

.club

.guru

.онлайн

.photo

.today

.company

New gTLDs in Russia:

an opportunity or a headache for registrars?

.wiki

.рус

.link

.center

.moscow

.онлайн

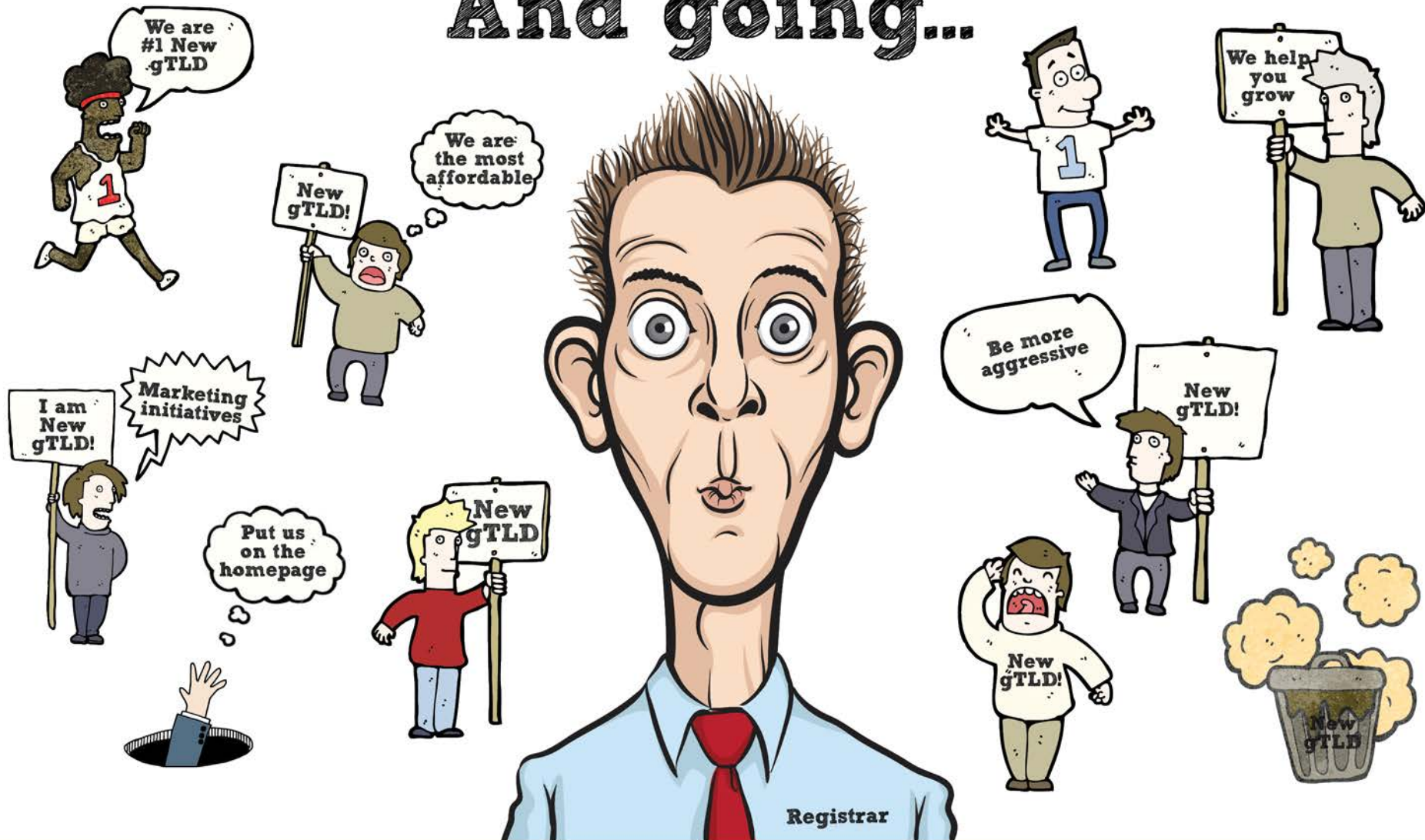
.wiki

.expert

Fedor Smirnov,
Chief Marketing Officer
Webnames.ru

New gTLDs are coming!

And going...



