

# .nz Quarterly Report

## Third Quarter ended 31 March 2016

### Introduction

This is the fourth joint .nz quarterly report for the 2015/16 financial year. It is the intention of DNCL and NZRS to continue to provide a joint report to prevent the ongoing duplication of .nz information. There is nothing in this report that is confidential.

### 1. Global Domain Name Environment

At the end of the quarter a total of 323.1m domain names had been registered among all TLDs. A further breakdown of this figure is provided in the table below:

Domain name registrations as at	31 March 2015	31 March 2016	Annual Growth %
ccTLDs	136.8m	145.5m	6.35%
gTLDs (pre 2012)	151.7m	161.6m	6.52%
gTLDs (post 2012)	4.9m	15.9m	224%
.kiwi	11,160	10,672	-4.37%
.nz	632,268	656,607	3.84%

There are currently 10,672 .kiwi registrations – an increase of 339 during the quarter.

### 2. Activities

*Supports transformations 1.2, 1.6, 1.7 and 1.8*

#### a) Research

#### b) .nz Promotion and Marketing

The first quarter of this year has seen the start of activity to reset and refocus marketing of .nz for the coming years. The approach is to revalidate market and channel perceptions of .nz domains and better understand the nuances of the sales process. From this evidence will come insights and a reworked plan to engage the market.

In March a sponsored story ran in Techday building on the awareness of registrations at the second level.

Channel management activity continues with a focus on growing adoption and use of the registrar portal to support and generate registrations of .nz domain names.

An updated infographic that outlines the relationships between the three .nz entities was also prepared and debuted to an industry audience at the APTLD meeting in Auckland in February.

The quarter saw DNCL launch a new website – the culmination of several months of work. The site provides information for registrants and registrars (as before), and now incorporates functions around conflicted names that were previously on anyname.nz. A number of new features have also been added – including a domain counter and a UDAI checker.

Work also began on an overview video that explains in simple language what the .nz Dispute Resolution Service is and how it works. The video is expected to be available early in the next quarter.

### **c) .nz Policy Consultation**

Stage two of the WHOIS review began on 17 November 2015, with the launch of a public consultation asking for people’s views on the ‘how’ and ‘what’ of WHOIS.

Submissions closed 29 January 2016, with comment sought on information disclosed in response to a WHOIS search, which included questions: around who disclosures should be made to and how information should be provided. A total of 29 submissions were received.

A paper went to the DNCL Board in February, where it was decided that in principle WHOIS details will remain a public record, however there should be a policy or process for individuals who may require their information to remain private. A paper on this will go to the April DNCL Board meeting, followed by a third public consultation on any proposed process.

### **d) Registrations at the Second Level**

A total of 402 conflict sets were resolved between January and the end of March. In addition to those conflict sets that are resolved, each month a number of conflict set cease to exist when all names in the conflict are released. The following table shows the progress in reducing conflict sets:

	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Total for Q3</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Total for Q4</b>
<b>Conflicts Resolved</b>	137	210	149	<b>496</b>	133	138	131	<b>402</b>
<b>Total Conflicts</b>	17,804	17,526	17,320	-	17,156	16,951	16,697	-

The total number of domains in the conflict sets is 40,119 as at the end of the quarter.

### 3. Policy Framework

*Supports transformation 1.5*

#### a) .nz policy

No changes were made to the .nz policy framework this quarter.

