

# Demystifying the Domain Registration

Katie Ford

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Outline

Players

TLDS and  
Registries

Things to look out  
for  
Premium

Players

TLDs and Registries

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TLDs and Registries

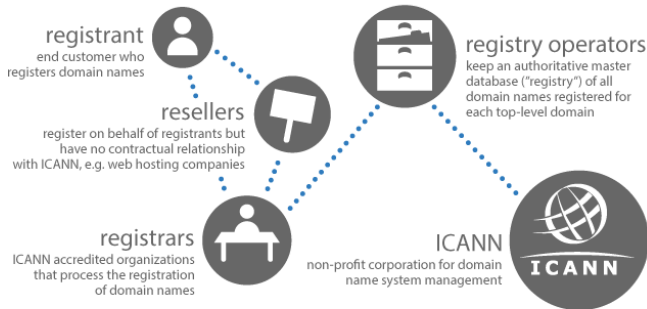
Things to look out for  
Premium

Me



Katie Ford  
Domains Team at DreamHost

# Players



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## domain registry process

aka

Internet Corporation for Assigned Names and Numbers

Outline

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aka  
Internet Corporation for Assigned Names and Numbers

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Things to look out  
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Premium

- ▶ Approves price changes
- ▶ Creates some policies (e.g. IRTP lock)
- ▶ Accredit Registrars and Registries



# Registry/Provider

- ▶ Sets base price
- ▶ Creates most policies
- ▶ Examples:
  - ▶ Verisign
  - ▶ PIR
  - ▶ Donuts
  - ▶ Nominet

# Registrar

- ▶ Maintains WHOIS server
- ▶ Email expiration reminders

# Registrant

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Things to look out  
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- ▶ 2-letter tlds
- ▶ Each country (plus some bonuses) have one
- ▶ Not subject to ICANN
- ▶ Examples:
  - ▶ .us
  - ▶ .uk, .co.uk, .org.uk
  - ▶ .io
  - ▶ .tv

- ▶ Subject to ICANN
- ▶ Examples
  - ▶ blog
  - ▶ dog
  - ▶ recipes
  - ▶ shop

# What does "premium" mean?

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<b>triviafrog.com</b> PREMIUM LEARN MORE	<b>\$3,450.00</b> RENEWALS \$13.95/YR	 ADD TO CART
<b>trivia.game</b> PREMIUM LEARN MORE	<b>\$1,560.00</b> PER YEAR	 ADD TO CART

Figure: Screen shot of premium domains for sale



# Registry-designated

- ▶ Price determined in part by the registry
- ▶ Higher renewal costs
- ▶ Limited Registrars and Resellers

# Secondary-market domains

- ▶ Sold by 3rd parties
- ▶ Regular domains

# Things to look out for in Registrars

- ▶ brokerage services
- ▶ premium domains

# Extended Attributes

Legal type of registrant contact

- ✓ Canadian citizen
- Corporation
- Executor, administrator or other legal representative
- Government agency or government entity
- Her Majesty Queen Elizabeth and her successors
- Hospital
- Indian Band
- Non-profit/Non-established Canadian Institution
- Owner of trade-mark registered in Canada
- Partnership
- Permanant resident by Immigration and Refugee Protection Act
- Person indigenous to Canada
- Person protected under subsection 9(1) Trade-Marks Act
- Political Party
- Religious congregations or community groups
- Trade union
- Trust
- University or college

# Registry Policies

- ▶ no transfer
- ▶ autorenew only
- ▶ theft protection
- ▶ has premium domains