



NeuLevel Registry - Overview

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Agenda



- About NeuLevel
- Registry Gateway
- NeuLevel and IDNs
- Whois.BIZ
- .BIZ in Japan
- .CN in Japan
- .TW in Japan

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About NeuLevel



- NeuLevel, Inc. - A joint venture of NeuStar (90%) and Melbourne IT (10%)
- NeuLevel is the registry operator for .BIZ and maintains the authoritative directory of .BIZ addresses.



- NeuLevel is also responsible for dynamic WHOIS and Zone file updates generated approximately every 15 minutes

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About NeuLevel



- NeuLevel has exclusive Registry Gateway Agreements for .CN (China) and .TW (Taiwan)



<http://www.neulevel.cn>



<http://www.neulevel.com.tw>

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About NeuLevel - Continued



- NeuStar, Inc. - The only Federal Communications Commission (FCC) certified trusted third party Registry
 - .US Registry Operator
 - North American Number Registry
 - Number Portability Registry
 - Wireless Number Portability - Started Nov. 24, 2003
 - Common Short Code Registry

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About NeuLevel - Continued



- Direct connection over IP based network with over 400 carriers.
- Database with more than 10 million records.
- Virtually every telephone call in the U.S. must reference the database that NeuStar manages for calls to be routed and delivered properly.
- ENUM trials - <http://www.enum.org>
- VoIP initiatives

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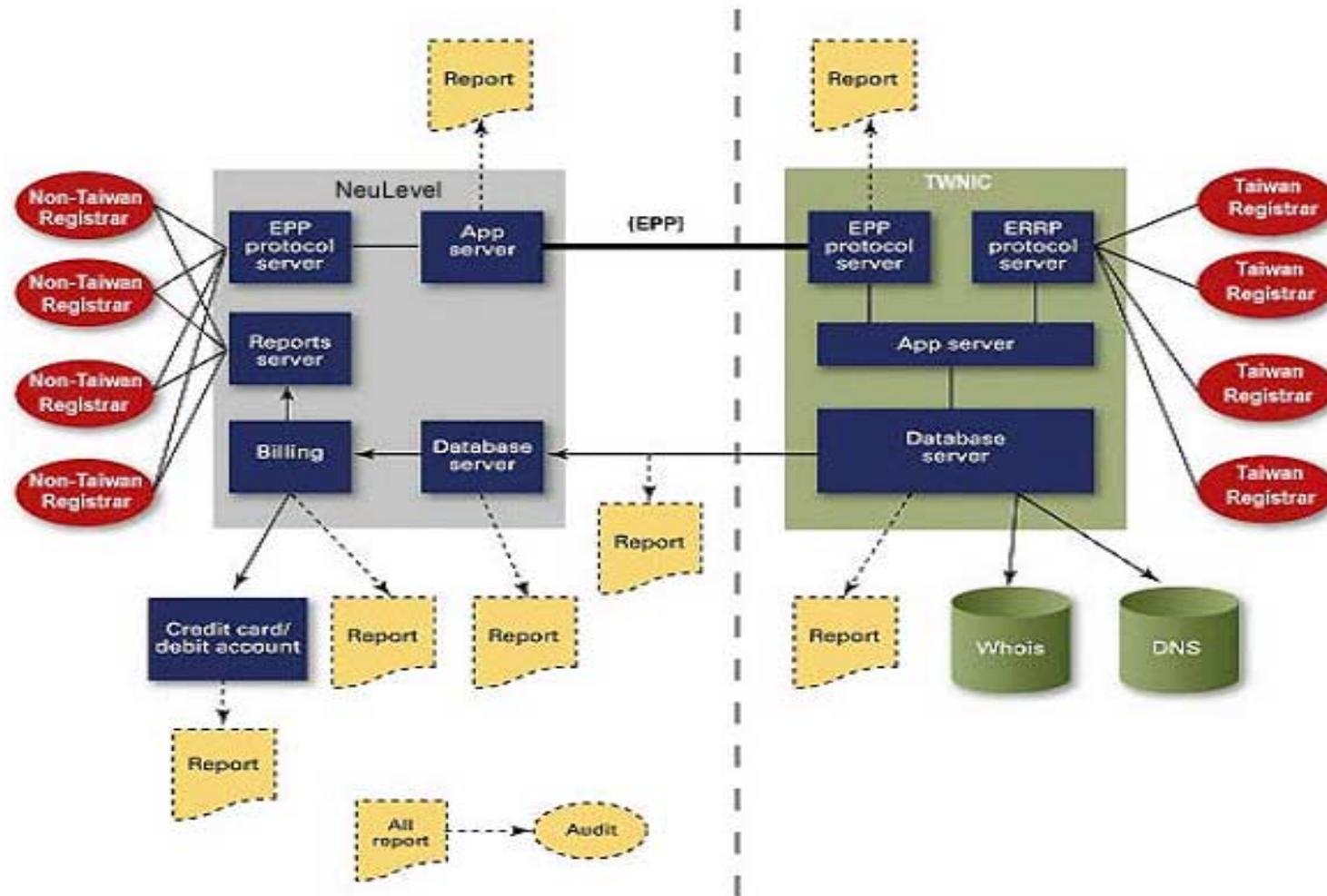
Registry Gateway Technology



