

Registrations at Second Level

.nz Registrars Conference
5 Nov 2014

Outline of Presentation

- Policy changes and new status types
- anyname.nz
- Comms and Next Steps

Questions / comments at any time

Policy Changes

○ RMC

- Written to document the changes and any PRE. Over time these additions will be removed.

○ DRS

- Sub-domains and Generic Term

○ UDAI

- When UDAI is issued by Registry
- 30 Day Expiration (operational change)
- Use of UDAI on anyname.nz

○ Minor changes to other policies

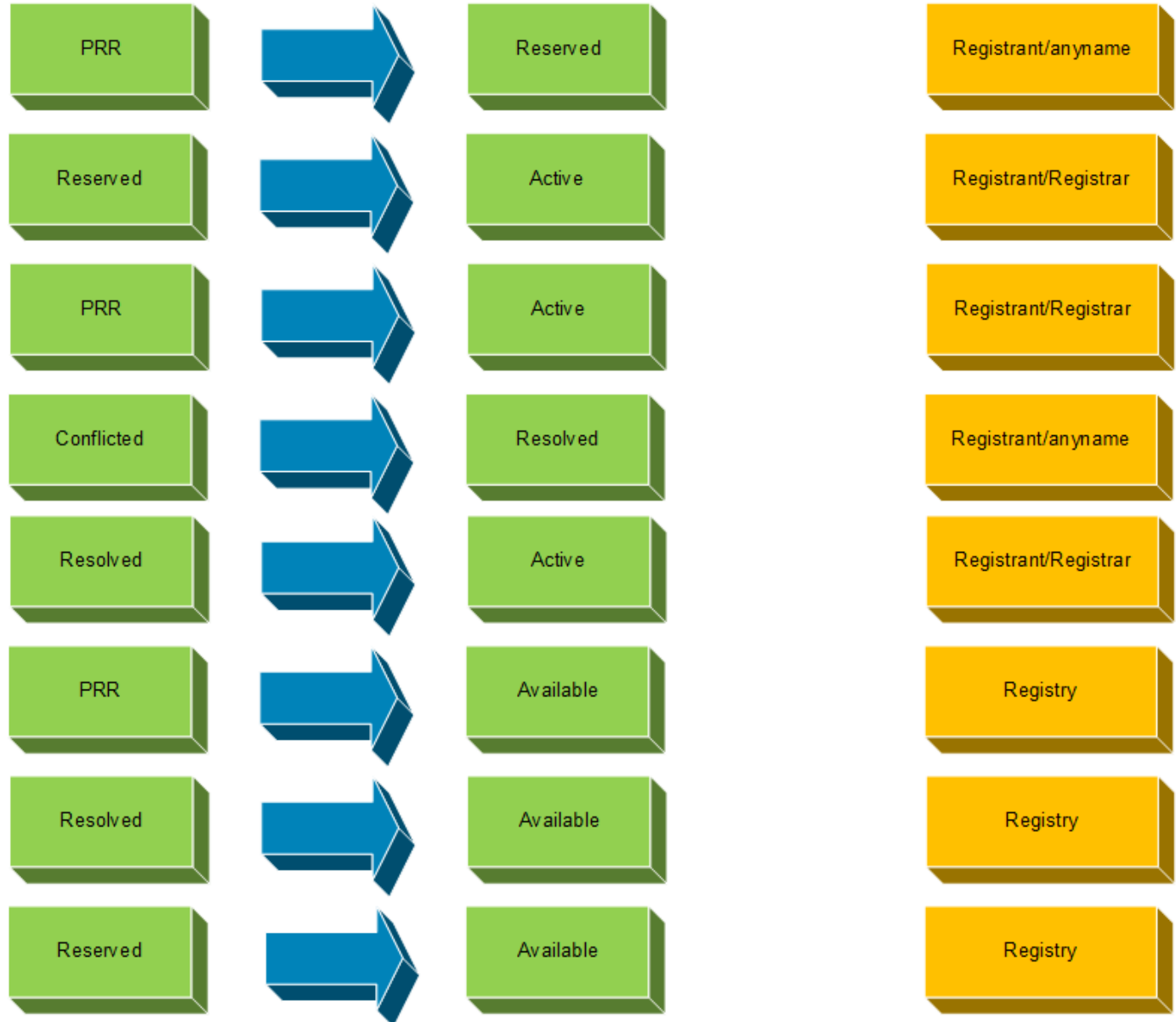
Summary of New Statuses

- PRR (Preferential Registration or Reservation)
- Conflicted
- Prohibited
- Reserved
- Resolved

Preferential Registration Eligibility (PRE) is the overall term for PRR and Conflicted names

