

TLD Update featuring



Presented by:

Roland LaPlante, VP, Chief Marketing Officer



Yokohama – 3 December 2003

Afilias introduction

- Afilias Limited
- Founded by domain name registrars
- Headquarters in Dublin, Ireland
 - Offices in Philadelphia, Toronto, London, Düsseldorf
- Domain name registry focus
 - .INFO
 - Back office support for .ORG
 - .VC, .SG, .BI, .LA, .AG, GI, HN
 - Total of over 4 million names

Agenda

- TLD Market Overview
- .INFO update
- IDN's/Multi Lingual Domain Names



TLD Market Overview

Legacy gTLD's are recovering

- 11% overall growth in 2003!
- Total CNO only 2% short of the peak in 2001

	<u>COM</u>	<u>NET</u>	<u>ORG</u>	<u>TOTAL</u>
Jul-03	23,633,877	3,922,910	2,586,012	30,150,624
Jul-02	21,270,830	3,592,057	2,336,914	27,207,213
% Growth	11%	9%	11%	11%

Source: Zooknic.com

New gTLD's continue to grow

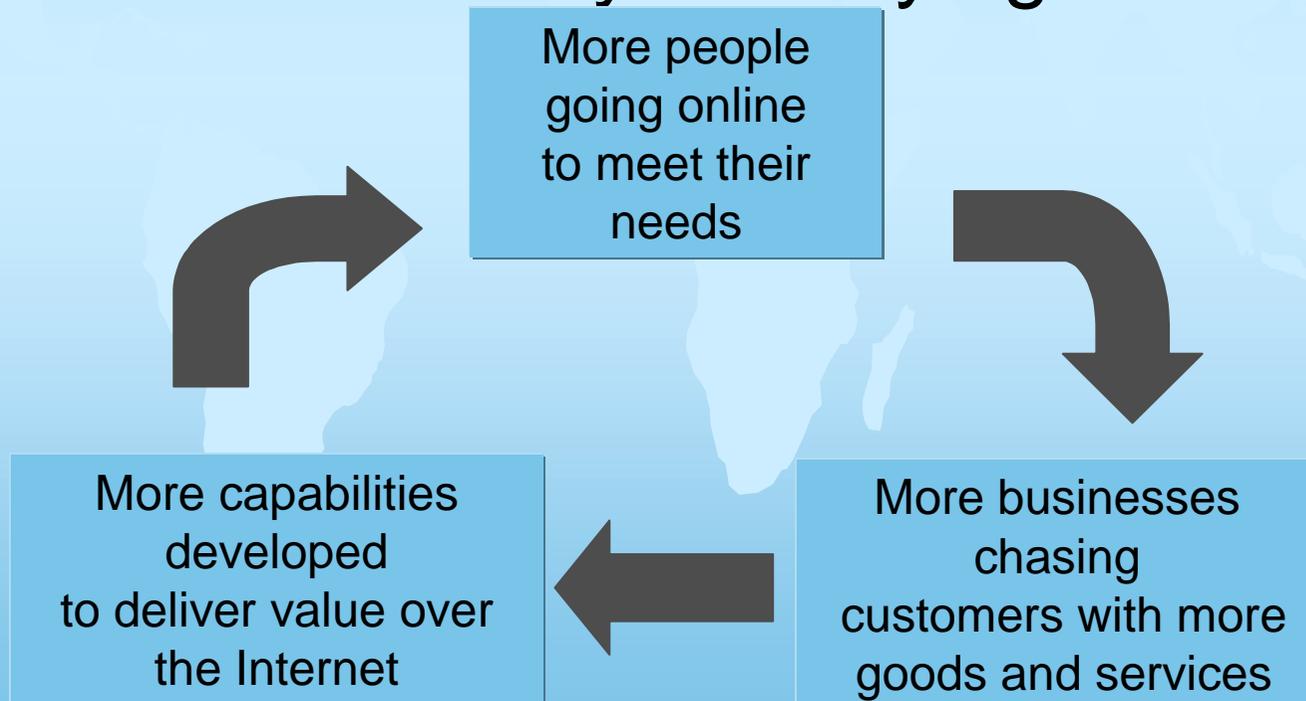
- Growth exceeds market overall
- Figures precede first renewal period