- **What is a Registry Gateway?**
A registry Gateway is a technical implementation that allows ccTLD operators to connect with NeuLevel's registrars through Extensible Provisioning Protocol (EPP)
- **Why do ccTLDs benefit from a registry Gateway?**
A registry gateway allows ccTLD registries to easily implement an international distribution channel through NeuLevel's 100+ operational registrars in 29 countries

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Registry Gateway Diagram



NeuLevel and IDNs



- Currently NeuLevel does not offer International Domain Name (IDN) registrations for .BIZ
- Launching IDNs have several implications that include Intellectual Property and Trademark protections that are better managed at the national level
- IDNs at a gTLD level have many complications such as collisions between different language scripts
- Initially it's better to implement IDNs at a ccTLD level such as in .JP

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NeuLevel and IDNs - continued



- In the near future, NeuLevel through our Registry Gateway partners will offer IDN registrations for the following TLDs:
 - .CN
 - .TW
- NeuLevel will closely follow the IDN developments and introduce IDN for .BIZ in a planned and responsible manner that will not negatively affect end-users.

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Whois.BIZ - for Business



- The whois for .BIZ domain names is located at:
<http://www.whois.biz>
- Businesses want to be found, that is the main reason why they register .BIZ domain names.
- The WHOIS is another mechanism for businesses to be found

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ICANN Registrars in Japan



- Registrars that are ICANN accredited to offer .BIZ include:

- GMO - <http://www.onamae.com>



- PSI-Japan - <http://www.psi-japan.com>



- Edge Co. Ltd. - <http://www.edge.jp>



- FirstServer - <http://www.firstserver.ne.jp>



Some Resellers in Japan



- There are numerous resellers that also offer .BIZ domain names such as:

- NTT - <http://www.nttdomain.com>



- Yahoo Japan - <http://domains.yahoo.co.jp>



and many more...

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.BIZ in Japan



- .BIZ is the TLD for business
- Small to medium businesses are the primary target for .BIZ domain names
- Overall .BIZ registrations in Japan are proportionally comparable to the percentage of .COM registrations
- Trends we have seen in the US and Europe indicate that as businesses start using and promoting their .BIZ sites, awareness and registration numbers increase
- We expect a similar trend to happen in Japan.

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KCOM.BIZ



- 2002 was the launch of KCOM's .BIZ site. KCOM is part of the KDDI Group.

www.kcom.biz

"This is the official .BIZ website of KCOM, a major Japanese telecommunications carrier and a member of the KDDI Group. It is focused on Japanese corporate customers and xSP providers who plan to apply IT to substantial business operations. Useful strategies for real IT utilization are prominently featured on the site, and the site also enables KCOM to reach out to its existing customer base as well as foster new business opportunities."

—Yasuhiro Ogawa, KCOM



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.CN in Japan



- NeuLevel and CNNIC have an exclusive agreement to offer .CN names outside China
- CNNIC the registry operator for .CN domain names liberalized the policy restrictions to register .CN domain names. (Dec 15, 2002)
- Companies no longer have to be located in China in order to have a .CN domain name
- Japan has many businesses that trade with China and these businesses are the ideal customers for .CN domain names
- Prior to October 2003, Japan represented 2% of .CN registrations
- For the months of October/November, Japan has seen an increase to 19% of .CN registrations

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.CN Registrars in Japan



- Global Media Online is the only .CN accredited registrar in Japan. <http://www.onamae.com/cn>



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.TW in Japan



- NeuLevel and TWNIC have an exclusive Registry Gateway agreement to offer .TW domain names worldwide
- Early 2004, NeuLevel will offer .com.tw, .net.tw and .idv.tw domain names worldwide.
- TWNIC will in the future introduce 2nd-level .TW domain names (<http://www.mycompany.tw>) and NeuLevel will also offer these names through our operational registrars
- Japan is Taiwan's second biggest trading partner, with almost US\$ 40 Billion in two-way trade
- Companies that do business with Taiwan are the ideal customers for .TW domain names.

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Questions



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Thank You!

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