



Domain Name Industry Overview

DNSSEC in .com, .net and .edu

Mike Davies






Domain Name Industry Overview

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There are **1.3 billion** worldwide Internet users



Businesses and individuals have
registered **184 million** domain names
around the world



VeriSign Domain Name Services

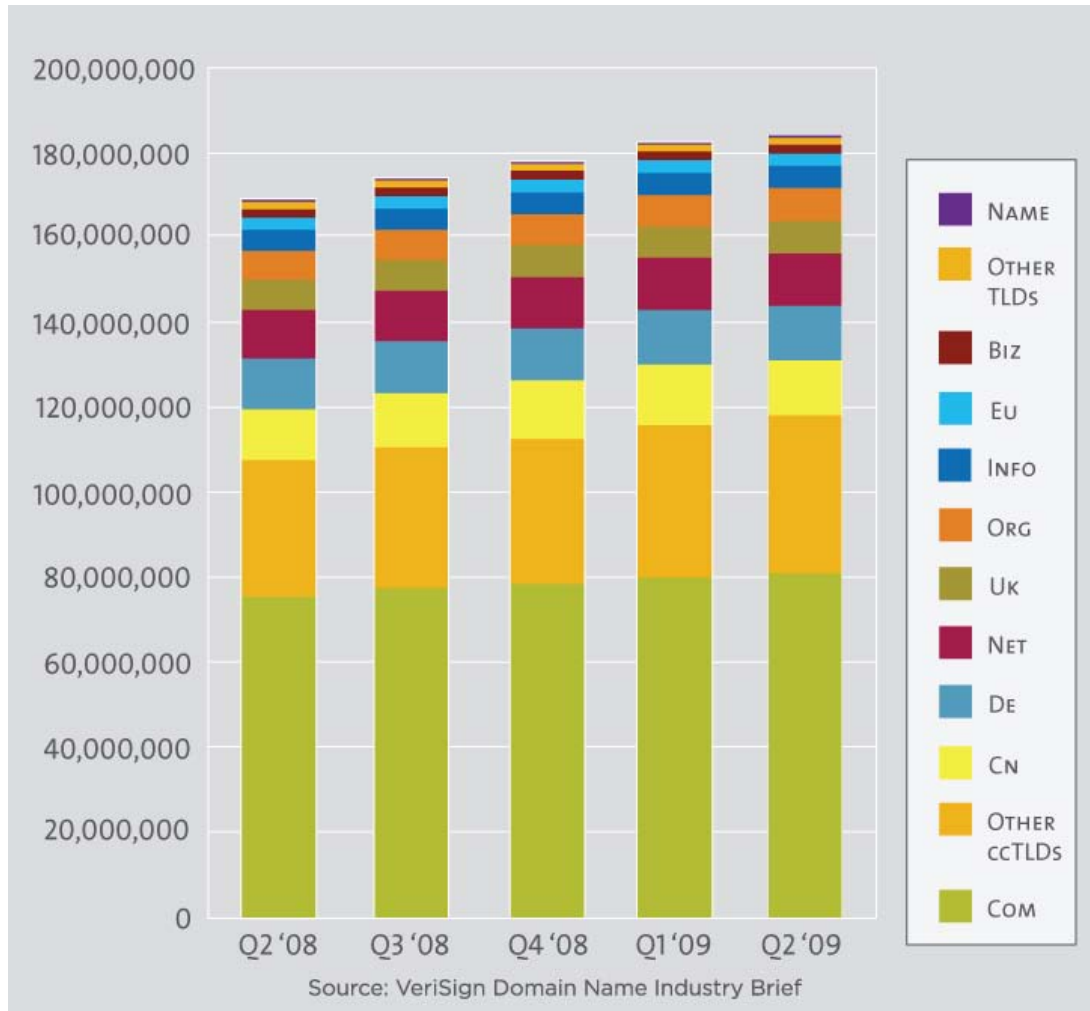
- com
- net
- tv
- cc
- name

Domain Name Services

- VeriSign is the largest domain name registry in the world – Approximately 93.5 million .com and .net domain names
 - Registration and management of domain names
 - Resolution of domain names
 - Support registrar channel; Shared Registration System
 - Domain name policy, research and development
- VeriSign runs the registry for .com, .net and .name
- VeriSign runs the registry for .tv and .cc on behalf of the governments of Tuvalu and the Cocos Islands
- VeriSign manages the DNS root zone under the cooperative agreement with DoC