### 4. Registrar Market

*Supports transformation 1.3*

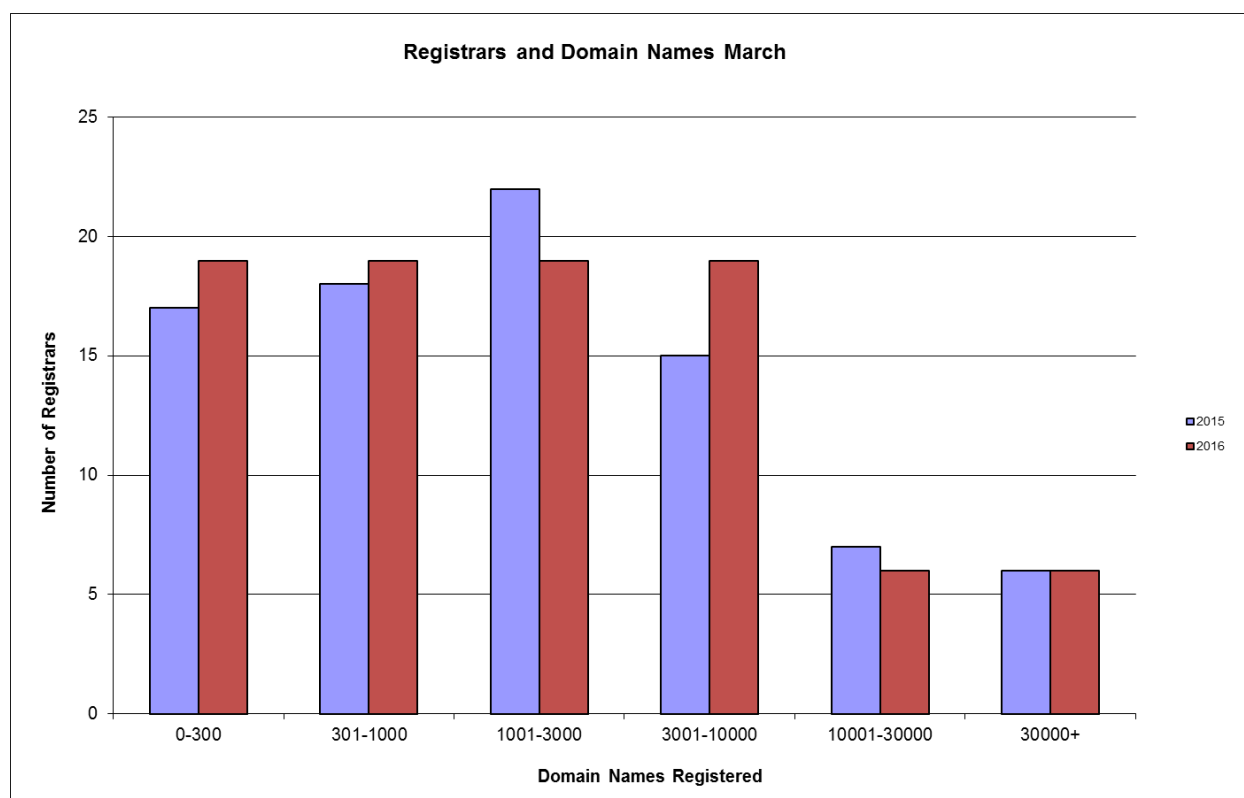
Registrars authorised	91
Registrars connected	88

