





Gransy s.r.o.

- Czech company
- 2nd biggest registrar in CZE
- The only ICANN accredited registrar in CZE
- 2 projects - Subreg/Regtons
- The only czech company offering new gTLD's

Our goals on new gTLD's market

- To offer all available new gTLD's
- To create a separate website about new gTLD's
- To promote the idea and vision of the new gTLD's



reality

Novekoncovky.cz

- Website launched on 21.1.2014
- Should be launched in Summer 2013



novékoncovky.cz

**DOMÉNY PRO VÁS: .BIKE, .TODAY,
.EMAIL, .SEXY, .GURU a další...**

Názvy, které neteže zaménit, které vyjádří vaše zájmy a vzbudí pozornost.



Zákazníci nejvíce objednávají: .guru | .email | .bike | .photography | .tips | .technology |



SEZNAM NOVÝCH KONCOVEK

Přehledný seznam všech
doménových koncovek

Více



REGISTRACE

Nabízíme registraci
stovek nových domén.

Více



PŘEHLED TERMÍNŮ

Informace a termíny zahájení
registrace nových TLD

Více



GRANSY S.R.O.

První a jediný český
akreditovaný ICANN registrátor.

Více

Rychlá navigace

Nové domény - registrace

Novinky ze světa nových TLD

Novekoncovky.cz - Goals

- Sales support for the main website www.subreg.cz
- To obtain new contacts for Newsletter
- Presentation of new information about new gTLD's
- SEO

WELCOME TO
REALITY



Novekoncovky.cz - Reality

- Website was launched very late, right before the first registration round of .guru, .bike, .clothing, .holdings, .plumbing, .singles, .ventures (February 5th).
- April 2014 we stopped obtaining e-mails and focused only on selling free registrable gTLD's.

Main goal:

**To offer all new gTLD's
as a direct registrar.**

Reality

- Actually we are a registrar for 85% new gTLD's with GA (general availability).
- We are not offering new gTLD's, which are not interesting for our market.
- We are not offering new gTLD's where the registry wants 5.000 € or more and is providing 2 gTLD's or less.

Lessons
Learned

Lessons learned

- Language barrier (.CEO, .attorney, .build etc.)
- Higher costs of marketing but small interest on the czech market
- Lot of administration costs (e-mails from different registries etc.)
- High prices for the czech market



A Quick Recap

Launch Phase	TLD	Standard Pricing (App + Reg fee)	Lowest Available Promo Pricing (App + Reg fee)
SUNRISE	.press + .website	\$224	\$224 \$144
LANDRUSH	.website	$\$80 + \$15 = \$95$	$\$10 + \$15 =$ \$25
	.press	$\$80 + \$49 = \$129$	$\$10 + \$49 =$ \$59
	.host	$\$100 + \$65 = \$165$	$\$0 + \$35 =$ \$35
GENERAL AVAILABILITY	.website	\$15	\$10
	.press	\$49	\$35
	.host	\$65	\$35

Marketing channels



Twitter

- Most effective channel
- Common tweets about GA
- General info
- Info about new launches

facebook

Facebook

- Connected to Twitter
- Promoting new gTLD's with pictures
- More direct sales



**KEEP
CALM
AND
DO MORE
SALES**

Sales

- Since December 2013 (pre-registrations)
- 2014 gradual implementation of new available gTLD's
- A long time 40th overall
- Now 70th (more english words not understandable for czech customers)

Gransy s.r.o. d/b/a subreg.cz

Domains:

2,196 (0.10%)

TLDs:

135 (36.39%)

IANA ID:

1585

Website:

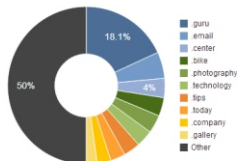
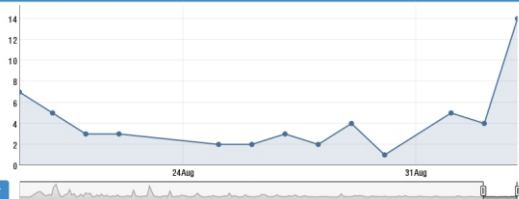
subreg.cz

Parked Domains:

419 (19.08%)

Registrations of new gTLDs

Registrar Market Share



Registrar Breakdown

	new gTLD	Domains	% Share
1.	.guru	398	18.12 %
2.	.email	119	5.42 %
3.	.center	87	3.96 %

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2.	 .email	119	 5.42 %
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4.	 .bike	83	 3.78 %
5.	 .photography	82	 3.73 %
6.	 .technology	76	 3.46 %
7.	 .tips	75	 3.42 %
8.	 .today	67	 3.05 %
9.	 .company	62	 2.82 %
10.	 .gallery	49	 2.23 %
11.	 .solutions	45	 2.05 %
12.	 .expert	45	 2.05 %
13.	 .sexy	42	 1.91 %
14.	 .club	40	 1.82 %
15.	 .systems	39	 1.78 %
16.	 .support	38	 1.73 %
17.	 .lighting	35	 1.59 %
18.	 .land	34	 1.55 %
19.	 .academy	34	 1.55 %
20.	 .photos	32	 1.46 %
21.	 .zone	30	 1.37 %
22.	 .cool	30	 1.37 %
23.	 .estate	28	 1.28 %
24.	 .holdings	26	 1.18 %
25.	 .clothing	25	 1.14 %

Contact info

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**Thank you for
your attention.**