Domain Name Industry Ends Q2 at 184 Million

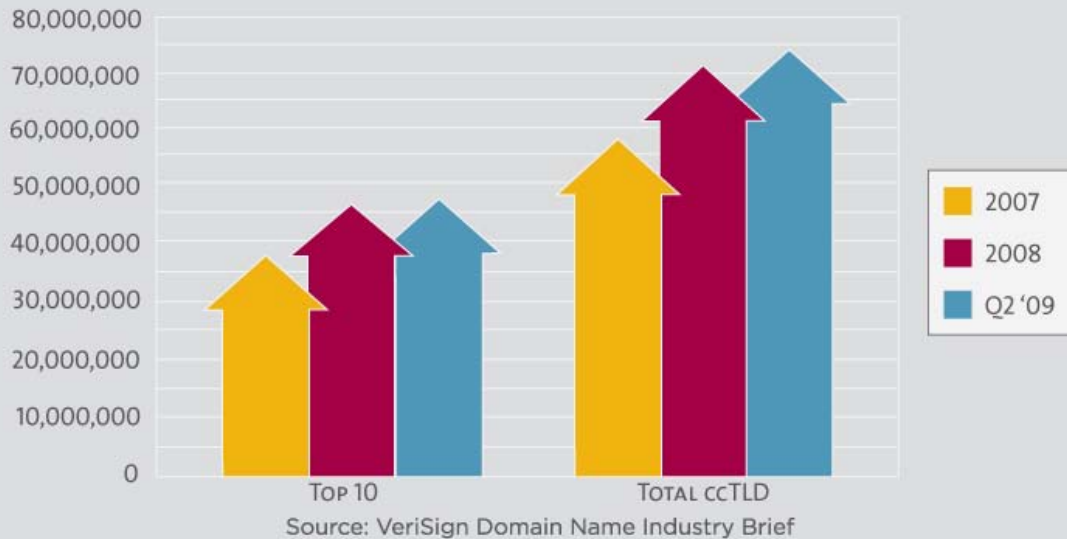


- 184M domain name registrations worldwide at the end of Q2 2009
 - 1% growth over Q1 2009
 - 9% growth year over year (Q2 2008)

Worldwide Domain Registration Growth



ccTLDs grow to 74.4 Million



Total ccTLD Registrations

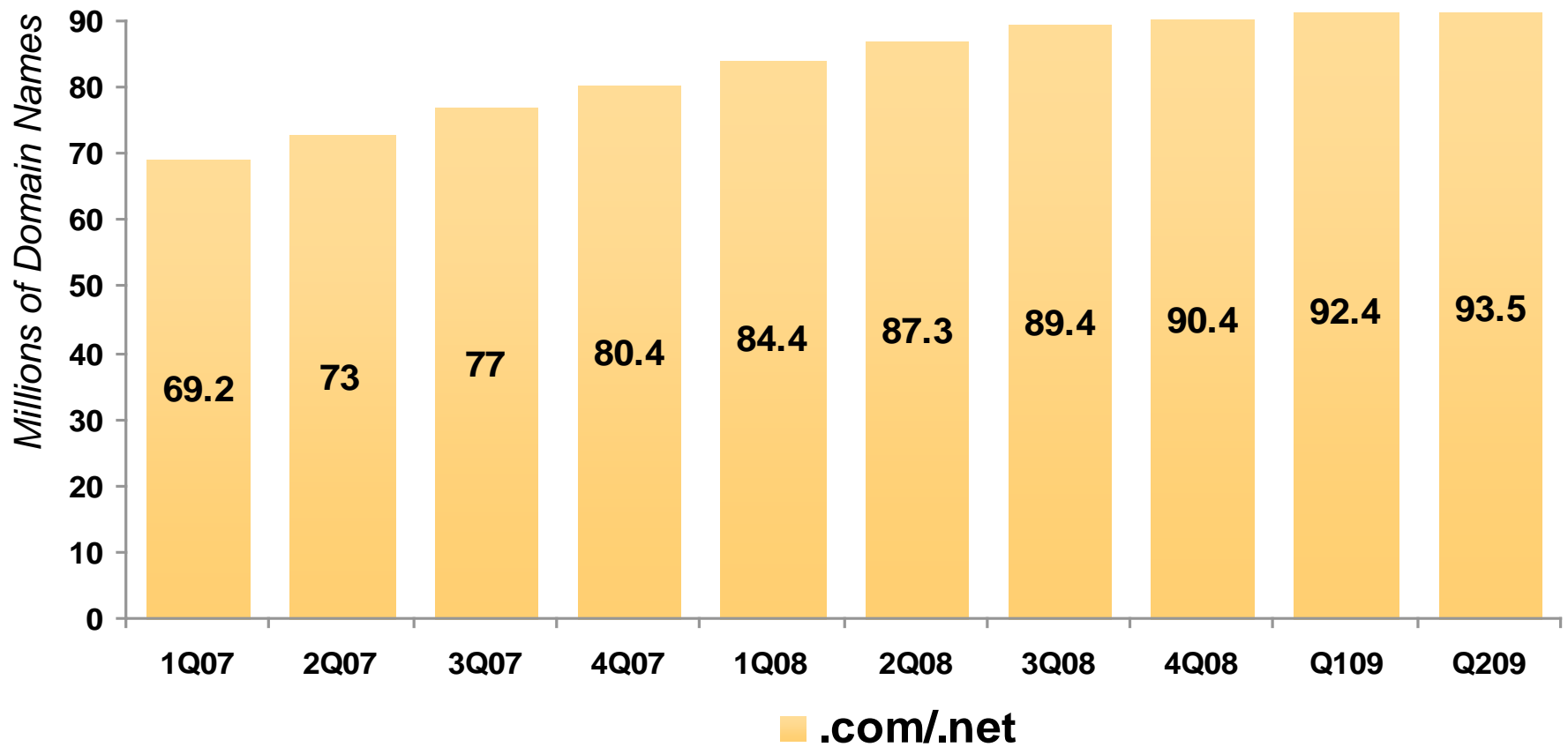
- The ccTLD domain name base grew:
 - 1% over quarter over quarter
 - 14% over year over year
- Top 10 represent 66% of total ccTLDs

