



# 5 Insights About New gTLDs & How can You leverage the Opportunity

Presented By:  
**Clifford deSouza**  
Sr. Business Development Specialist

# 5 Insights About New gTLDs

# #1 Domains are No Longer a **'Commodity'**

# New gTLDs have arrived!

- **370+ TLDs** now live with **2 Million+ domains** already registered
- **Different Category TLDs:** Geo, Community, Brand, IDN & more Generic options
- Registrants are now spoiled for choice!

# #2 Creation of **Blue Ocean Markets**

# Entirely New Markets

- “Right of the dot” now has significance
- Every TLD has a purpose and targeted towards a particular audience
- New Industries and Communities being tapped into
- Already seeing demand!

# #3 The New gTLD “Pie” is **HUGE!**

# Huge Revenue Potential!

- Total New gTLD Base Revenue till now: ~ **\$14.8 Million +**
- Registrars adding huge margins on New gTLD domains sell – **At least 4X a .com margin!**
- True generics are yet to arrive
- Make sure to grab a piece from the New gTLD “Pie”!



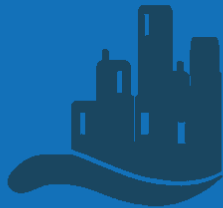
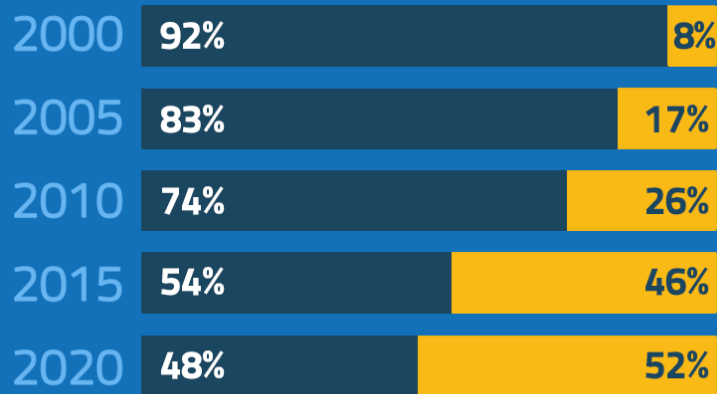
# #4 Identify Your Unique Market Position

# Intelligently Position Yourself

- Registries on a look for channel partners to promote their TLDs to Customers
- Identify TLD Target Audiences that you have easy access to
- Identify latent demand for specific TLDs in your customer base
- Big opportunity in Emerging Markets

# INTERNET CONSUMER DISTRIBUTION

## HISTORICAL & PROJECTED TRENDS



ADVANCED ECONOMIES



EMERGING ECONOMIES

# #5 Increase Share In Existing gTLDs

# Increase Market Share in Existing gTLDs

- Sense of urgency among TLD Registries to acquire more Market Share
- Increased Registry Co-marketing opportunities
- Aggressive Registry promos being launched

So, let's do a  
**Quick Recap**

## 5 Insights About New gTLDs

1. Domains are no longer a 'Commodity'
2. Creation of Blue Ocean Markets
3. The New gTLD "Pie" is HUGE!
4. Identify your Unique Market Position
5. Increase share in Existing gTLDs

**Where do You begin?**



How do **YOU** get  
**NOTICED?**

Do **YOU** need to  
aggressively invest in  
**MARKETING?**

How do ensure  
**MAXIMUM PROFITS** for  
**YOUR BUSINESS?**

**The Answer is to..**

**Become an  
ICANN Registrar**

# Advantages of ICANN Accreditation

## 1. Integrate all New gTLDs of Your Choice

- Choose which TLDs you want to sell. No dependence on Your parent Registrar anymore

## 2. Cost Advantage

- No more paying fees to Your parent Registrar for both existing gTLDs and New gTLDs
- As a Registrar you can make larger margins on domain sales. Margins on New gTLDs can go up to 50-70%!

# Advantages of ICANN Accreditation

## 3. Revenue Advantage

- Become eligible for Registry Promos & Marketing Grants
- Take advantage of Smart Parking and Domain Transfer Fulfillment

## 4. Branding & Security Advantage

- Boost sales of Allied Products
- Take complete control. Get freedom from your parent Registrar's policies
- Consolidate all domains under Your Registrar

# Advantages of ICANN Accreditation

## 5. Miscellaneous Advantage

- Become a member of the Registrar Constituency
- Participate in Industry Policy Formation
- Network with and learn from the exclusive set of elite Registrar businesses from around the world

**What do You need?**

# What do You need?

## 1. Domain Registrar Platform

- Tried-and-tested to help you completely manage Your business
- Multi-lingual: To sell web products in your own regional language(s)
- Multi-Currency: To sell in your preferred currency
- Multi-Tier: To support resellers, sub resellers and their customers

# What do You need?

## 1. Domain Registrar Platform

- Fully Customizable: Completely Private Labeled interfaces
- API Integration: Robust HTTP APIs for provisioning and management
- Payment Collections: To accept payments in a your preferred mode
- Comprehensive Billing Module, including an automated Tax Engine



# What do You need?

## 2. ICANN Consultancy Provider

- To help you out with the Accreditation Process end-to-end
- Someone who was extensive experience in the field

## 3. Superior Tech Support

- A 24x7x365 support team to handle your Registrar-level support issues

# About LogicBoxes

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**4<sup>th</sup> Largest**

Domain Services  
Provider in the World

**10 Years+**

Industry  
Experience

**8.5 million+**

Active Domains  
Under Management

**100+**

Active Registrars  
across 30+ Countries

## Our Services:

- Premier **ICANN Accreditation Consultancy** with a 100% success rate
- **Registrar Automation Solutions** for ccTLD Registries and Registrars

# Thank You!

Get in touch:

[clifford.de@logicboxes.com](mailto:clifford.de@logicboxes.com)

[sales@logicboxes.com](mailto:sales@logicboxes.com)

Visit us at:

[www.logicboxes.com](http://www.logicboxes.com)