 3. Level Marketing

Inverse Proposition: offer to both registries and resellers  
Share the benefits of marketing efforts with Resellers.

- Use competitive advantage
- Promote new registrations
- Share volume discounts
- Great for starters
- Also great to 'boost'

# New Role – 3. Level Marketing

Want the perfect deal? This special program gives you a fixed rebate for every domain you create above last year's creates. Ask for your terms and conditions.

APPLY NOW

**.com** **.org** **.net** **.info** **.co**

## Domain Growth Program

**.com**

**\$ 5.99 /year**

**.org**

**\$ 4.99 /year**

**.net**

**\$ 5.67 /year**

**.info**

**\$ 4.99 /year**

**.co**

**\$ 5.99 /year**



# New Role – 2. Value Add

Combine domain with freemium value added tools

= increase usage of domains

= Increase renewal rates

= good for upsell

- FREE email accounts
- FREE site builder website
- FREE collaboration tools

# New Role – 2. Value Add



**Free homepage and email**

with every domain!

[Start reselling](#)



**Exclusive Resello offer**

Engage your customers  
with Hosted OX App Suite

[Learn more](#)



**Offer Slimsite for free**

Easy to use website builder  
Best product for upsell

[Learn more](#)

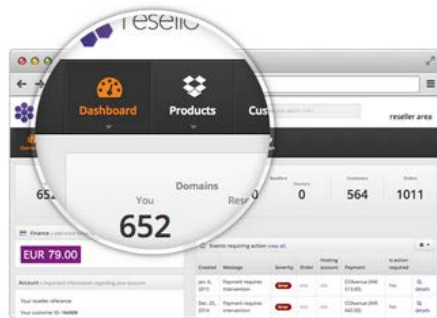


# New Role – 3. Providing the Channel

Make life easy & secure for resellers and their customers:

- Easy setup
- Intuitive control panels
- Great Integration
- Multiple business models
- Multiple payment options
- Marketing Kits
- Great support

# New Role – 3. Providing the Channel



## Reseller Area

The most flexible and easy to use business configurator

- ✓ Fully automated resell platform
- ✓ Integrated support, tech and billing
- ✓ Personal account managers



## Storefront

Easy setup, easy product configuration and sales optimized webshop

- ✓ Fully brandable shop and editable pages
- ✓ HTML/CSS control
- ✓ Payment gateway integration



## Customer Area

The intuitive customer control panel minimizes your support efforts

- ✓ Fully brandable Customer Area
- ✓ Easy to use customer control panel
- ✓ Integrated support system







Country Manager Russia



Alexander Ryabikovski

Managing Director



Joeri Borstlap

Spasiba!