ICANN 61 Puerto Rico

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The Five Pillars of a Successful Registry

About Afilias

- Founded in 2000
- HQ – Ireland
- Global footprint
- 22M+ names
- 200+ TLDs

Business Lines

- Registry Operator
- Registry Services
- Secondary DNS

TLDs Afilias is involved with…

Generic and New gTLD Examples

As Registry Operator

Generic, New TLD, and Country Code TLD Examples
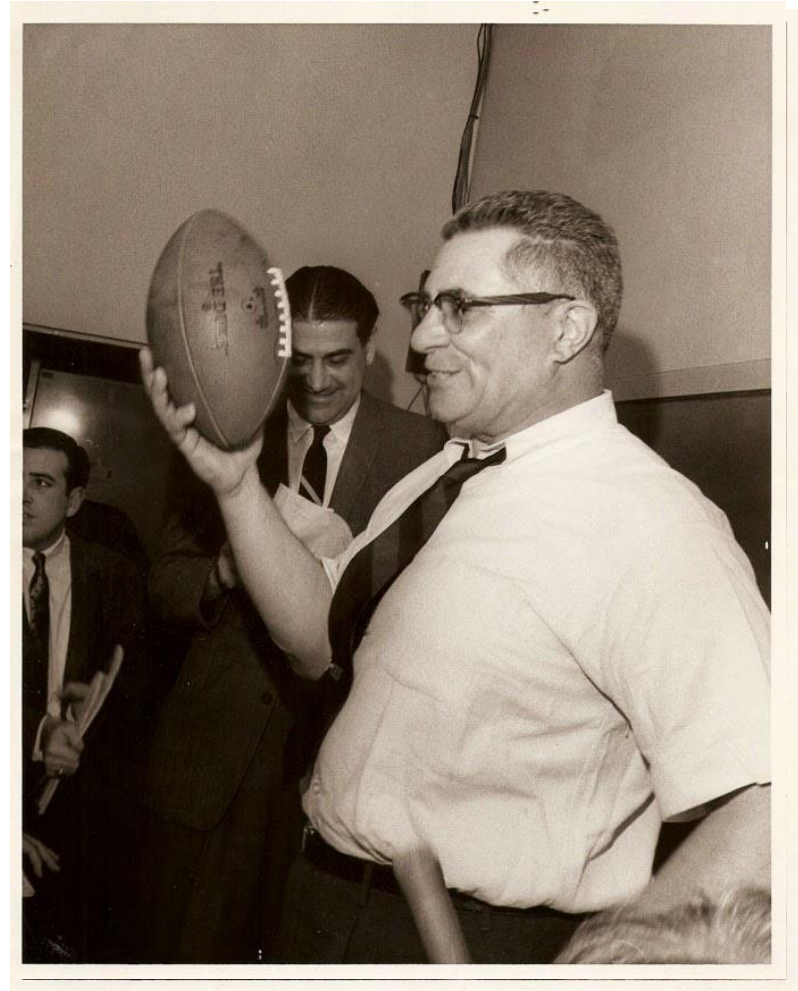
As Registry Service Provider

TLDs Afilias is involved with…

Newest Country Code TLD Example

As Registry Service Provider

- "Gentlemen,
  This is a football"

- Sorry,
  Is this a football?

- Just kidding,
  This is a football.

What We Do Is Important!

- The TLD is important.
- The DNS is important.
- We need to do the things we do better
- We need to be able to scale these capabilities

Consider Typical Clients:

- Businesses
- Governments
- Hospitals
- Travel and Logistics

- Vital communications
- Email
- FTP

We will be defined by our challenges

1. All registries are global in nature.
2. Running a registry is not free
3. Regardless of character, we all need money;
   - For-profits
   - Non-profits or Universities - for whatever cause
   - Governments - to rely less on taxes – to do good things
4. We face growing pressures.

