



The Advantages of ICANN Accreditation

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ADVANTAGES OF ICANN ACCREDITATION





The Profit Advantage



BUY AT BASE COST: Registrars buy directly from the Registries

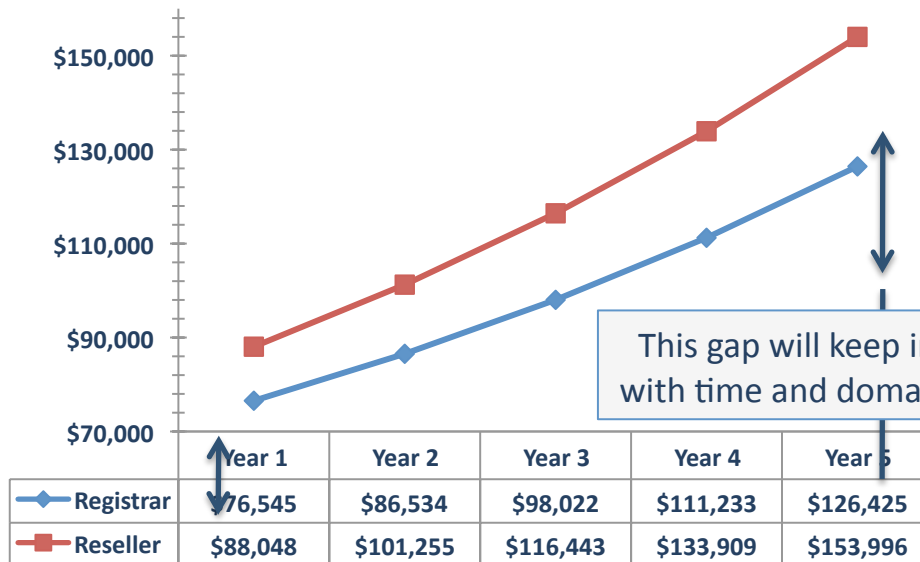
TLD	% Savings
.com	12.2%
.net	30.8%
.org	22.5%
.info	22.5%
.biz	21.8%
.mobi	44.8%



The Profit Advantage



Annual Costs of Operation



As Volumes grow,
Savings keep increasing

This gap will keep increasing
with time and domains growth

Potential Savings as a Registrar	10,000 Domains	20,000 Domains	30,000 Domains
Annual Savings	\$7,892	\$21,684	\$35,476
Monthly Savings	\$658	\$1,807	\$2,956



The Profit Advantage

In 2010, Registrars enjoyed:

- **Registry Promos:**

- A certain gTLD @ as low as \$0.25!
- A premium gTLD @ \$5.99
- \$1 straight off + \$5 off renewals for a popular gTLD
- All new registrations @ \$1 for another gTLD
- Achieve targets and get new registrations at \$0.25 a year



The Profit Advantage



In 2010, Registrars enjoyed:

- **Registry Marketing Grants:**

- Marketing grant of upto \$125,000 from one of the largest Registries
- Co-marketing funds worth \$20,000 from another Registry
- Upfront discount on domains + equal additional funds to match Registrar's marketing budget



The Profit Advantage

- **Advent of newgtlds has forced incumbents to scramble for market share**
- **gTLD Registry sales promos must be made available to all ICANN Accredited Registrars regardless of size or domicile.**



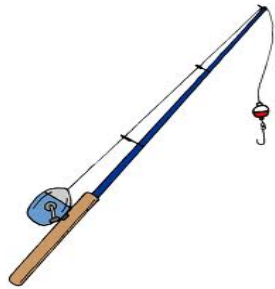
The Profit Advantage

- Park expired / coming soon / suspended domains
- Controversial when first introduced, some went overboard
- Process considered fair and acceptable when done right
- There are parking companies specialized in monetizing registrar and hoster traffic

For so many Registrars today,
Parking Revenues > Profit from Domains



Increased Marketability



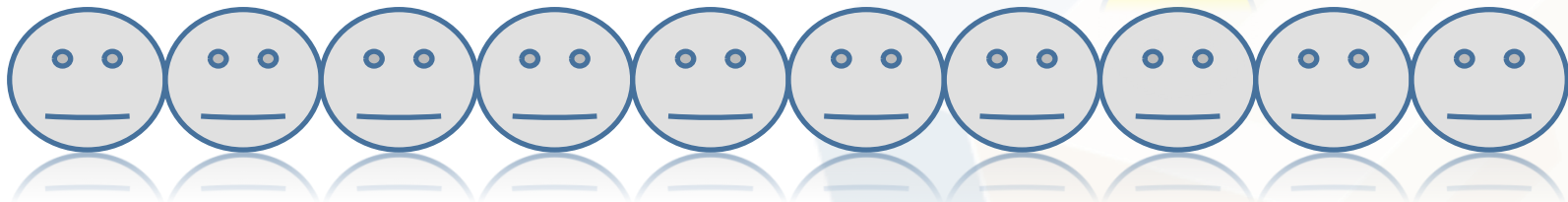
**Domain Names
are an entry
point**

**Target
International
Markets**



**Build a Reseller
Channel**

Differentiation





Increased Marketability

**Consumer & Industry
Recognition**



=

**Trust
Stability**

**Every WHOIS request
promotes your brand**



WHOIS



Ultimate Control & Security



**Ultimate Control:
Freedom from
Registrar Policies**

**Ultimate Security: Registrar
level domain locking**



Consolidate.

**Consolidate domains
under your own
Registrar**



**Access to all Registry
commands, emails
and notifications**



Ultimate Control & Security

***Own* your
Customers (completely)**



**Treat VIP domains
deservingly**





CONCLUSION

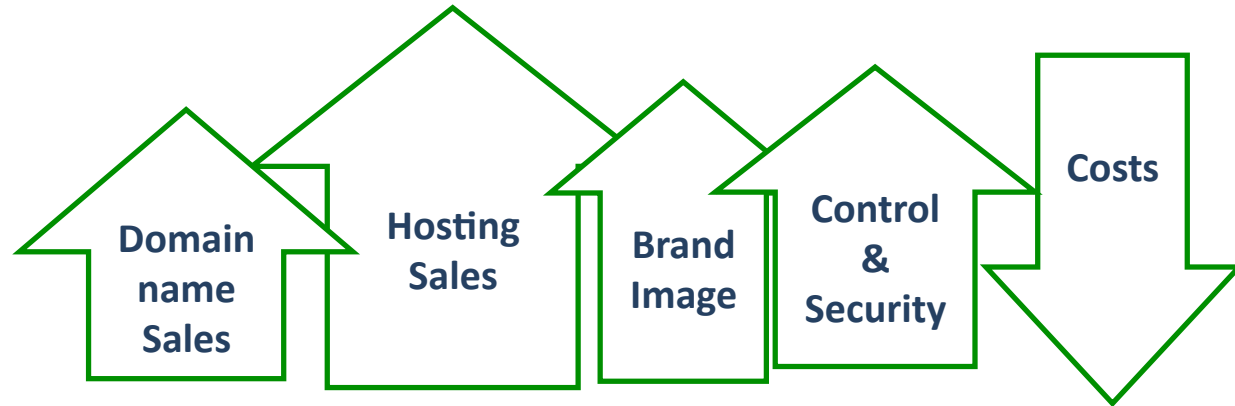




Conclusion



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+

New Revenue Channels

- ✓ Domain Parking



+

Increased Reach & Market Presence

- ✓ Registry Grants
- ✓ International Markets
- ✓ Develops Reseller channel





Thank You

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