World stats look impressive

1930

Total Applications Submitted

2 081 623

Total domains registered

497

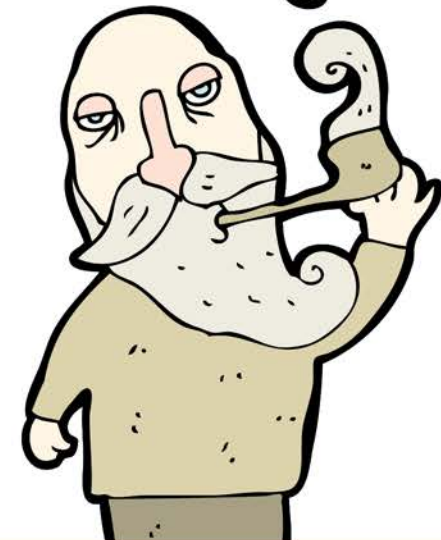
Executed Registry Agreements

373

gTLD Delegated

159

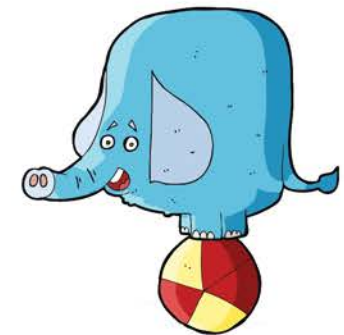
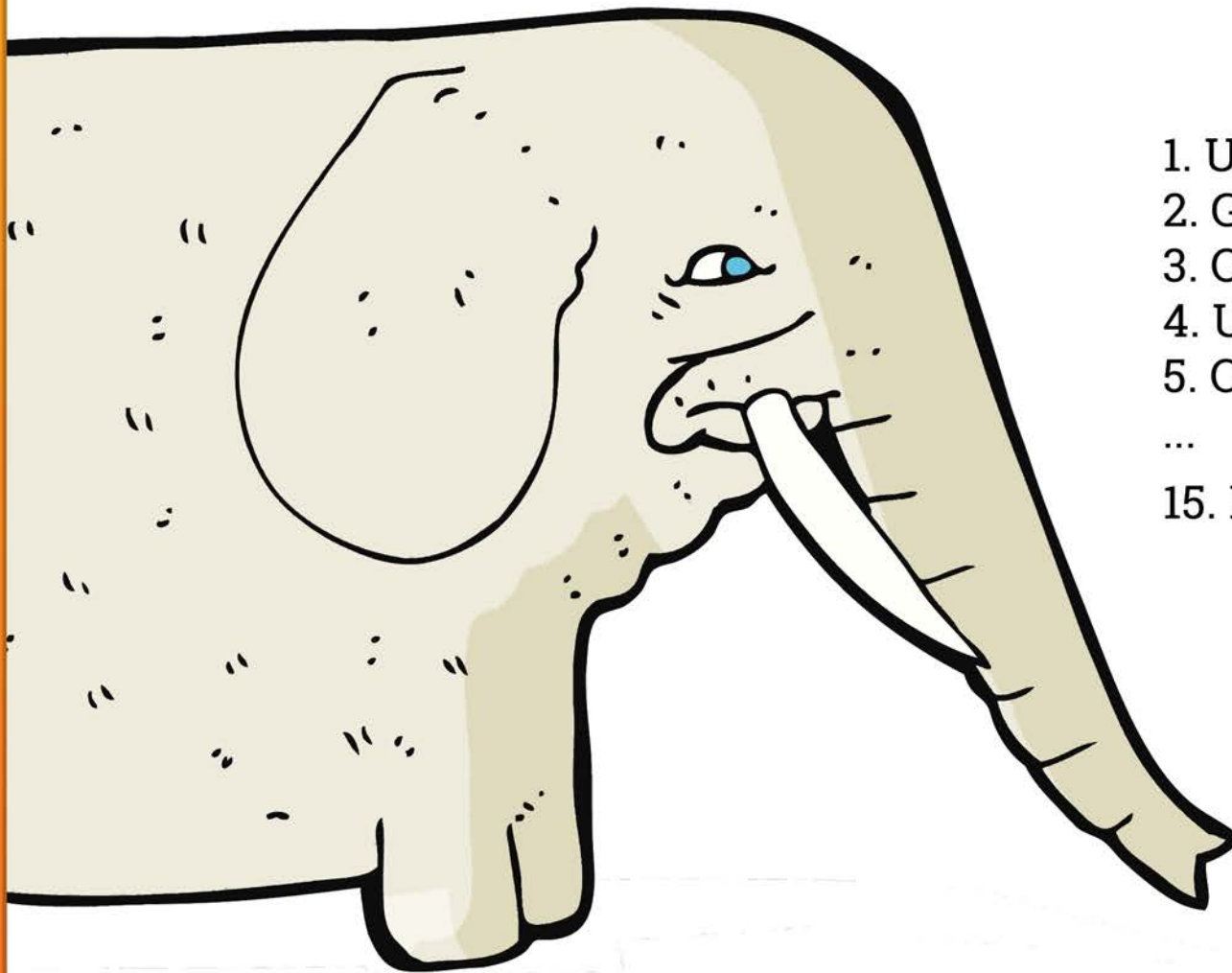
Available in Russia



