

gTLD Briefing



Presented by:

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Afilias introduction

- Afilias Limited
- Founded by domain name registrars
- Headquarters in Dublin, Ireland
 - Offices in Philadelphia, Toronto, London
- Domain name registry focus
 - .INFO
 - Back office support for .ORG (Jan, 2003)
 - .VC
 - Total of over 3.6 million names

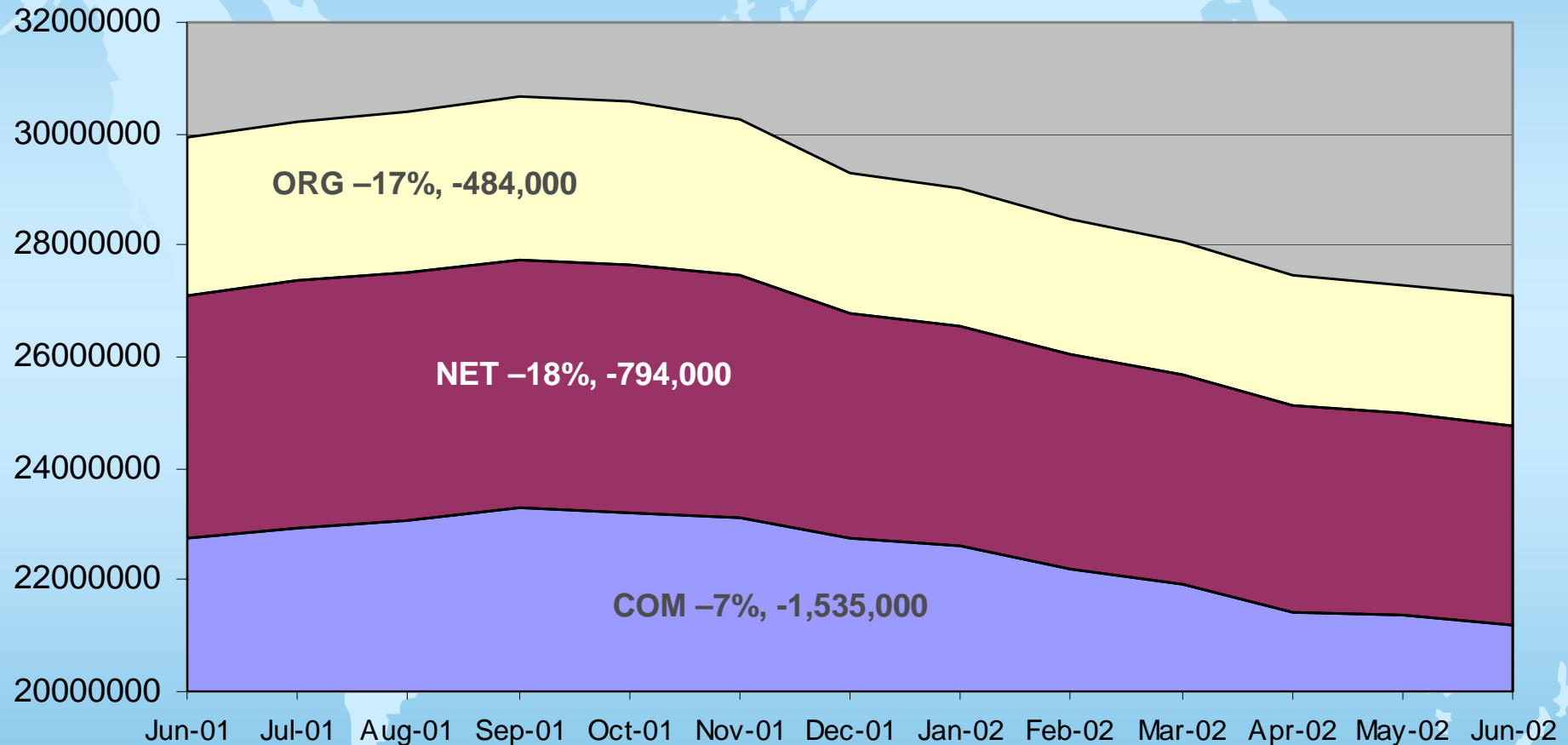
Agenda

- gTLD Market Overview
- .INFO
- .ORG



gTLD Market Overview

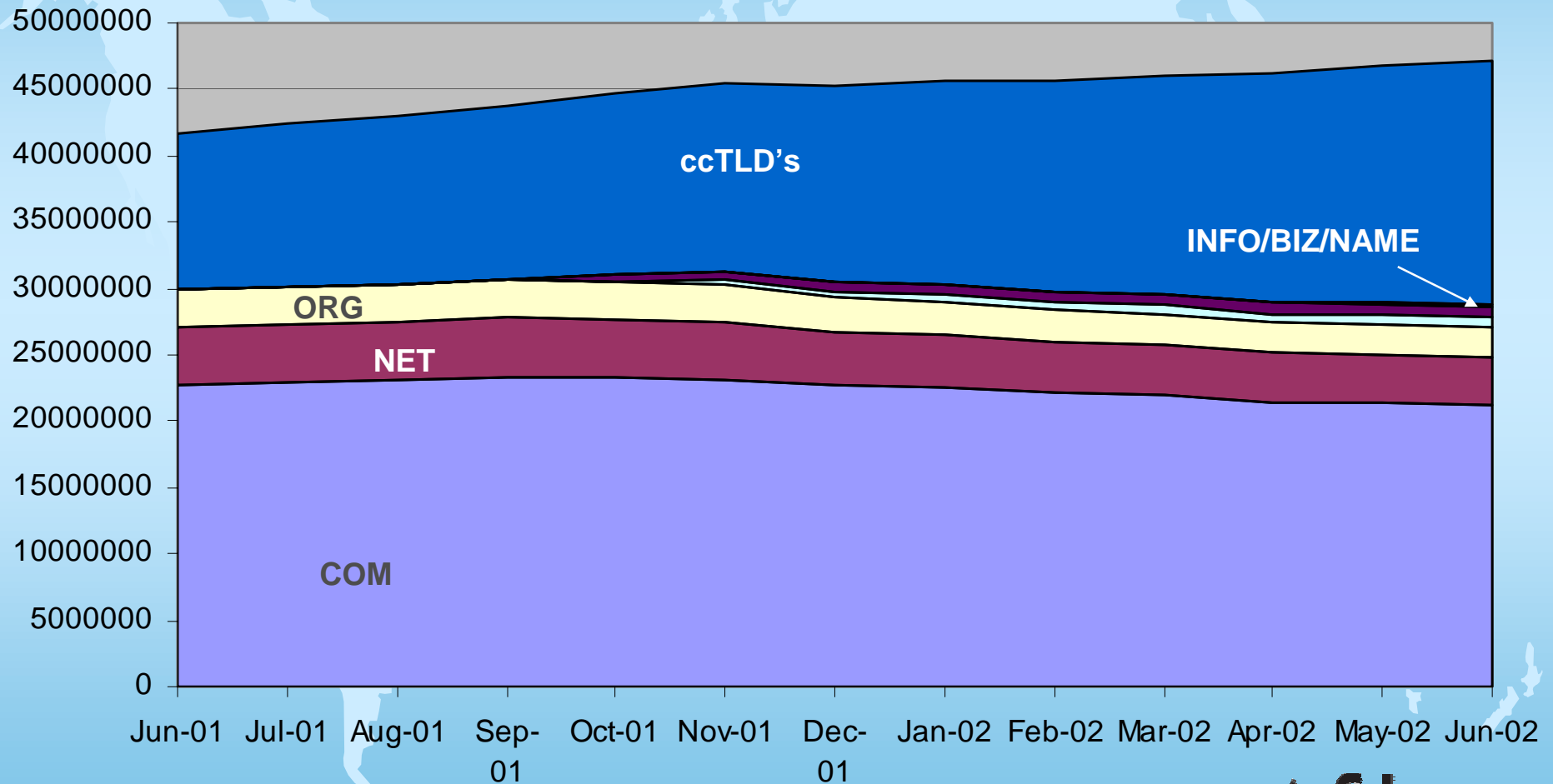
Legacy gTLDs have declined



Source: State of the Domain Reports



New & ccTLD's are growing



Source: State of the Domain Reports

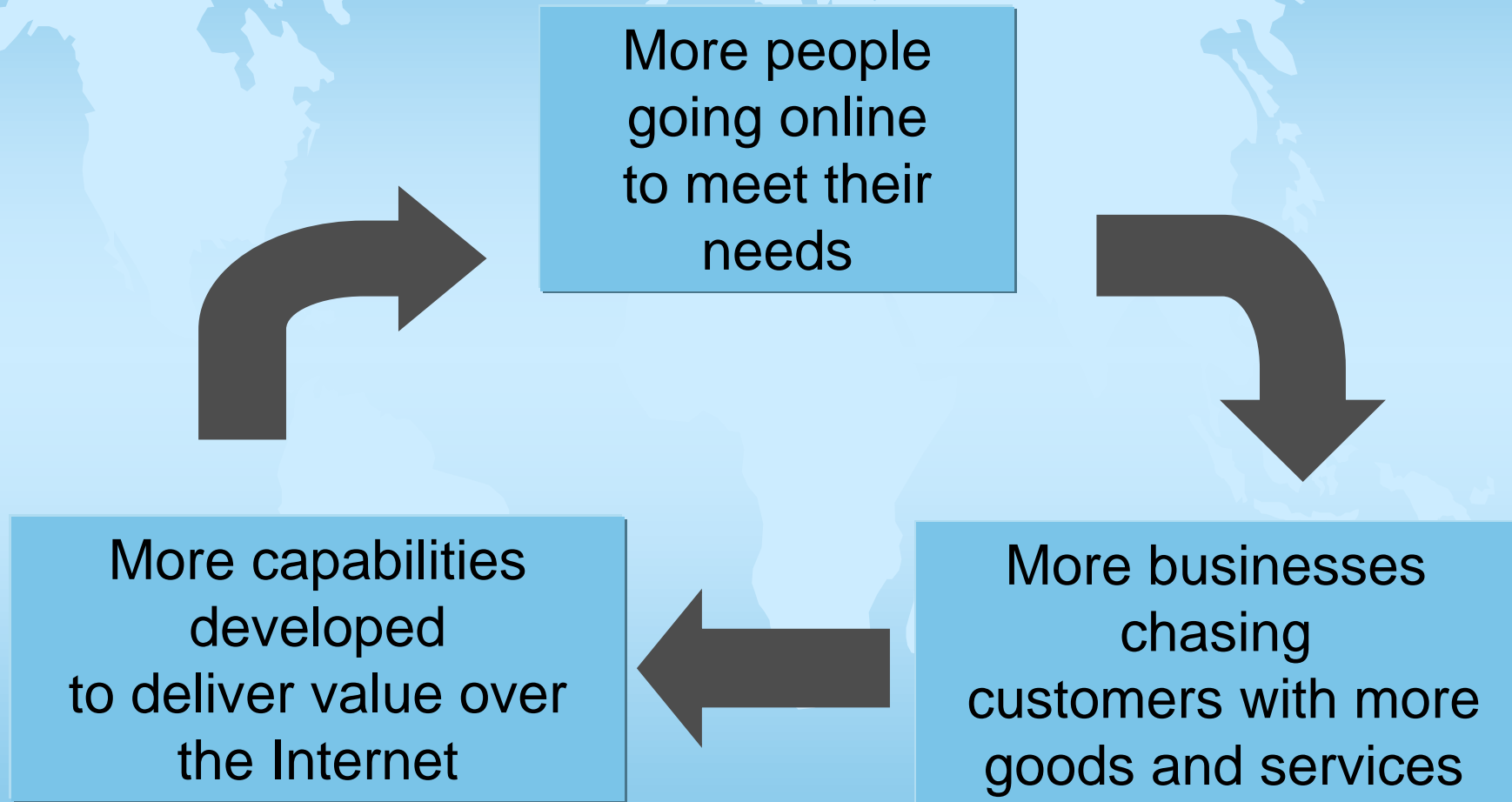
Growth in Asia is especially strong

- Asian registrar volume has grown 37%
June 01 – June 02
 - While total CNOBIN declined 4%
- Asian registrar share of CNOBIN has grown 43%
 - Over 2.2 million names
- But...share is still small at 7.7%

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

Overall growth is expected



Market is immature