Growing Pressures Include:

Legal and Procedural

- GDPR
- Growing visibility of the registry
- Increasing liability
- 24/7 Operations

Technical Advancements and Complexity:

- Languages - translations and transliteration *
- Pricing complexity
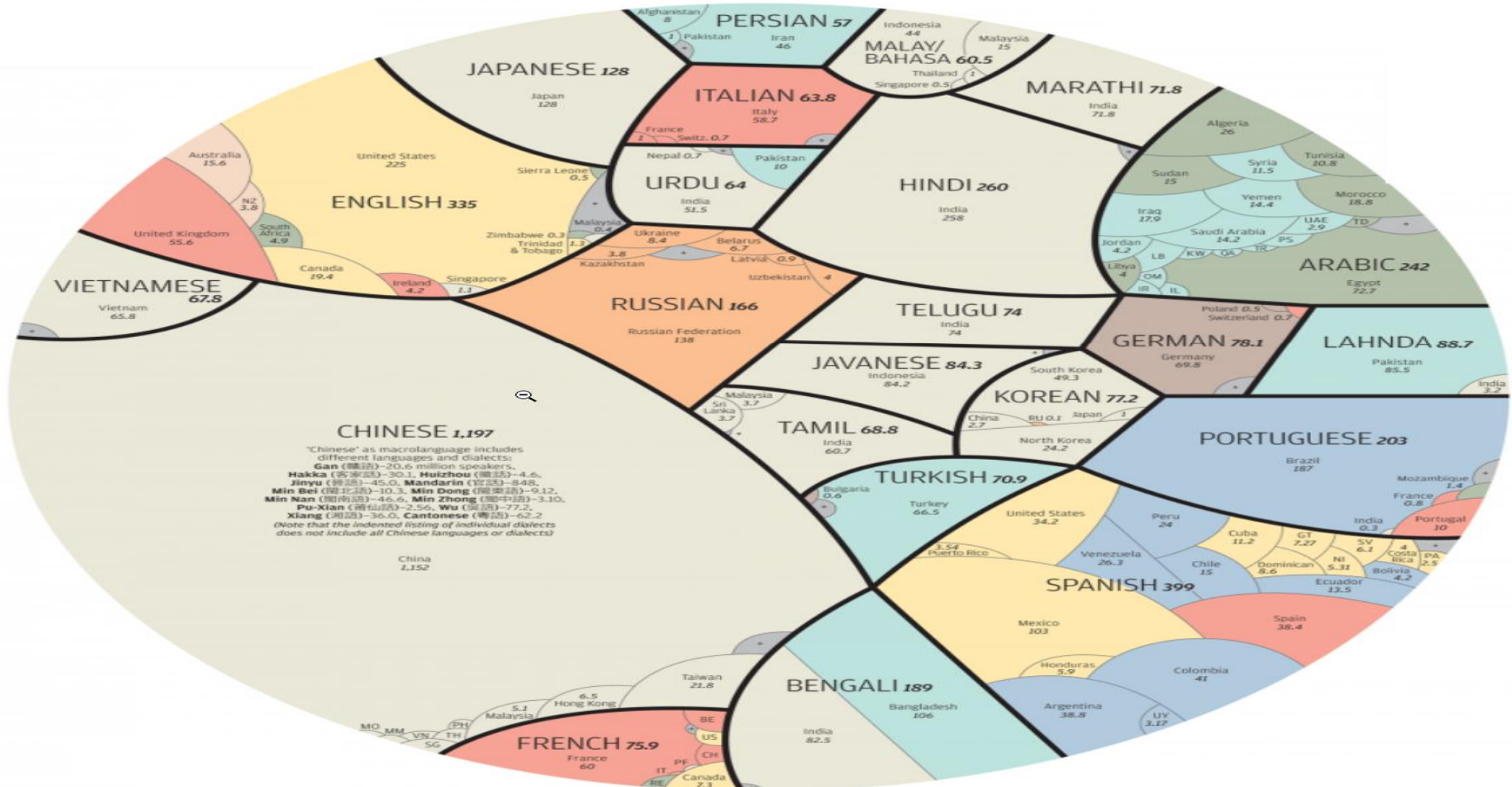- Blockchain?

Growing Pressures Include:

Security
- DDoS
- DNSSEC

Competition
- Platform competition
  - ❖ Facebook
  - ❖ Site Platforms
- Registrar attention is diminishing.

A world of languages

Source: http://www.scmp.com/infographics/article/1810040/infographic-world-languages

Our Marketing Problem (REACH):

Our industry has a marketing/communications challenge

- Global growth requires global relationships.
- We've got to work together to get our message out.
- How will we beat platforms and meet this challenge?
- Remember that most registrants are local
  - Platforms aren't really theirs
  - People want to work with locals
  - A ccTLD says "I'm nearby"

Five Pillars:

1. **T**ransparency
2. **R**each
3. **U**nhindered
4. **S**ecure
5. **T**echnology

www.CountryCodePeople.info

Thanks for listening! Questions?

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