Top 10 ccTLD Registries by Domain Name Base (Q2 2009)

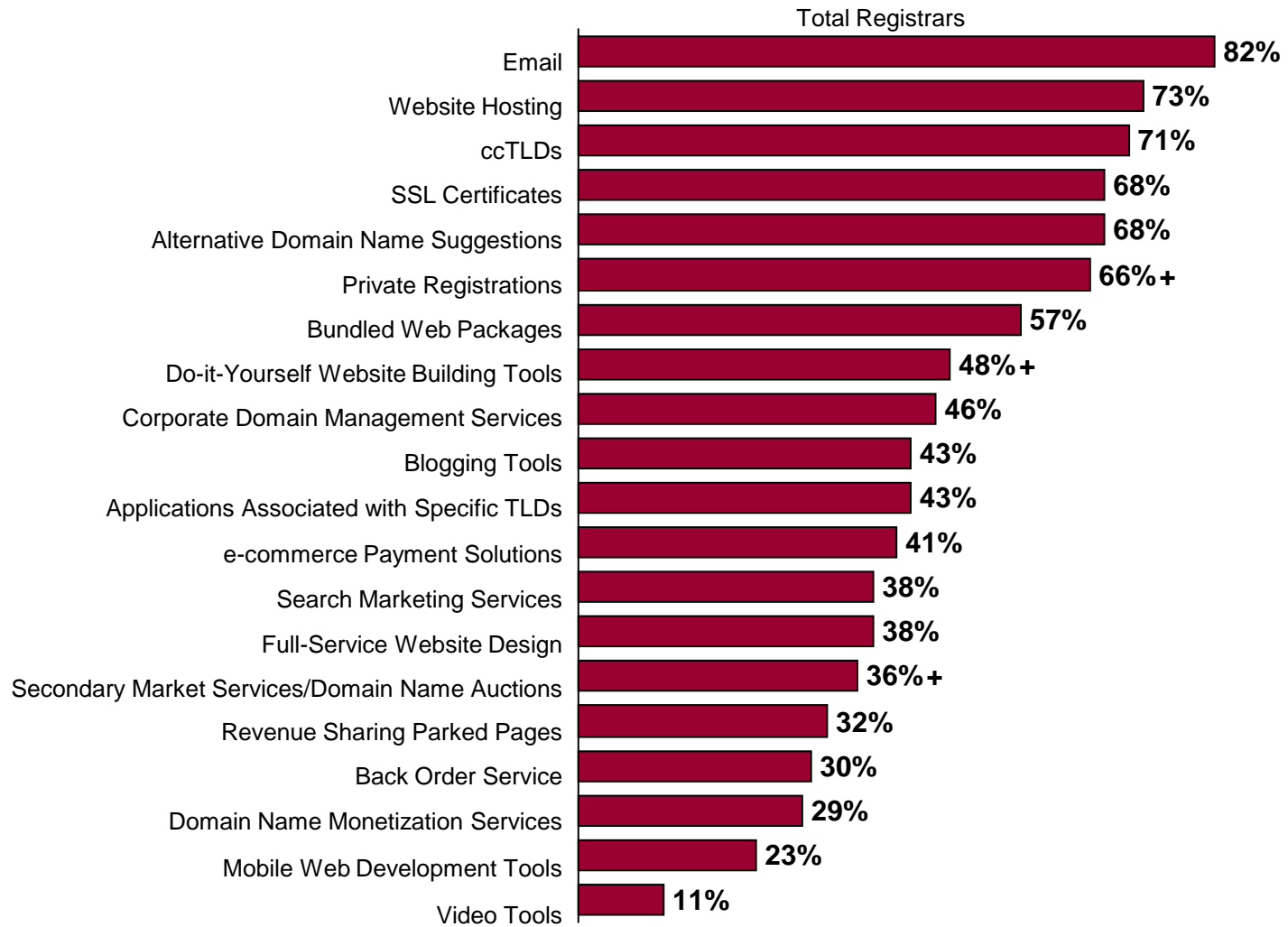
- | |
|-----------------------------|
| 1. .cn (China) |
| 2. .de (Germany) |
| 3. .uk (United Kingdom) |
| 4. .nl (Netherlands) |
| 5. .eu (European Union) |
| 6. .ru (Russian Federation) |
| 7. .ar (Argentina) |
| 8. .br (Brazil) |
| 9. .it (Italy) |
| 10. .us (United States) |