	<u>INFO</u>	<u>BIZ</u>	<u>Total</u>
Jul-03	1,137,425	971,174	2,108,599
Jul-02	883,726	710,977	1,594,703
% Growth	29%	37%	32%

Source: Zooknic.com

Domain market is strong

- Overall gTLD vitality
- ccTLD strength continues
- Growth fueled by underlying trends



Asia markets gathering strength

- Asian registrar volume grew faster than the market in 2002
- Asian domains expanding rapidly
 - E.g. .CN global launch
- Internet penetration continues to improve

gTLD business dominated by LOCAL registrars

- 90% of .INFO's in North America were sold by North American registrars
- 65% of .INFO's in Europe were sold by European registrars
- Less than 50% of .INFO's in Asia were sold by Asian registrars
 - Distribution - few ICANN registrars
 - Marketing - focus on ccTLD's
- In a growing market, this is an opportunity!

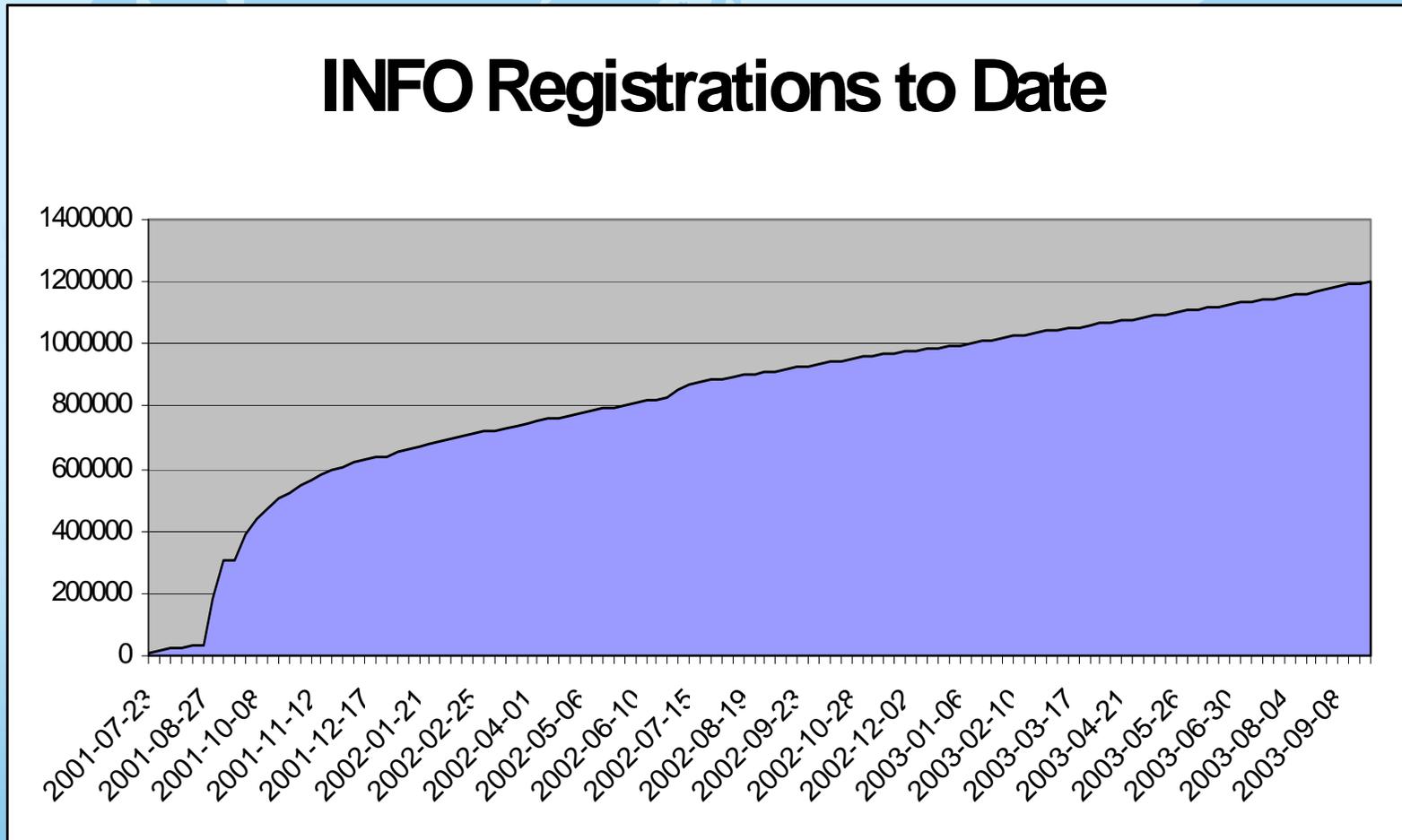
Market still immature

- Many segments still emerging
 - rTLDs / ccTLDs / gTLDs / sTLDs
- Internet typography not well defined
- Stability concerns limit experimentation
 - ICANN will slowly approve new domains, such as the upcoming sTLD round
- Fragmented provider base
- Users and providers must place bets
- OPPORTUNITY!

