Nothing New about New gTLDs anymore

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OpenSRS | enom | epag

How Our Industry Looks at TLDs

New *g*TLDs or *nTLDs*

All gTLDs introduced after late 2013

Legacy *gTLDs*

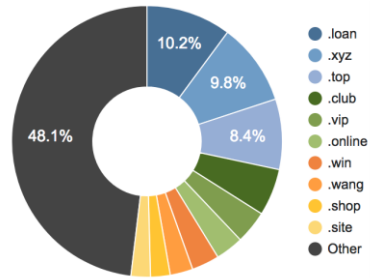.COM, .NET, .ORG as well as "older new TLDs" such as .INFO

ccTLDs

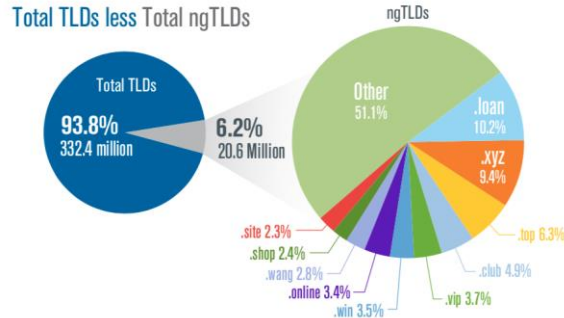Two-letter TLDs governed by local or regional authorities

How Our Industry Looks at TLDs

Our analysis of TLD performance follows this terminology:
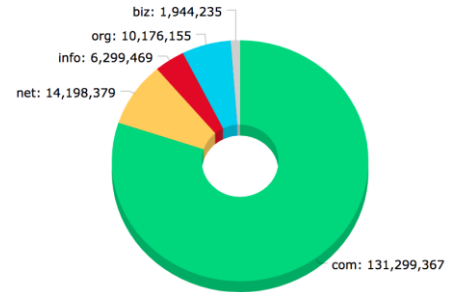
ntldstats.com

centr.org

webhosting.info

Does This Make Sense to Registrants?

Our industry terminology is, of course, *correct*, but only from our geeky perspective:

- .CO = ccTLD

- .LONDON = nTLD

- .AERO = gTLD

- .BLOG = nTLD

How does this speak to registrant needs?

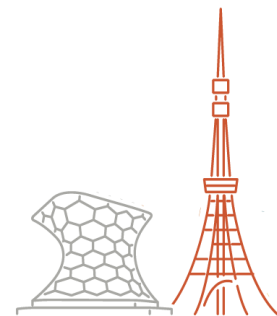# What Can We Learn from the Registrant Perspective?

Our long-time marketing mantra to our customers:

- .COM for international markets
- Local ccTLD for your local audience

Can we extend this common-sense logic?

- International: generics such as .ONLINE, .ORG, .CLOUD
- Local: specific geographical suffixes such as .AMSTERDAM, and .NYC

Let's Apply Common Sense!

Sure, *we* need to know whether a TLD is regulated by ICANN or a local registry.

But why would an end-user care about any of this?

- Are there a lot of registrants who truly want a local presence in Tuvalu (.TV) or Niue (.NU)?
- Why would one search for a .AFRICA domain in nTLDs, .EU in ccTLDs, and .ASIA in (legacy) gTLDs?
- Arguably, a .KIWI domain also makes for a great website for fruit enthusiasts ;-)

Advantages of This Approach for the Industry

Better customer experience

- Focus on geographic target groups (and ignore .TOKYO for your UK audience)
- Easily guide registrants, even without an elaborate "domain search wizard"

More detailed and useful tracking of our domain numbers

- .WIEN does not, and will never, compete with .CLUB
- .TV and .DE are just **not** the same

What We're Trying at OpenSRS...

As of March 19, 2018, we're adopting a new TLD-classification structure:

- Two TLD classifications

- Two distinct pricing strategies

What We're Trying at OpenSRS...

Generic TLDs	Geographic TLDs
Includes gTLDs like .COM and .ORG **And** generic-use ccTLDs like .CO or .ME	Includes ccTLDs like .UK and .CA **And** Geos like .LONDON or .NYC
Discount pricing available	Consistent pricing

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