When size does not matter

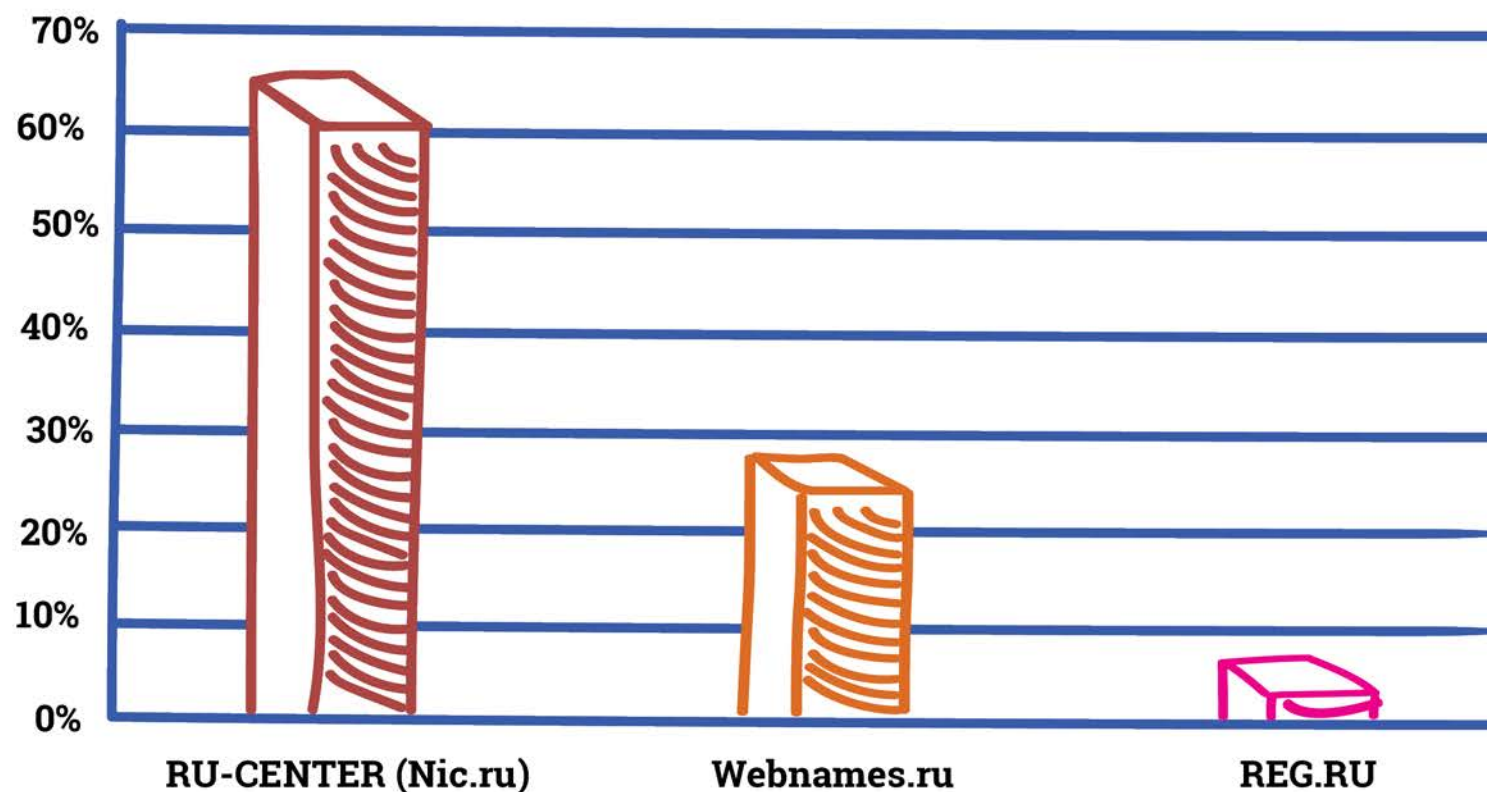
World stats

1. USA	37.80%
2. Germany	14.14%
3. China	8.39%
4. UK	5.99%
5. Canada	2.69%
...	
15. Russia	0.70%