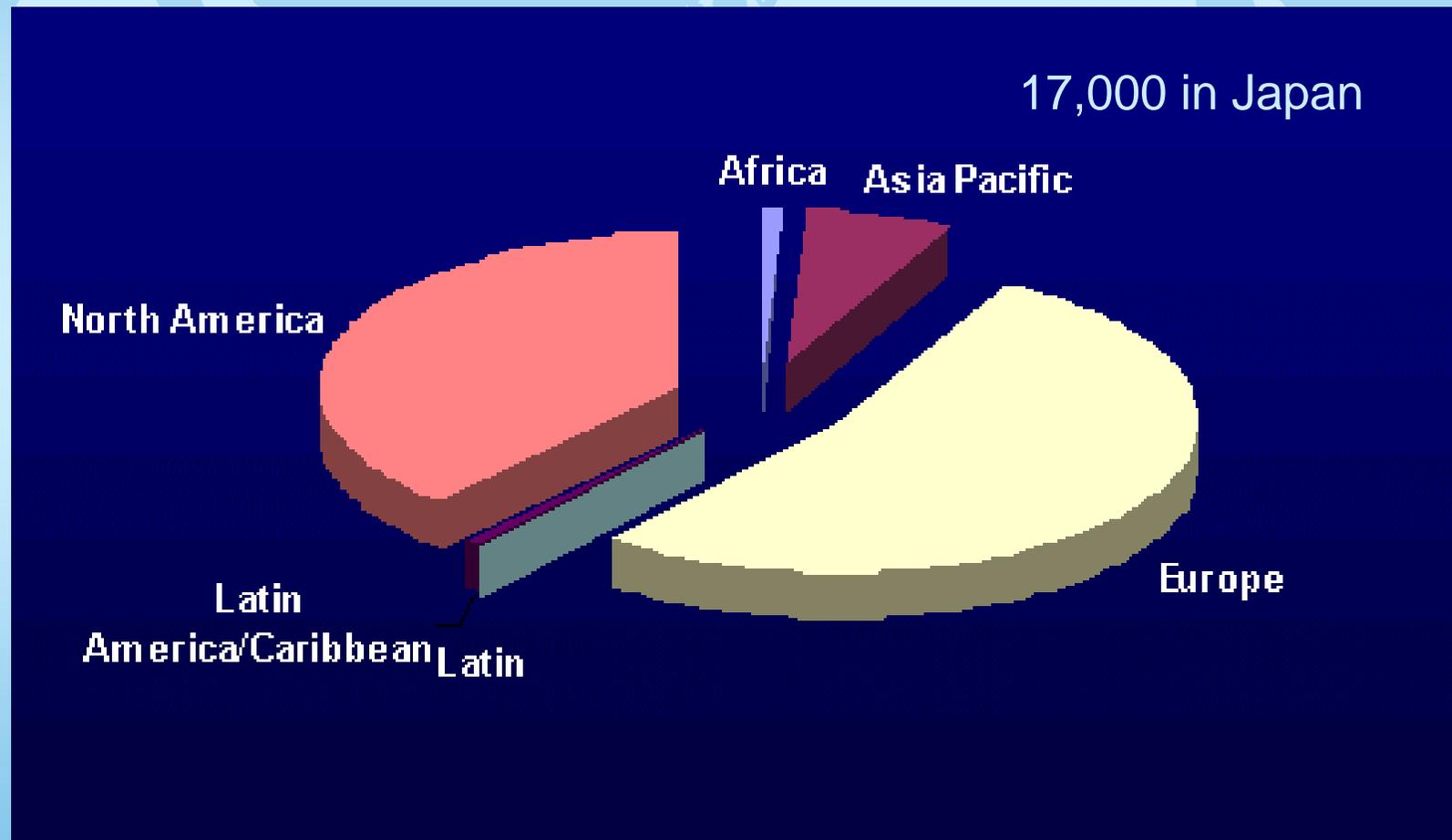


.INFO Update

Total .INFO registrations have continued to build steadily