- Many segments still emerging
 - ccTLD's / gTLD's / sponsored TLD's
- Internet typography not well defined
- Stability concerns limit experimentation
 - ICANN will slowly approve new domains
- Fragmented provider base
- Users and providers must place bets



.INFO Update

.INFO is the most successful new gTLD

- Launched July, 2001
- Over 1,000,000 registrations
- Over 270,000 live, dedicated sites
 - Over 27% of .INFO registrations are a “real” site
 - Many more are parked, redirected, etc.
 - Growing toward .COM’s 35%
- Pioneered Sunrise and Land Rush processes
- 1.1% of registrations are in Asia

.INFO is the “next” TLD 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



.ORG Update

moving to PIR

- VeriSign contract expires on Jan 1, 2003
- Public Interest Registry is the new operator
 - PIR formed by ISOC
- Afilias providing back-end services to PIR
 - 2.6MM names
- .ORG has small penetration outside the US—lots of growth potential

moving global

- .ORG is extending its positioning to be the global home of non-commercial entities on the internet
 - Charities
 - Religious groups
 - Civic groups
 - Others
 - Artistic
 - Political
 - Cultural
- PIR in close contact with registrars to ensure a smooth cutover
- PIR to outreach to non-commercials in 2003



Summary

Afilias supports growth

- Leading registry services provider
 - .INFO + back office for .ORG, .VC and others
- Afilias has a complete and flexible solution
- Afilias technology is:
 - Fast—registration to resolution in 2 minutes
 - Reliable—delivering against leading SLA's
 - Secure—world class partners like IBM
- Afilias has a reputation for stability
- Afilias can help managers who have outgrown their infrastructure

Summary

- Domains remain a growth industry overall
- Big segments have vitality
- .INFO poised for major growth in Asia
 - Information is power!
 - .INFO= Home of information on the internet
- .ORG to provide ALL non-commercials access to global resources
- NOW is the time to bring new domains to Asia
- Afilias is here to help!



Thank You!