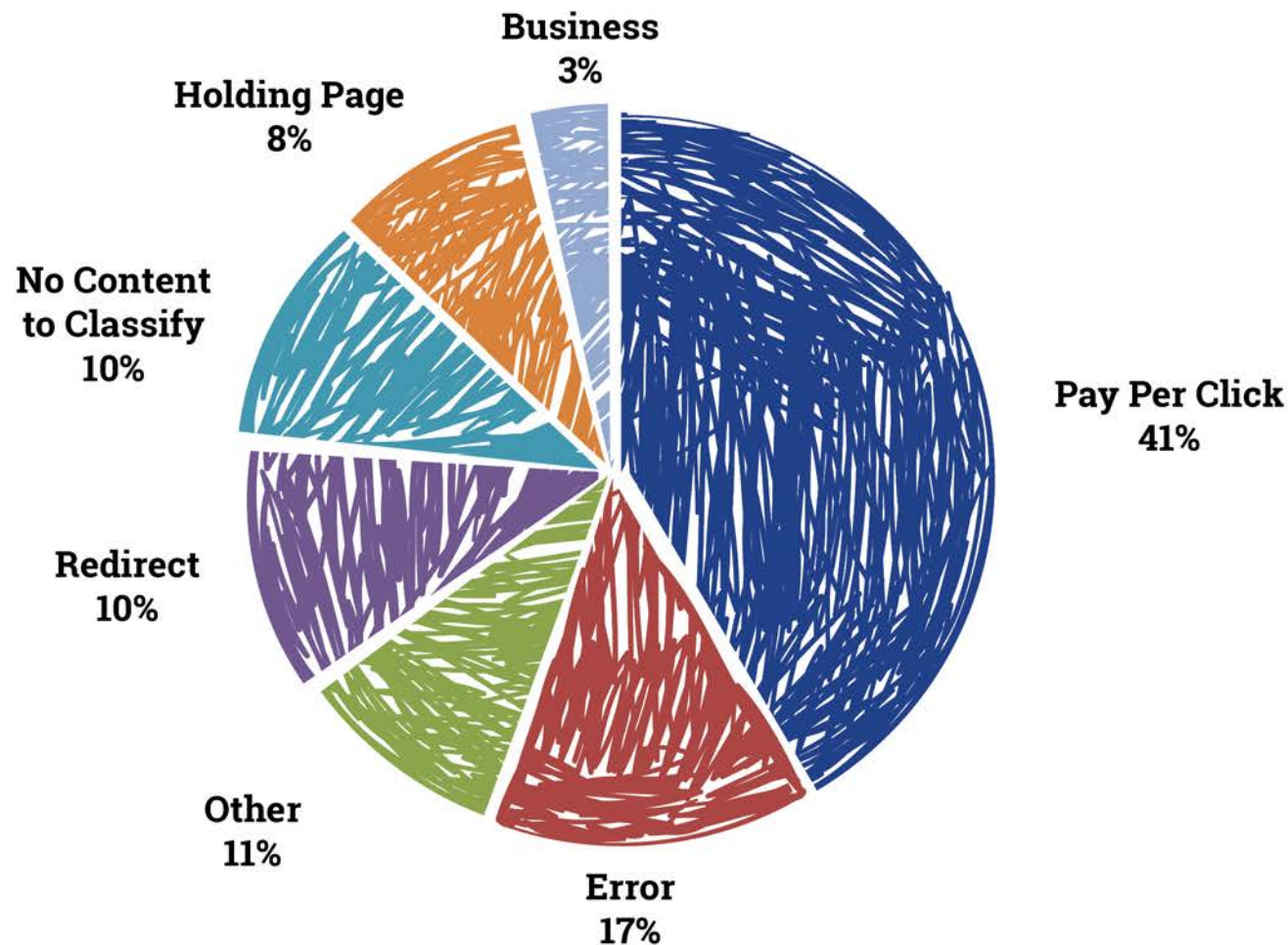
When size does not matter

in Russia



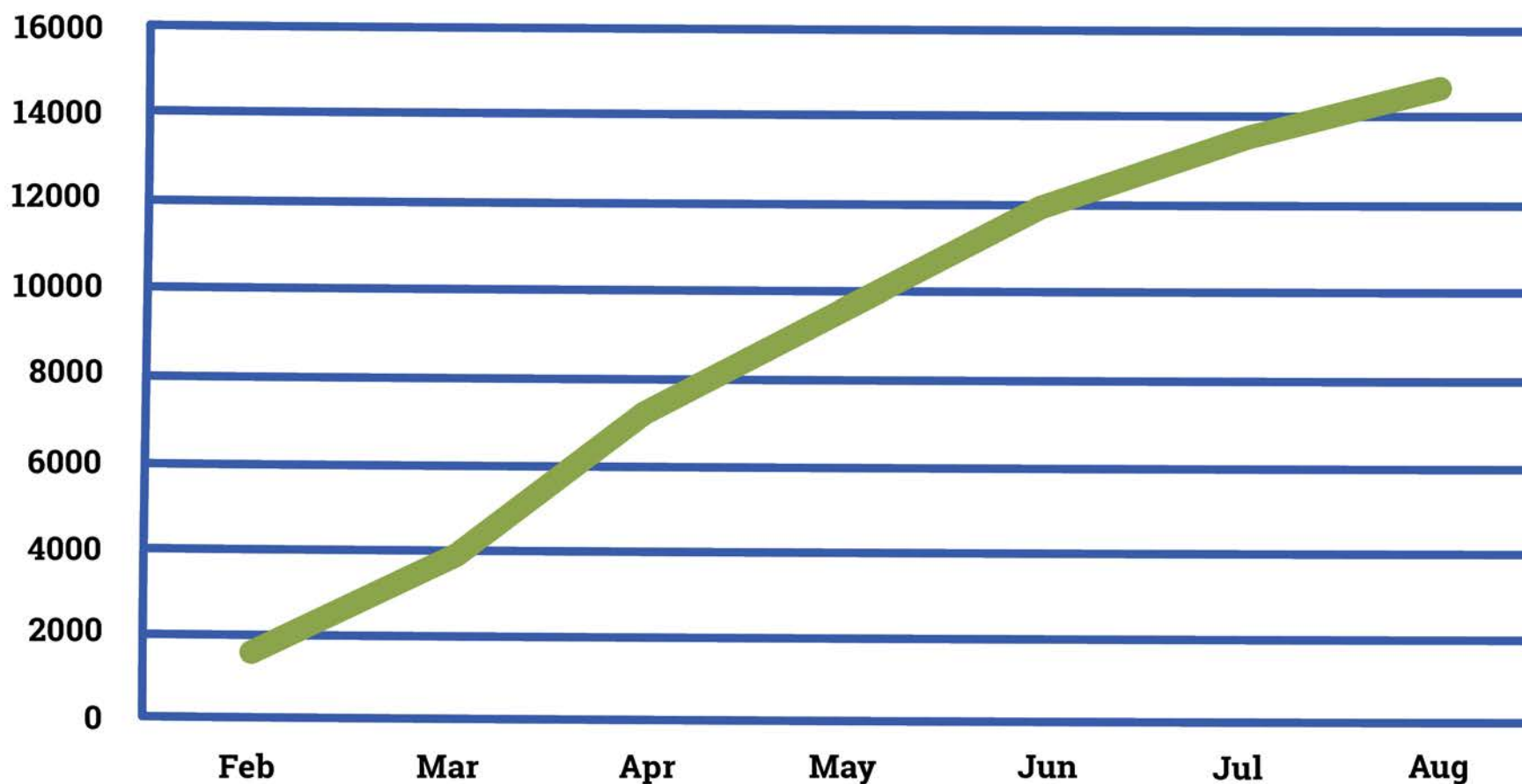
When size does not matter

Overall New gTLD Website Categorization



We are still growing...