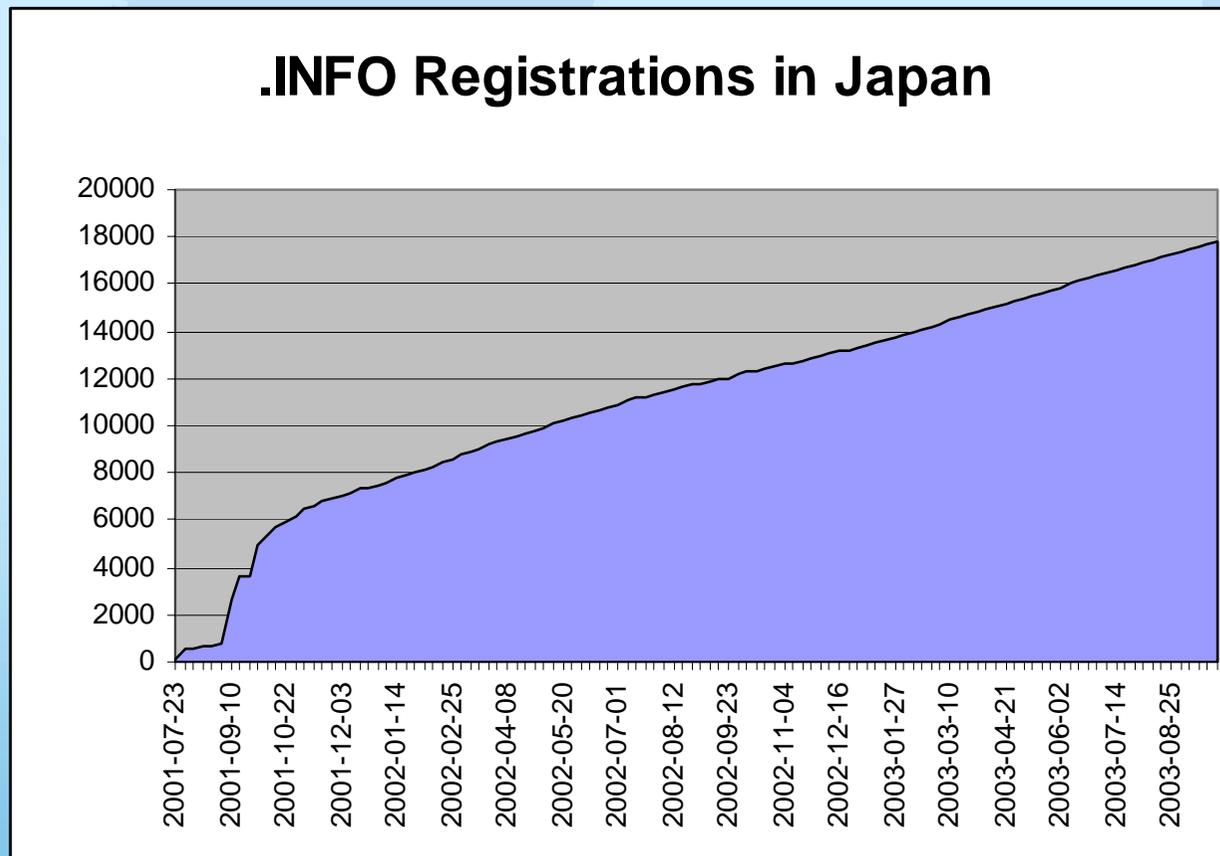


Western Countries have embraced .INFO



.INFO gaining in Japan

- .INFO grew 42% in Japan in the last year!



