



Premium Pricing Strategies for
ccTLDs

by

Raedene McGary

5 September 2019

CentralNic Group: An overview

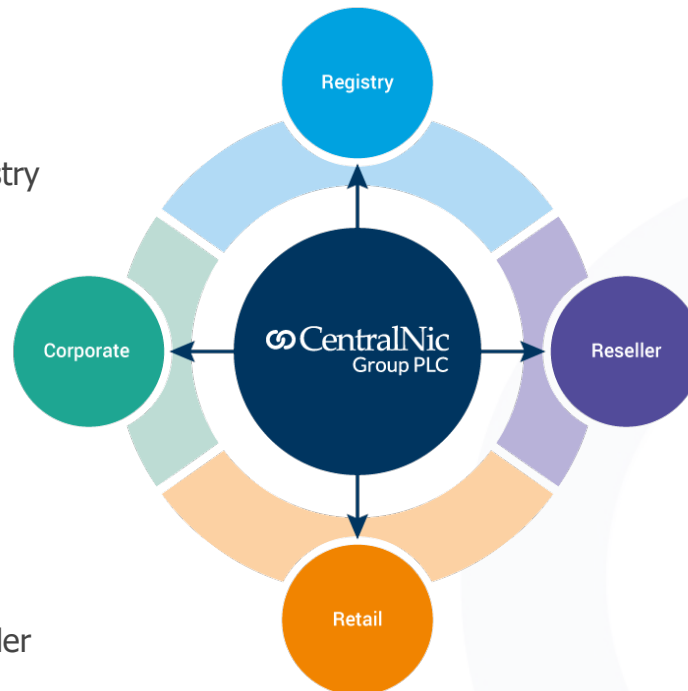
CentralNic Group plc (AIM: CNIC) is the developer and operator of software platforms providing web - presence services to customers in over 250 countries. Listed on the London Stock Exchange in 2013 with 250 staff in 14 countries in 4 distinct business divisions.

CentralNic Registry is a leading registry platform and distributor of registries' domain names, on an exclusive basis, through retailers globally

- 116 TLDs on CentralNic Registry platform
- Manger of .SK ccTLD
- 8.4m domains under management

CentralNic Retail operates numerous online retailers providing domain names, websites, hosting, email, and SSL certificates.

- 2+ million domain names under management
- Customers in 250 countries
- 24 x 7 customer support



CentralNic Corporate meets the domain management needs of corporate clients

- Corporate domain name management
- Brand protection services
- Security solutions
- Services for 'dot Brand' registries.

CentralNic Reseller one of the leading reseller registrar globally

- 7 million domain names and associated products.
- Over 4,000 resellers in over 100 countries
- Offers over 1,000 different Top Level Domain endings

CentralNic ccTLD Clients

- CentralNic supports ccTLDs:
 - Software as a Service based registry platform
 - Second and Third level TLDs registry
 - Licensed registry software option
 - Registry services
 - Policy and process advice and management
 - Marketing & promotion
 - Channel Distribution and sales activities
 - Full TLD management and promotion
- Current ccTLD clients : -



3 Premium Name Strategies

- ⌚ Auctions - Offering lists of premium names for international auctions in US Limited number of domains – this helps promote the domain name & limited success in achieving top pricing.
 - ⌚ Promotion and engagement with the domainer/ investor community
 - ⌚ More revenue to registry rather than users
 - ⌚ Secondary Market help find buyers and investors
- ⌚ Using direct registration model offering reserved names or direct sales at premium pricing flagshipstores
- ⌚ Fixed Premium Pricing at the Registry using EPP pricing commands at registry offering to registrars for resale.
 - ⌚ Nearly all our open TLDs have introduced premiums at wholesale level – we have seen introduction of Donuts using about 5 pricing tiers or price points to some TLDs with 10 pricing points or even using 1000s where millions of domain names were priced at the wholesale using a number of benchmarks to create algorithm to calculate pricing
 - ⌚ Means making lists of 3000-5000 names or even 10,000s of key words and putting names assigning a price into points
\$100, \$150, \$200, \$500, \$750, \$ 1000, \$2000 or \$5000 (some offer this at 10,000)
 - ⌚ Registrars now accept this model without issues, some registrars block all premium names but when the market leader Godaddy accepts this then many others have followed
 - ⌚ Why do this surely you don't sell many? One example is that 12% of sales is from premium in some new gTLDs,

Premium Name implementation EPP Strategies

- 🔗 Create Premium Lists – How to recognise premium names?
 - 🔗 Identify short names
 - 🔗 Release of 1 or 2 character not released
 - 🔗 Drop-Catching names
 - 🔗 Searching data base not yet registered by following new trends
 - 🔗 Generics, key terms, not trademarks
 - 🔗 Pricing an art not a science
 - 🔗 Update lists regularly pricing trends
 - 🔗 Get 'expert' help or DIY

Drop Catching Strategies

- Options to let names expire or catch them to warehouse and resell
- We see this with gTLDs and ccTLDs
- If you warehouse – you could use secondary markets like
- SEDO, GoDaddy Auctions or the GoDaddy owned Afternic
 - Those auction houses will take lists of 1000-3000 lists to sell at buy it now prices or with reserves over many months

Premium Names Pricing Models

What we have seen in the ccTLD space:

- Two models of premium pricing
 - 1) first year premium then falls back to renewals at regular pricing
 - 2) annual premium pricing always at premium even after resale or transfer

How to Manage Premium Strategy

Need to be aware of domain name trends

Notable recent trends is that not all 3 or 4 character are being bought no matter the string so we see more selective buying of these domains

Names fall out of fashion because of technology and say wellness and lifestyle trends new names come out that may not have been premiums: blockchain, cybercurrencies, CPD, or other trends in naming.

Whatever method you use then need to following the market

Summary – what to do?

- 🔗 Create the lists – drop catching or looking at existing inventory
- 🔗 Auction strategy – identify relevant auction, club together with other ccTLDs for marketing – need to attract buyers – looking for your markets
- 🔗 Direct model – use your existing websites and traffic to start building traction – on
- 🔗 EPP Pricing – look into your registrar channel and whereas local registrars may find EPP pricing extensions challenging seek out the international market resellers who can manage this.

Questions?

Thank you for your attention