New TLDs growth dynamics, Russia



What do users think about “opportunities”?

Очередной развод кроликов. Многие думают, если они займут крутой домен, то автоматически получат и крутой сайт. А нет... облом!



Выживут не более 3%, остальные обречены. Многострадальный доменный рынок не поднимет столько [censored]. Доменный пузырь не сможет долго раздуваться...



Новые домены - это лохотрон, но пузырь лопнет не надувшись. ICANN нужно выписать таблетки от жадности.



Вакханалия. Взяли и сломали всю упорядоченную систему, служившую верой и правдой долгие годы.



A few tech surprises from New gTLDs

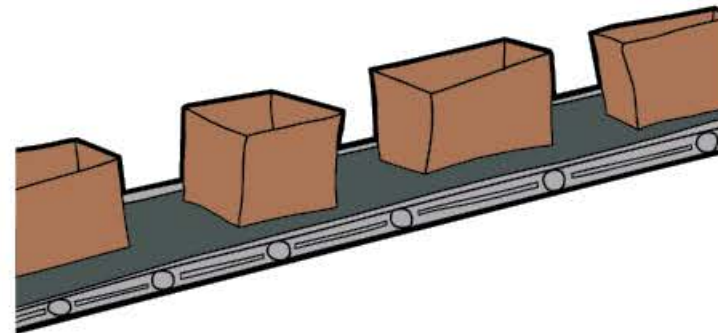


- **Search engines visibility**
SE not ready to use new domains in PPC
- **Highlighting of URLs and Emails in texts**
You never know it is working...
- **Using of New gTLDs as Login/Identifiers**
Many Email validators use old-styled design

Registrars: why the headache?



- **TLDs conveyer – a paradigm shift**
- Limited range of TLDs → Mass registrations
- Growing number of TLDs → «Long tail» of registrations



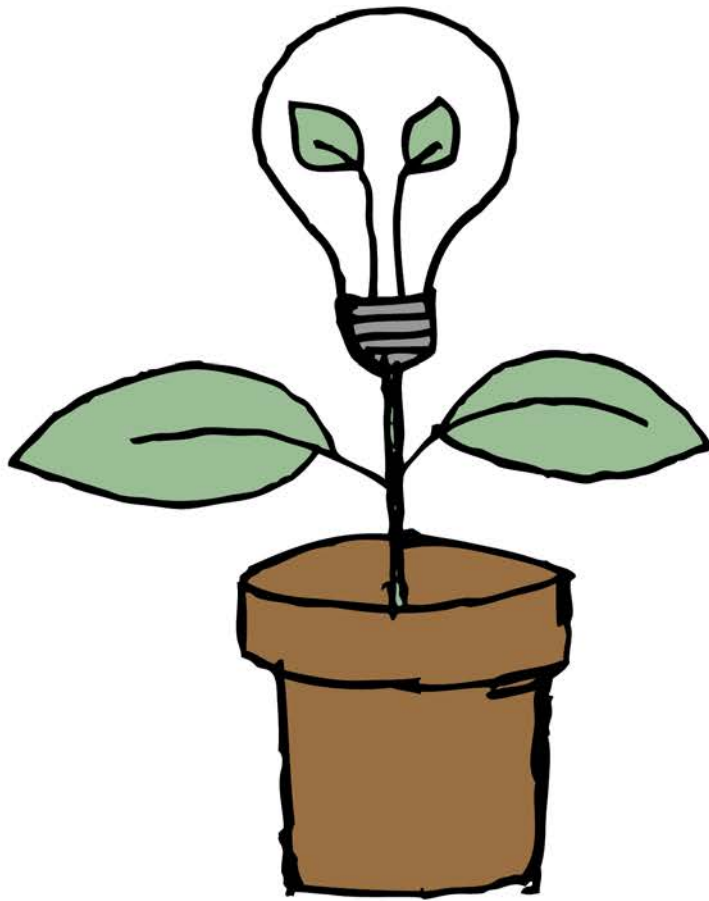
- **From make-to-order production to mass production in terms of TLDs:**
 - How to fit into business operations?
 - How to be fast enough to compete?
 - How to pay attention to each TLD?
 - How to bring all this stuff to the market?

Major concerns from a registrar's perspective



- **Internal business processes:**
 - Additional workload
 - Technical back-end issues at the beginning
 - Coordination
 - Short of resources
- **Working capital management:**
 - Identify successful TLDs with no information
 - Many registries require deposits
 - Short of money
- **Marketing of New gTLDs:**
 - Cram 500 products in a shop window
 - Deal with low awareness
 - Learn the conveyer-marketing
 - Negotiate with registries on a new basis

Are there any solutions?