Number connected during the quarter: 1

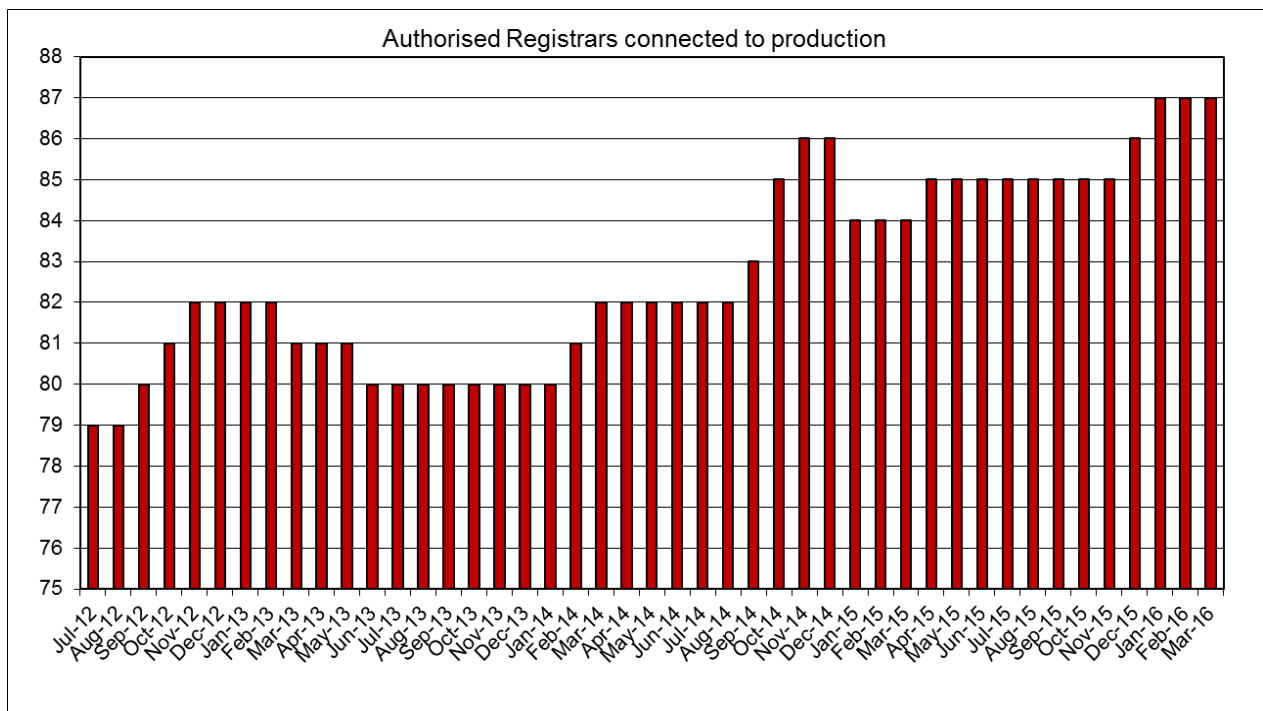
Number authorised during the quarter: 1

Number de-authorised during the quarter: 0

The following chart shows the spread of registrars across the level of domain name registrations:



The following chart shows the number of registrars (excluding the DNC) connected to the SRS:



## 5. Performance and Best Practice

*Supports the primary transformation, 1.1 and 1.4*

### a) International

- APTLD was held in Auckland in February and was hosted by .nz. The APRICOT conference was also held in Auckland. Both events were attended by staff from DNCL and NZRS.
- Staff from DNCL and NZRS attended ICANN in Marrakech in March.
- Debbie Monahan has been elected to the Council of the ccNSO (the Country Code Names Supporting Organisation) for a three year term. The ccNSO is part of ICANN (the Internet Corporation for Assigned Names and Numbers) that provides a forum for country code top level domain managers to meet, discuss and develop ccTLD-related policy.

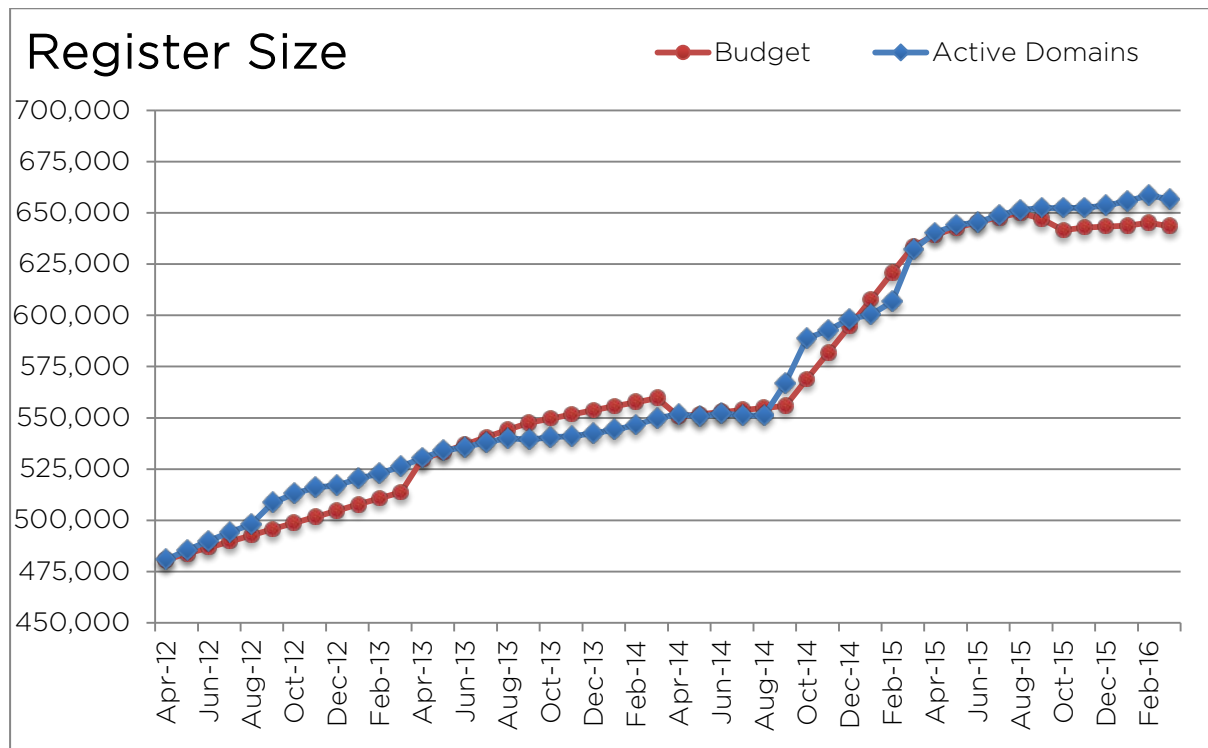
## b) Registry Performance

SLA targets were met throughout this quarter. SRS, DNS and Whois availability is noted in the table below:

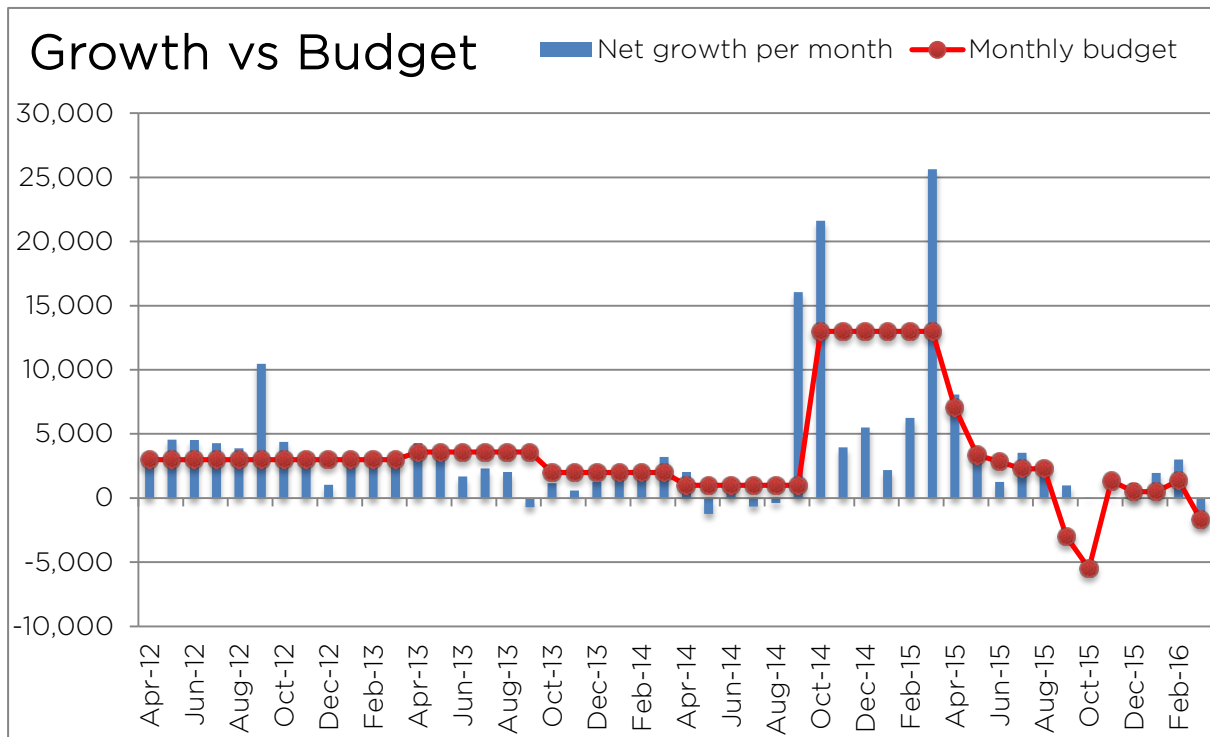
System	SLA %	Jan	Feb	Mar
SRS	99.90%	99.94%	100%	100%
DNS	100%	100%	100%	100%
Whois	99.90%	99.94%	100	99.98%