Status Change

Performed By





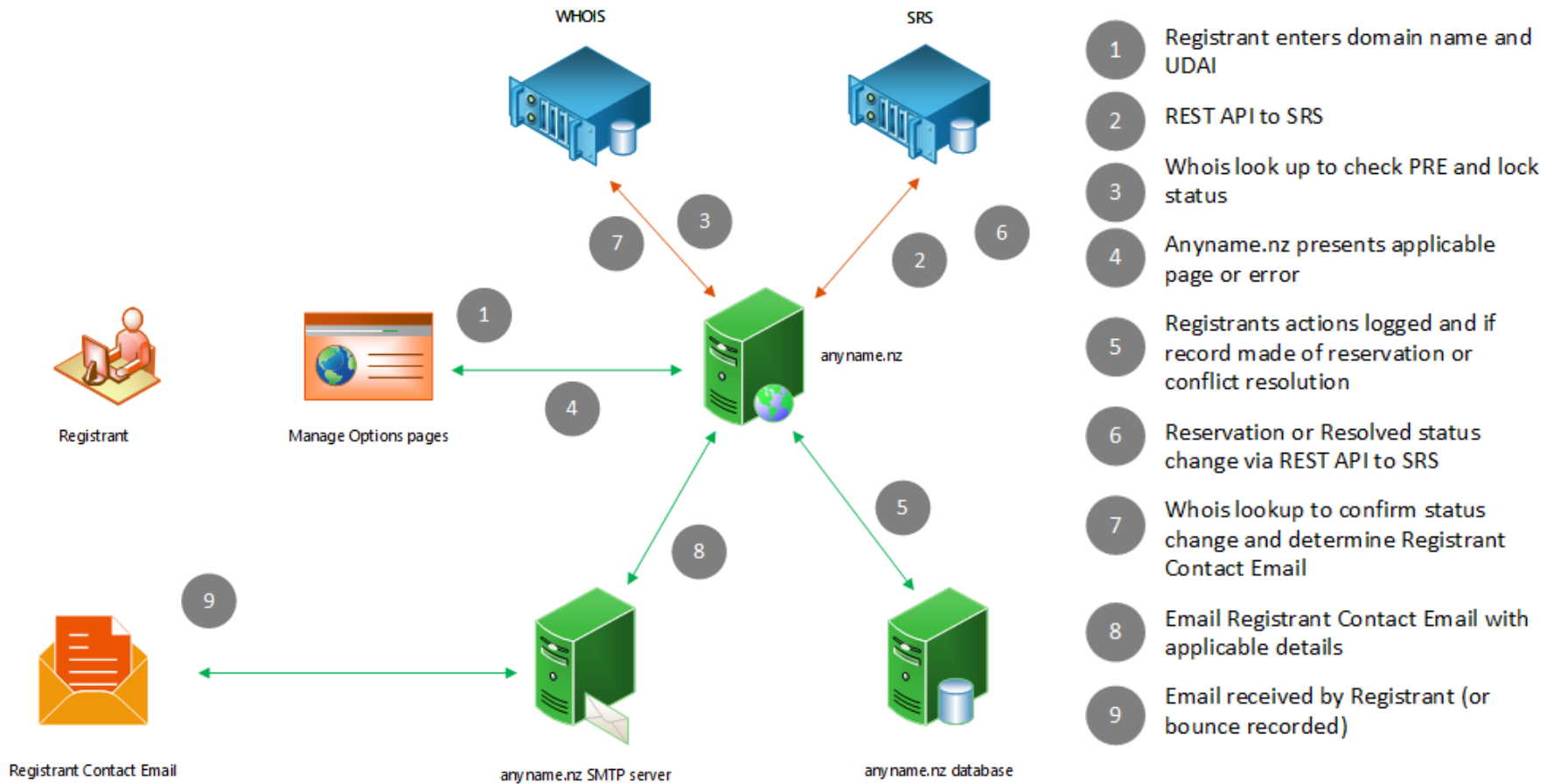
Purpose of anyname.nz

- Provide information that supports the change
- Campaign approach and developed 'any' as guide/narrator/user
- Videos and written guides aimed at general overview to detailed information on the main areas
- Call to action to check status of the domain name

What anyname.nz does

- Complements DNC site
- Status of PRE rights on any domain
- Allows those with PRR to reserve a name
- Allows those with a conflicted name to lodge their preference
- Updates communicated in real time to SRS (Reserved & Resolved status)
- Handles changes from release process

Overview of how anyname.nz works



Go Live Stats

- Anyname.nz visitors
 - 10,803 Unique visitors, 170,822 page views
- Anyname.nz outcomes
 - 1,359 names Reserved
 - 292 names Resolved
- Registrant queries
 - 374 emails received

Working with Registrars

- Registrars a key communications channel
- Important you explain to registrants what's happening
- DNC here to assist... Comms pack with templated material
- Complemented by wider comms campaign

Comms Activity

Four-pronged approach:

- Direct registrar-registrant contact
- Leveraging membership / prof bodies
- Ad campaign (online, print, radio)
- Media (TV, print, radio, web)

Messaging: registrants (esp. PRR & Conflicted) to take action.

PRE Stats

PRE

30 September

- Conflicted 23,418
- PRR 427,352

3 November

- Conflicted 21,862
- PRR 391,907

anyname.nz

3 November

- Reserved 5,849
- Resolved 1,352

Observations