- Clear strategy: selective approach
- Big registries more preferred
- Post-payment or financial flexibility
- Launch of a TLD became a routine operation

What about marketing?

New gTLDs visibility

Webnames.ru
homepage

The screenshot displays the webnames.ru homepage with a focus on domain registration. At the top, there are icons for a cloud and a cloud labeled '.today', along with a 'ВЫБРАТЬ' (Choose) button. The main section is titled 'Регистрация доменов' (Domain Registration) and includes a search bar labeled 'Введите имя домена:' and a 'Проверить' (Check) button. Below the search bar, a grid of domain extensions is shown with their respective prices in Russian rubles (p.).

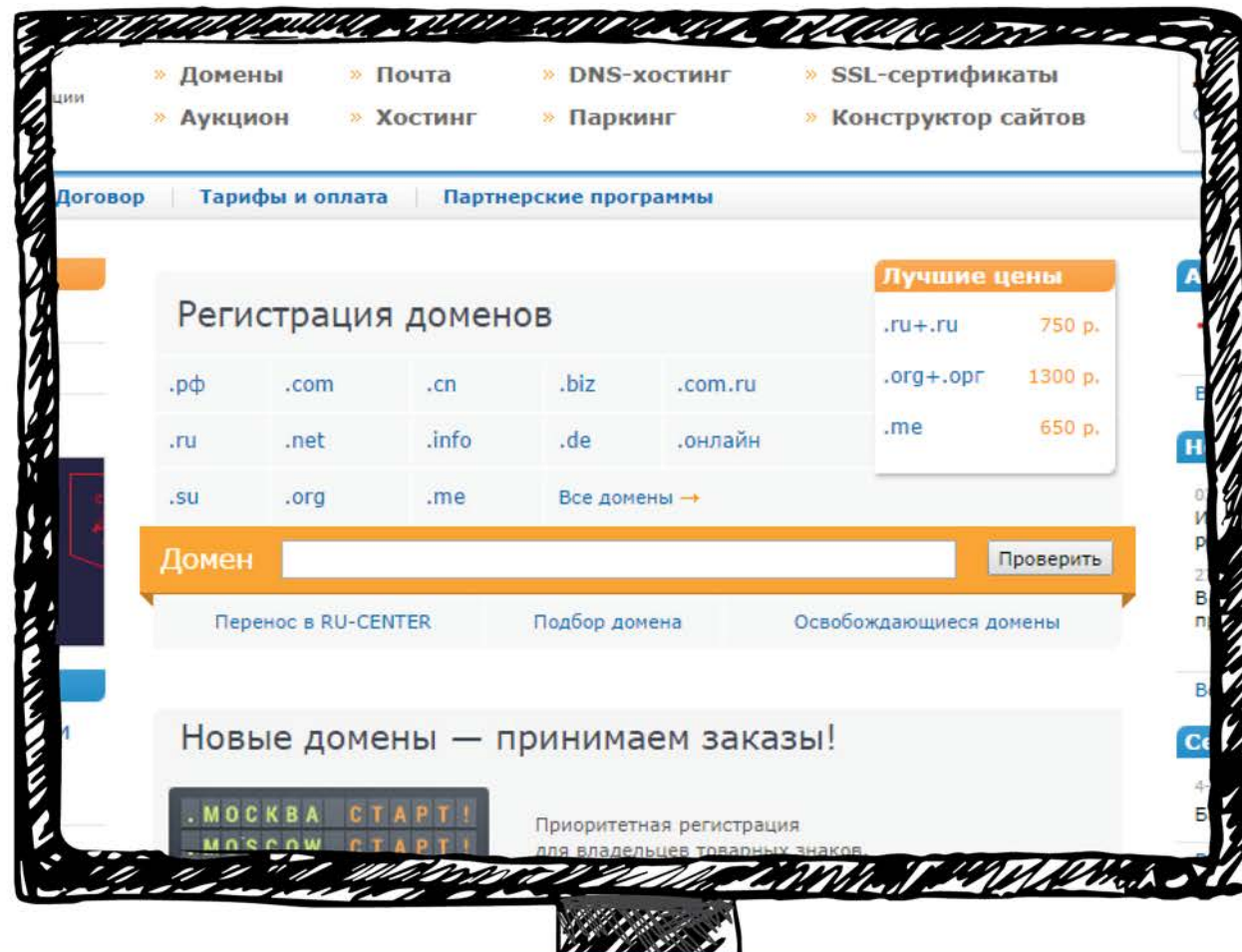
Domain Extension	Price (p.)
.ru	от 100 p.
.com	от 490 p.
.biz	от 490 p.
.kz	от 620 p.
.сайт	от 1590 p.
.рф	от 100 p.
.net	от 490 p.
.info	от 234 p.
.su	от 450 p.
.онлайн	от 990 p.
.укр	от 890 p.
.org	от 490 p.
.ws	от 750 p.
.pw	от 350 p.
.eu	от 470 p.
.me	от 550 p.
.name	от 430 p.
.mobi	от 149 p.
.tv	от 1200 p.
.by	от 510 p.

