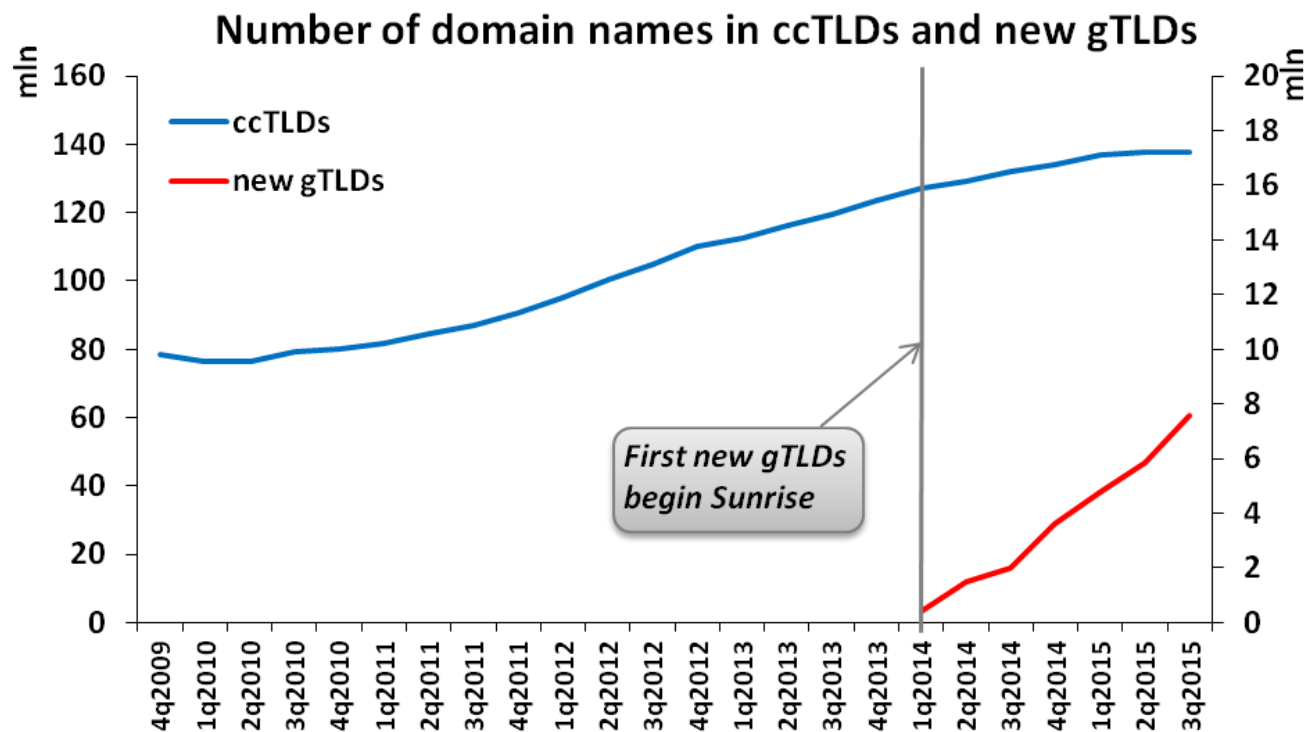# CCTLD:
STAGNATION OR SURVIVING

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TLDCON, Tbilsi,Georgia
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❖ Dramatic changes of the global Domain landscape

- ▪ New gTLD provoked ccTLD sales decrease?
- ▪ Market saturation?

Number of domain names in ccTLDs and new gTLDs

- ccTLDs
- new gTLDs

First new gTLDs begin Sunrise

Source: Domain Name Industry Brief (Verisign)

❖ Registries vs Registrars – who wins?

- Registrars are lazy and picky!
- Registries are inactive and slow!