## c) Domain Names

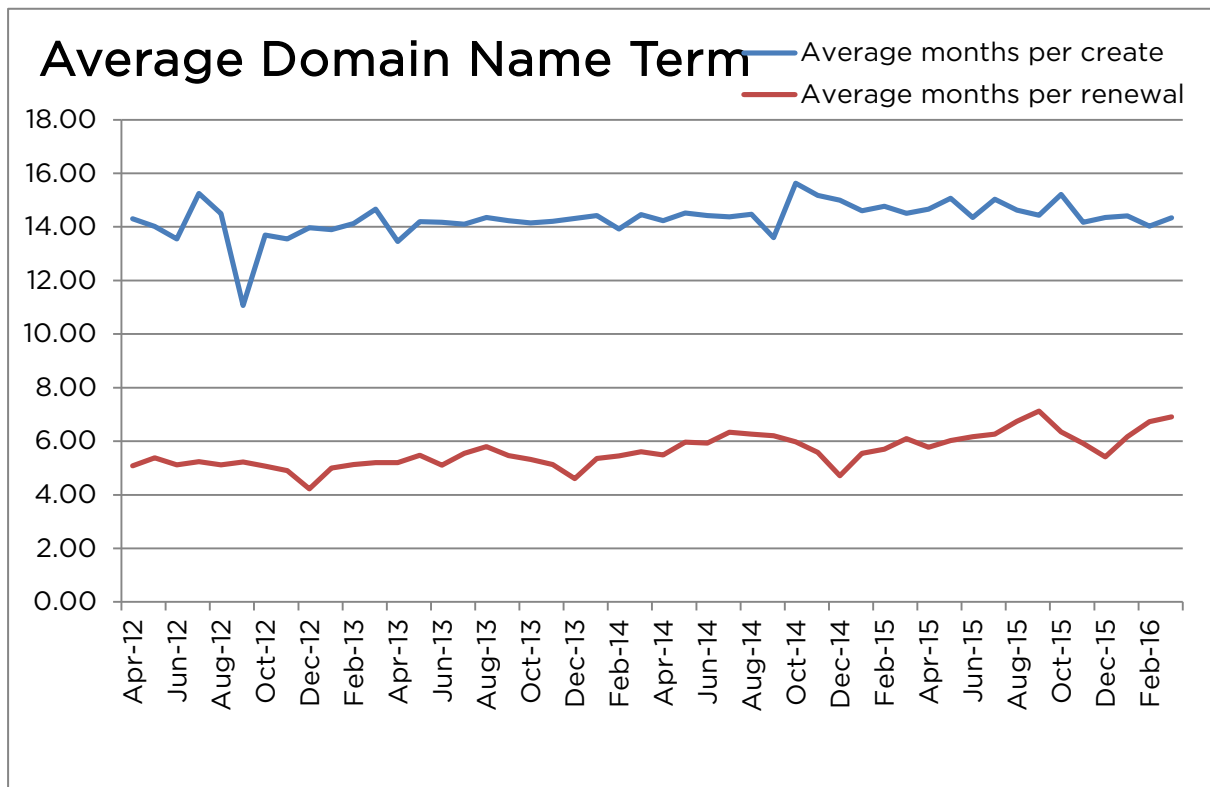
The size of the register against NZRS budgeted growth is shown in the chart below:



The actual growth against NZRS budgeted growth is shown in the chart below:



The average term (average number of months a domain is registered/renewed for) is shown in the chart below:



## 6. .nz data

The breakdown of domain name growth by second level is noted in the table below:

	Jan-16	Feb-16	March-16
<b>.nz</b>	105,737	107,834	105,623
<b>.co.nz</b>	479,662	480,723	481,216
<b>.org.nz</b>	27,968	27,979	28,003
<b>.net.nz</b>	26,219	26,046	25,849



David Farrar  
Chair, DNCL



Richard Currey  
Chair, NZRS

## Joint .nz Strategy Transformations

### Primary Transformation

From	To
.nz operates as a successful ccTLD held in high regard domestically and internationally	InternetNZ is widely recognised as a successful ccTLD manager and .nz is held in high regard domestically and Internationally

### Underlying transformations

Transformation/s		
	From	To
1.1	Global benchmarks or best practice regarding what a world-class ccTLD is are varied and partly documented	There are agreed global benchmarks and best practice for what a world-class ccTLD is, and .nz excels in assessments against these standards
1.2	.nz is the default choice for New Zealanders	.nz remains the preferred choice for New Zealanders in a highly competitive market
1.3	The market for .nz registration services (among registrars and resellers) is competitive	The market for .nz registration services (among registrars and resellers) is sophisticated and competitive
1.4	Roles and responsibilities in managing .nz are being clarified	Roles and responsibilities in managing .nz are clear, well documented and transparent
1.5	The .nz policy framework has evolved from its origins in 2002	The .nz policy framework has been reviewed and updated for current needs, and is validated as meeting the needs of the New Zealand Internet community
1.6	Inconsistency in the articulation of the role, purpose and mandate for the operation of .nz across the Group - resulting in a lack of clarity among stakeholders	The whole Group is confident in consistently articulating our role and purpose, and the mandate for our operation of .nz - resulting in the wider Internet community being clear about and supportive of our role
1.7	InternetNZ has limited knowledge of the purchasing behaviour of registrants	InternetNZ has good knowledge of the full sales channel including resellers and influencers, and the purchasing behaviours of registrants
1.8	.nz is not a widely known brand	.nz is a well recognised brand