A 'NEW!' badge is placed next to the .club extension. Below the main grid, there is a section for 'Предварительные заявки' (Pre-registrations) with a search bar and a 'Подать заявку' (Submit application) button. This section lists extensions like .rus, .moscow, .life, .free, .sale, .москва, .finance, .digital, .gifts, and .shop.

What about marketing?

New gTLDs visibility

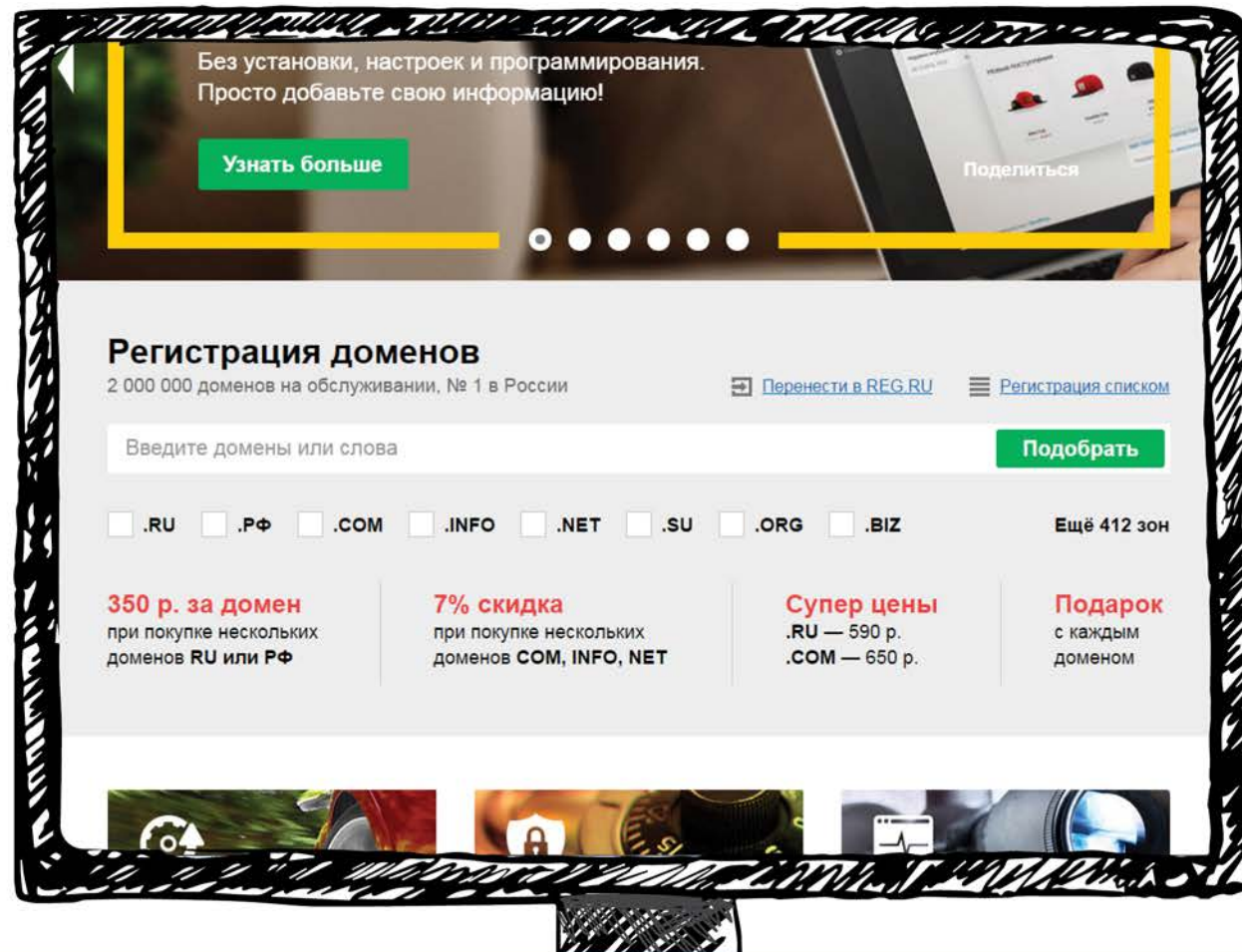
RU-CENTER
homepage



What about marketing?