- Large number of registrants with rights unused
- Obtaining a valid UDAI issue for some registrants
- Anyname.nz emails have around 5% bounce rate
- Registrants expectations around resolving conflicts is often optimistic
- Do not forget about PRE rights for your own names

Next Steps

- Email direct to registrants that have not been advised of PRR or Conflict status
- DNC will email all those with Resolved status month before they expire
- Comms and media activity around PRR status in February & March
- Conflict facilitation has already started
- Focus on 1pm 30 March 2015

registrar@dnc.org.nz
info@dnc.org.nz

Guide to DRS Definitions for Sub-Domain and Generic Term

Domain Name means a domain name registered in the .nz register.

dnc.org.nz

OR

dnc.nz

Sub-domain means a name added to a .nz Domain Name by the Registrant. For example, the Domain Name could be 'shop.nz' and the sub-domain could be 'anyname', being in full 'anyname.shop.nz'. In respect of this policy, a sub-domain is categorised as a domain name for the purposes of the policy and procedures.

www.dnc.org.nz

Sub-Domain Domain Name

OR

www.dnc.nz

Sub-Domain Domain Name

mail.dnc.org.nz

Sub-Domain Domain Name

OR

mail.dnc.nz

Sub-Domain Domain Name

Generic Term means a word or phrase that is a common name in general public use for a product, service, profession, place or thing. For example: toy; shop; cleaner; lawyers; Wellington; sparkling-wine.

Generic Term

www.barkers.shop.nz

Sub-Domain Domain Name

OR

Generic Term

barkers.shop.nz

Sub-Domain Domain Name