TW Status Report

TWNIC
2019.03.12

www.twnic.net.tw
TWNIC

.tw/.台灣 registry
- Founded in 1999
- Non-profit
- DN/IP
- Internet Usage 82.1%
- Usage of Mobile Internet 77.3%
TWNIC major working items of DN

- Serving members
- Outreach
- Marketing Campaign
- Technical support
The domain name’s industry...

- The launch of New gTLD
- Too many alternatives to choose
- Many tedious matters that have to do
- Face to the rise of social media
- Domainers remain hesitant
- The growth of dn registration is slightly declining.
TIME for Change
What we did

• Expand Registrar Channel
• Provide more services of .tw
• Flexible pricing
• Increasing visibility
• Service system adaptation
Who can be our new registrars?

• Expand Registrar Channel
  – Simple requirements, especially for ICANN accredited registrars
  – Easier application process
Provide more services of .tw

Using at.tw, provide fast and easy redirection to connect to user’s personal Facebook or Instagram page.

Provide Various IDN language registrations including Japanese IDN.tw, Korean IDN.tw and more...

Provide DNSSEC enabled DNS hosting service
Flexible pricing

- Coin program in August & September 2018
  - ASCII.tw and Chinese IDN.tw
  - NTD 50 for one year registration

- Encourage our registrars to propose new ideas for using DN
- The proposal will be reviewed based on fair, trust, transparent’s principles.
Increasing Visibility

.tw branding and images

Social networking

Promotional Ads

Release some reserve words
FCFS not the only way to get DN
Catch attention to .tw domain
Service system adaptation

- Migrate API to EPP protocol
  - Easy access for ICANN accredited registrars
- DNSSEC enabled DNS hosting service
  - Automatic sign zones and key rollover
謝謝！