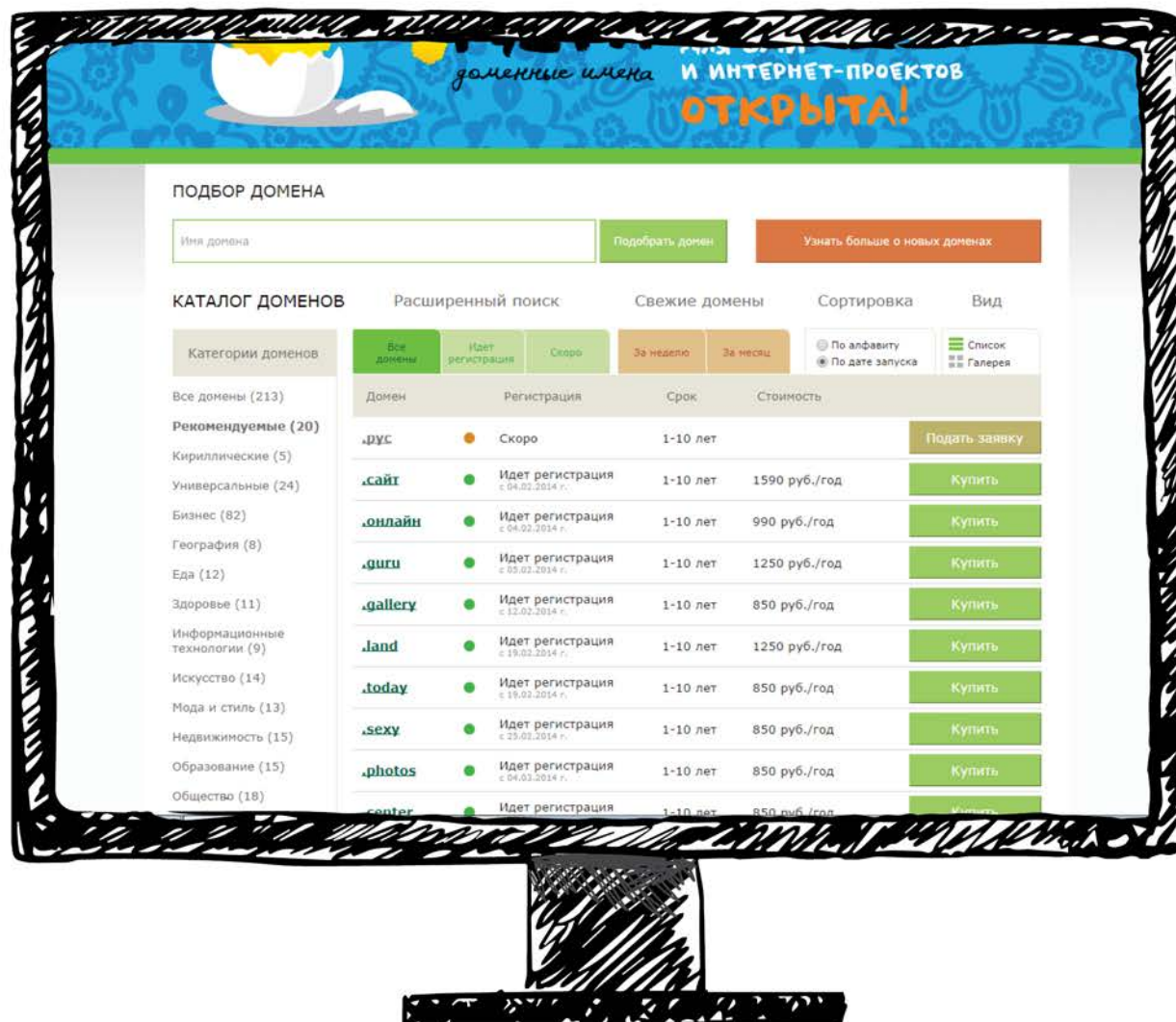
New gTLDs visibility

Reg.ru
homepage



Dedicated place for New gTLDs

New gTLDs
Directory
on Webnames.ru



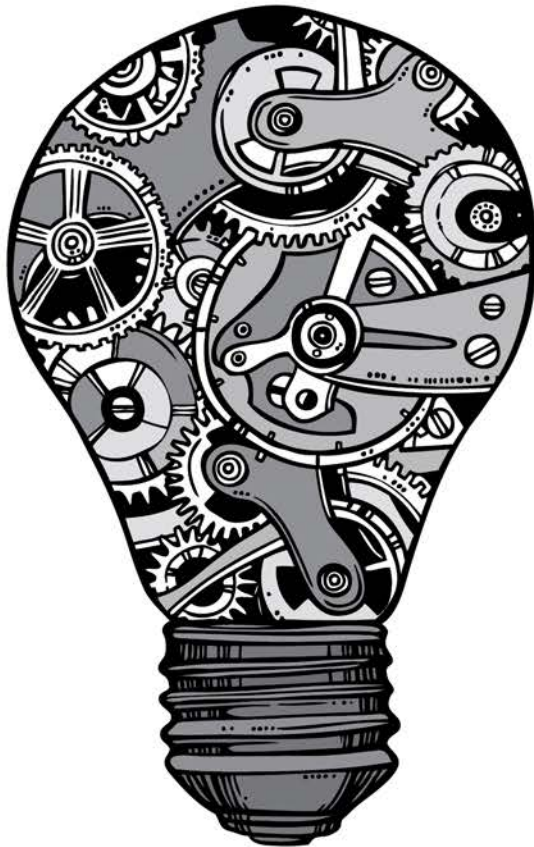
Dedicated place for New gTLDs



- Advanced search tools
- Fight for better placement
- Assortment management as new term

What about marketing?

New solutions



- Unique creative solutions vs. ready-to-use ideas
- Marketing initiatives – only pro-active registries may succeed
- Rapidity often means more than creativity
- TLDs are difficult to market
- Sales departments at local registrars?

Last but not least



- **How do you market your TLD?**
- No simple answer
- Your TLD is not special
- Registrars don't need you
- You need registrars

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**Thank you
for your attention!**

**Any questions?
pr@webnames.ru**