❖ Social media as destroyers of domain market

- Domains are too complicated to use, time and money-consuming!
- Social media: low level of control and limited options

❖ Economic crisis

- People want to save – domain is not bread and butter
- People look for new business opportunities

❖ **Simplest is not always easiest**
- Every step should be counted twice
- Simple solutions are best but not at all times

❖ **Cost reduction may cause sales decrease**
- Staff & payroll, advertising, R&D are first to be axed
- Cost effectiveness is more important than cost reduction

❖ **New services demand cash investments**
- New services demand a new look at business process
- Encourage your team and get new services launched at a minimum cost

❖ **Maybe stagnation as such is not so bad?**
- What is a difference between survival and stagnation?
- Stagnation is way to death

❖ **Marketing is not just advertising**

- Use statistics to learn everything about your Registrars and Registrants
- Look for innovative forms of cooperation

.RU and (1-10) Domains Segment Growth
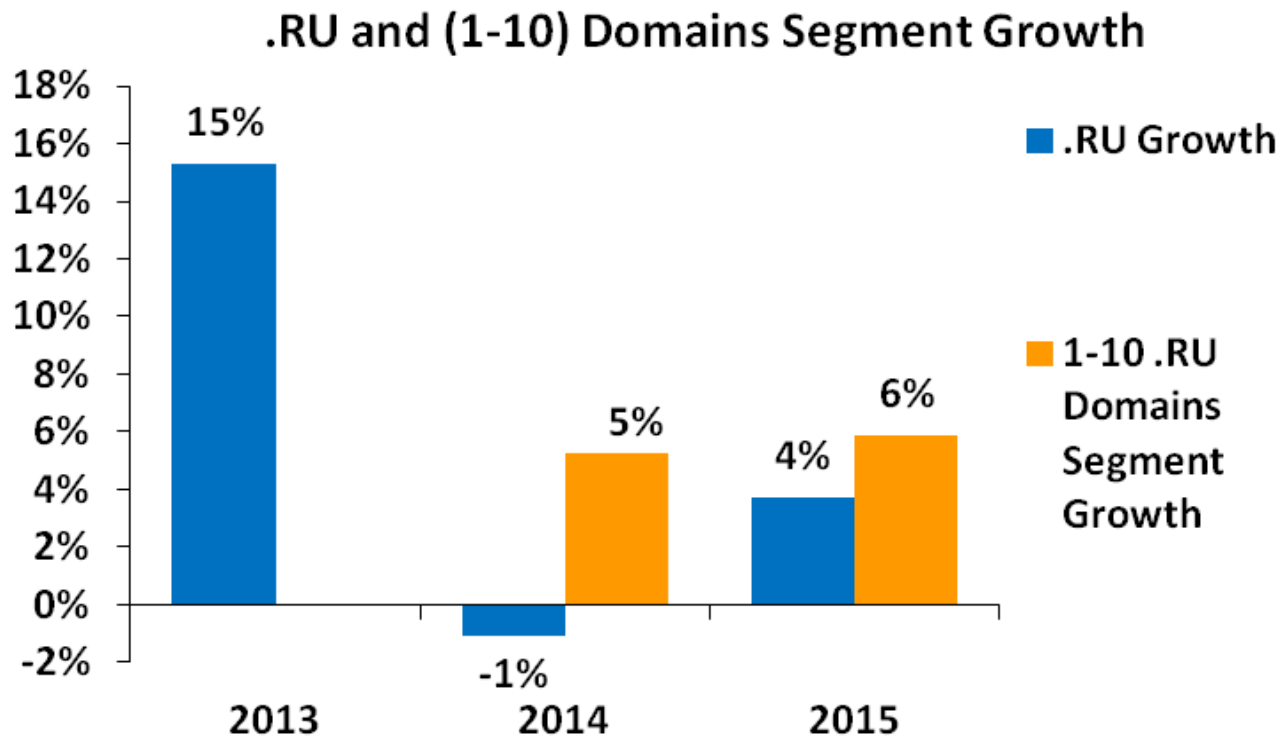
❖ **Registrars are our friends**
- Talk to them!
- Helping Registrars – helping Registry

❖ **Programms for Registrars**
- Discounts or co-promotion campaigns?
- Registrar tools

❖ **Be positive! Don᾽t be afraid of longer-term plans**

KEEP CALM AND BE POSITIVE

❖ **Cooperation with Registrars**

- ▪ More active Registrars get more benefits
- ▪ Joint promotion campaigns
- ▪ On-condition marketing actions (Registrars should sign up for a campaign)

❖ **Education: lectures, articles, awareness raising**

❖ **R&D, and launch of new services**

❖ **Looking for new opportunities (new markets)**

❖ **The Team – our main asset!**

Thank You!

Technical Centre of Internet