

New generic Top-Level Domains

Meet Domainers
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Neustar® Registry Services

neustar™

About Neustar

- Approx. 900 employees worldwide
- Corporate headquarters in Sterling, VA (USA)
- Offices in North America, Europe and Asia
- 8,500+ customers, including 4,000+ network operators
- 2 major Network Operations Centers
- Nearly 150 network nodes worldwide
- Publicly traded (NYSE: NSR)
- FY 2008 revenue: US\$488.8M

Neustar Services

Integrity. Reliability. Community. Ingenuity. Drive

Addressing

Internet Infrastructure

- Registry Services
- UltraDNS
- Webmetrics

Interoperability

Telecom Infrastructure

- Number Portability
- Number Administration
- Common Short Codes
- Mobile IP (NGM)
- Order Management Services

Infrastructure

Neustar By The Numbers

Billions of Endpoints . Thousands of Networks . Hundreds of Technologies

- Resolve 20+ million Internet domains for 3,000+ enterprise customers
- Route a billion mobile IMs monthly
- Enable reach to 270+ million mobile consumers with U.S. Common Short Codes
- Assign and route phone numbers in 19 countries
- Manage 350+ million phone numbers in U.S.
- Facilitate 8 billion+ DNS queries per day

Top Level Domain Registries



Integrity

Reliability

Community

Ingenuity

Drive

New gTLDs - The Basics

ICANN to accept applications for new gTLDs

Cost:

- Application Fee: \$185,000
- Annual Fee: 25 cents per domain / \$25,000 minimum

Types of gTLDs

- Community
- Open
- Geographic

ASCII and IDN

Unlimited number of gTLDs can be approved

New gTLDs

.nba .sport .nyc .blog .green .shop .eco .Paris .fashion .Movie .gay .web .sex .hotel .Music .BMW .food

Addressing Some Key Issues

IP / Trademark

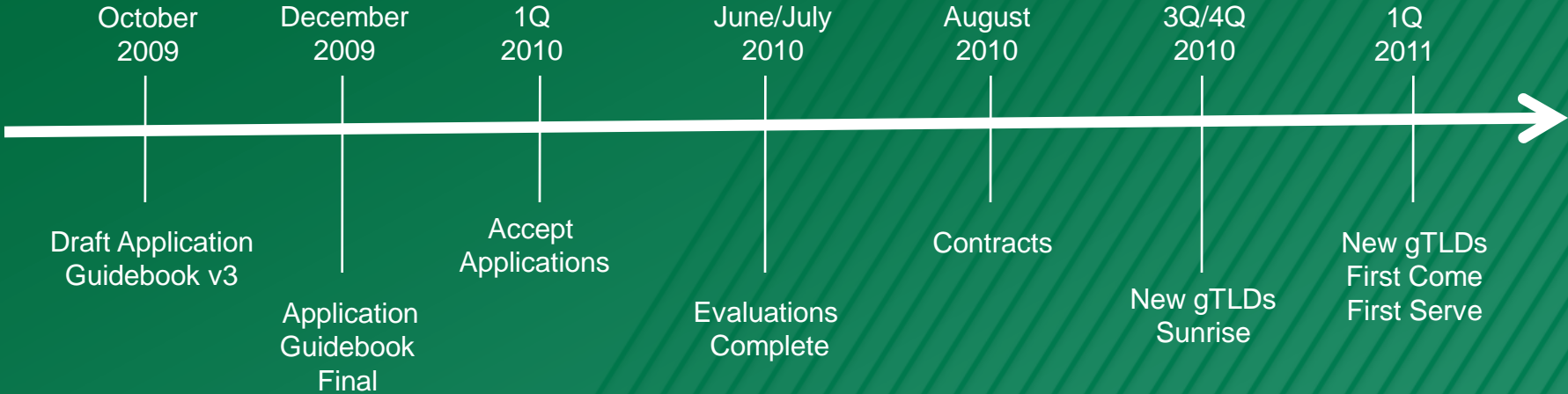
- IRT Recommendations
 - IP Clearinghouse
 - Rapid Takedown Process
 - Global Marks List

Economic Impact

Registry / Registrar Separation

Consumer Protection

New gTLDs – Timeline?



Questions

What happens if there is more than one qualified application for the same gTLD?

How will new gTLDs effect registrars?

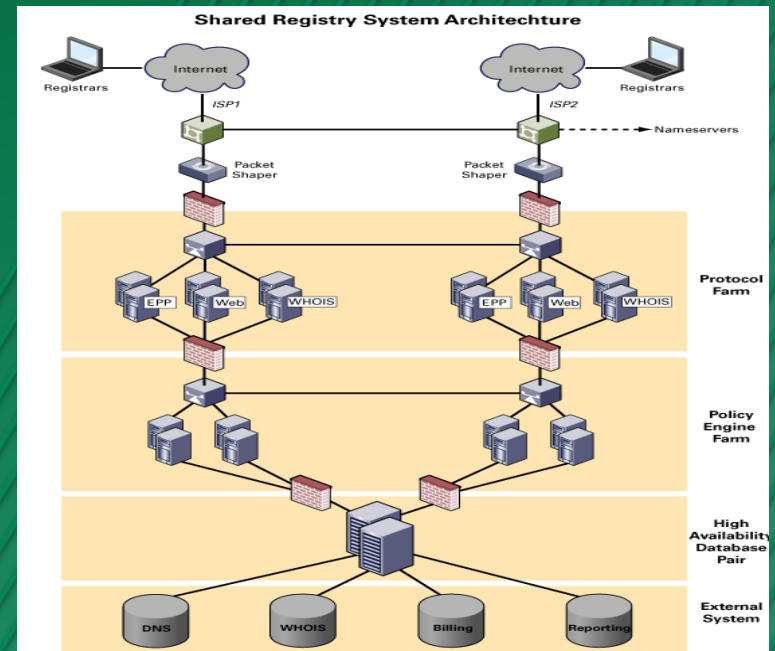
How much will new gTLDs domain names cost?

How will new gTLDs effect the secondary market?

Which new gTLDs will succeed?

Why Neustar Registry Services?

- Proven Existing Registry Platform
- Operational Experience and Expertise
- Access to our 250+ Registrar Partners
- Global DNS Infrastructure
- Policy compliance
- Service and Responsiveness
- Financial Stability
- Pricing structured to meet your needs



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Thank You!