.com / .net Domain Names: Quarterly Base



Services Offered by Registrars In Past 12 Months

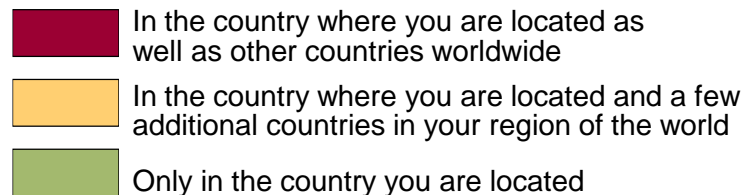
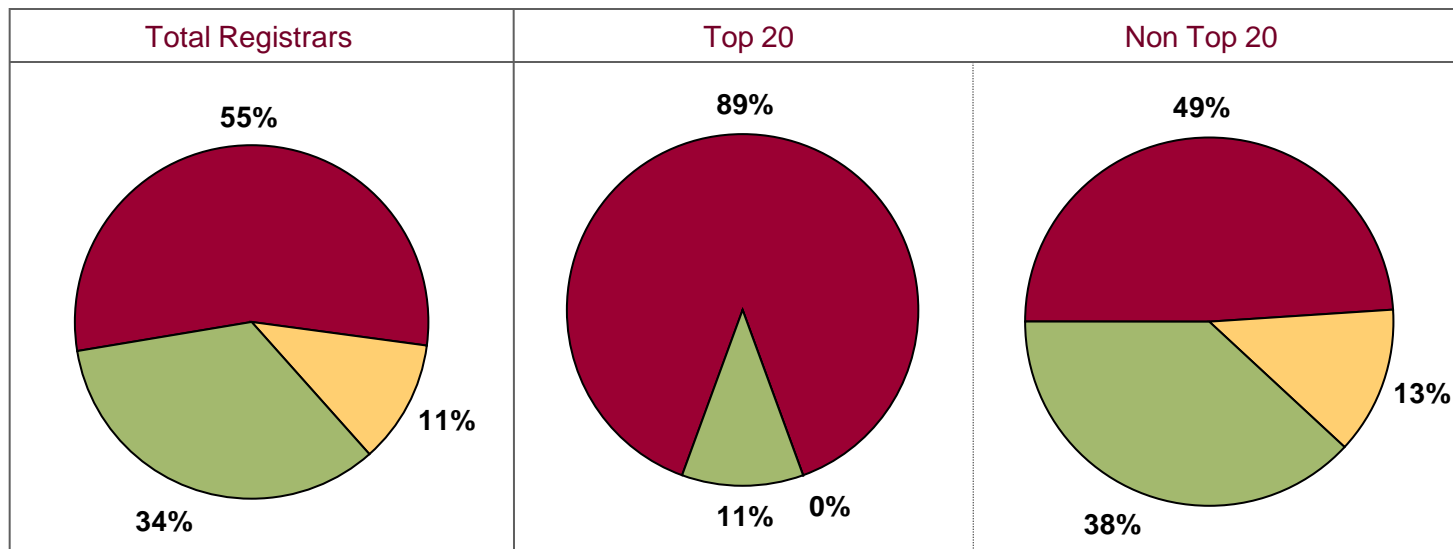


+ Significantly more likely among Top 20 registrars than Non Top 20 registrars



Registrars are Global - Geographical Focus of Domain Name Business

- Most registrars operate beyond the country they are based in, especially Top 20 registrars.