.INFO has over 400,000 live, dedicated sites

- Nearly 70% of registrations are active
- % live consistent with .COM

<u>Domain Status (6/03)</u>	<u>Number of Sites</u>	<u>% Of Total</u>
Dedicated .INFO	400,100	34.7%
Redirected	177,325	15.4%
Parked	185,031	16.1%
Protected	24,576	2.1%
Inactive	362,562	31.5%
Indeterminate	2473	.2%
Total	1114292	100.0%

Montreal Metro Ad



Montreal Metro System!



UMTS.INFO



.INFO is the “next” gTLD for Asia

- .COM is full, with 21MM names
- .INFO has more global resonance than .BIZ
 - more registrations
 - more usage--live sites, ads
- ccTLD’s don’t reach a global audience
- .INFO’s globality can help win new business in Europe and the US
 - Available
 - Popular
 - Attractive—non-threatening and helpful



IDN's-Multilingual Domain Names

Afilias' solution is complete

- Core registry services
 - Facilities and Systems, Hardware Architecture, Database Capabilities, Billing and Collection, Data Back-up, Whois, System Security, Technical and Customer Support
- DNS generation, distribution, and publication
- Distribution assistance
 - Links to over 110 registrars
- Extras: RGP, web access and IDN's

Afilias technology is fast, secure and reliable

- Millions of \$ invested to develop a superior registry system
- Partnered with best of breed: IBM/UltraDNS
- Ability to support thin and thick models
- Open Source database yields excellent performance and overall cost of ownership
- EPP registry system pioneer

Afilias technology is fast

gTLD test confirms Afilias' speed:
Registration to resolution gap nears real time

Delay between Domain Registration and Visibility in gTLD Servers	
Domain	Median Delay H:M:S
.INFO	00:02:02
.ORG	12:29:37
.BIZ	00:06:12
.NAME	33:44:49

Source: Root Server Performance Analysis; Catbird Networks, Sept. 2002

- EPP process is fast and efficient
- Afilias DNS enables domains to resolve faster
 - Registration to Resolution time is nearing real time
 - Near continuous updating drives fast propagation

Afilias technology is secure and reliable

- Performance history-June, 2003 results:
 - DNS % uptime: 100%
 - DNS update interval: 100% < 5min
 - SRS % uptime: 100%
 - SRS query processing time: 141ms avg
 - Whois service availability: 100%
 - Whois query processing time: 55ms avg
 - Whois update interval: 100% real time
- Historical performance available at www.icann.org

Afilias to launch IDN's for INFO

- Initial effort will serve the German audience
 - Germany is #2 .INFO market
 - Over 265,000 registrations; 135,000+ live sites
- Registration of umlauts only
 - ä, ö, and ü
 - Same pricing/terms as regular INFO
- Launch planned for January, 2004
- More complex Asian solution(s) to follow later in 2004

IDN Technical Overview

- INFO IDNs will be standards compliant
- Afilias will release an RTK to registrars
 - Registrars must adhere to standards (e.g.: nameprep, stringprep etc.)
 - Registrars must enhance their front end order systems
- Optional OT&E
- Language Tag support planned
- New EPP extension for German IDN

IDN Registration process

- Goals:
 - Simplify/speed registration
 - Minimize cyber-squatting / disputes
- No pre-registration period, or batched queue
 - “First Come, First Served” process
- Names registered during the first 30 days
 - Will be locked until 60 days after launch
 - Undisputed names will then be released

Summary

- Domains remain a growth industry overall
- .INFO poised for major growth in Asia
 - Information is power!
 - .INFO= Home of information on the internet
- Afilias provides superior services
 - Complete and flexible solution
 - Technology that is fast, reliable and secure
 - A reputation for stability
- IDN's coming soon for INFO
- Afilias is here to help!



Thank You!

