Joe Alagna

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

ICANN 61 – Puerto Rico
TLDs Afilias is involved with…

Generic and New gTLD Examples

As Registry Operator

- .info
- .mobi
- .pro
- .bio
- 移动

Generic, New TLD, and Country Code TLD Examples

As Registry Service Provider

- .org
- .asia
- KIM
- MN
- .LC
- .in
- .pr
- .GLOBAL
- .VEGAS
- .ngo
- .Me
- .dot bz
- .ag
- .io
TLDs Afilias is involved with…

Newest Country Code TLD Example

As Registry Service Provider

au
The Five Pillars of a Successful Registry

• “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
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- Transparency
- Reach
- Unhindered
- Secure
- Technology

Successful Registry Business
The Five Pillars of a Successful Registry

- Trust
- Unhindered
- Secure
- Reach
- Transparency

Successful Registry Business
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.
The Five Pillars of a Successful Registry

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. **Transparency**
2. **Reach**
3. **Unhindered**
4. **Secure**
5. **Technology**

Thanks for listening! Questions?

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