Importance of Attributes for Generating Registrations From Current Customers in Last 12 Months*

	Total Registrars
	(56) %
Providing a high level of customer service	82
Improving the operations/logistics of our sales process	54
Offering price promotions	52
Information and advertising on my company's general Web Site	52
Including more features and bundled products as part of new domain name registrations, such as website development, web hosting, etc.	50
Dealing more effectively with competition from other registrars	46
Information and advertising on the customer account management section of my company's Web Site	41
Newsletter	41
Cross sell offers from customer service team when customer contacts us for service	38
Cross sell offers with domain name renewal communications	38
Direct email campaigns	36
Social media such as blogs, online communities, etc.	21

*Top 2 Box on a 5-point scale where 5 means extremely important and 1 means not at all important



Importance of Attributes for Generating Registrations From Completely New Customers in Last 12 Months*

	Total Registrars
	(56) %
Including more features and bundled products as part of new domain name registrations, such as website development, web hosting, etc.	57
Offering promotions	55
Dealing more effectively with competition from other registrars	46
Expansion into new geographic markets	46
Increasing the number of resellers we use	45
Improving the operations/logistics of our sales process	43
Paid Search/Keyword Advertising	41
Recruitment of Resellers	39
Direct email campaign	36
The monetization of domain names that has expanded the use of domain names in nontraditional ways	32
Participating in the secondary domain name space	30
Online banner advertising	30

* Top 2 Box on a 5-point scale where 5 means extremely important and 1 means not at all important





THE DOMAIN NAME INDUSTRY BRIEF

VOLUME 6 - ISSUE 3 - SEPTEMBER 2009

THE VERISIGN DOMAIN REPORT

As the global registry operator for .com and .net, VeriSign reviews the state of the domain name industry through a variety of statistical and analytical research. As a leading provider of digital infrastructure for the Internet, VeriSign provides this briefing to highlight to industry analysts, media, and businesses important trends in domain name registration, including key performance indicators, and growth opportunities.



www.verisign.com/domainbrief

September 2009 Domain Name Industry Brief available online now!





A decorative graphic consisting of several overlapping squares in shades of maroon and light gray, with a large maroon circle containing a black checkmark icon positioned to the right of the main text.

DNSSEC in .com, .net and .edu

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■ Infrastructure Vulnerability: Cache Poisoning

■ Problem – DNS is not secure

- Online activity and applications depend on DNS traffic routing
- DNS was not designed for security

■ Vulnerability

- “Man in the middle” attack/cache poisoning
- Masquerade as authentic information when it is not

■ Impact

- Poisoning cache of recursive servers
- Potential redirection could cause a user to be redirected to a malicious site
 - Pharming for the user’s confidential information
 - Exposure to malicious content (worms or viruses)
 - Create brand and trust concerns for the site operator



■ DNSSEC Program

- Methodical, incremental DNSSEC rollout to reduce implementation risk
- Implement DNSSEC in **.edu**, then **.net**, then **.com**
- Assist registrars
 - Tools and support to aid DNSSEC deployment
 - DNSSEC-capable Operational Test Environment (OTE)
- Interoperability lab for hardware vendors, ISPs, registries and registrars



■ DNSSEC in .edu

- DNSSEC deployment in .edu is a partnership between EDUCAUSE and VeriSign
- EDUCAUSE
 - DNSSEC-enable registrar systems
 - Accept key material from .edu registrants
 - Submit key material to VeriSign
 - Participate in test bed with selected institutional partners
- VeriSign
 - DNSSEC-enable registry system
 - Accept key material from .edu registrar
 - Publish signed .edu zone
 - Participate in test bed



DNSSEC Timeline

- Q1 2009: EPP SDK with DNSSEC released
- Q3 2009: .edu testbed opened
- Q3 2009: RSEP submission for .com and .net
- Q2 2010: .com/.net testbed available
- Q1 2010: **.edu signed**
 - Smaller zone, single registrar
- Q4 2010: **.net signed**
 - Larger zone, full registrar base
- Q1 2011: **.com signed**
 - Largest zone last after successful implementation in .net



Questions + Answers

Q + A

QUESTIONS + ANSWERS

