



## .nz Newsletter – May 2013



### Fill in our newsletter survey

DNCL and NZRS are committed to making the best communication channels possible and would like to know how we can improve this newsletter publication. As such, we are encouraging readers to take our quick online survey.

It is only four questions long and will take a few minutes to answer. All your feedback is very appreciated. To complete our survey please follow this link:

<http://www.surveymonkey.com/s/68NBV27>

### Targeted Marketing for Domain Names

DNCL regularly receives enquiries from .nz Registrants who have received emails from domain name companies based overseas, suggesting that someone wishes to register a domain name similar to the .nz name in a different country code such as .cn, .tw, .asia or .hk.

Typically, these emails suggest that the Reseller has been asked to register a particular name, but they have “noticed” that the name matches your .nz domain name, and therefore they wish to offer the registration to you, rather than to their local customer.

The emails use phrases such as *“After our initial checking, we found that the brand name applied for registration are as [sic] same as your company’s name and brand, so we need to check with you whether your company has authorized that company to register these names.”* The enquiries we receive indicate that .nz Registrants are worried that their name or reputation will be at risk if they don’t register these names through the services of the party sending the email.

In our view, these emails are a targeted marketing campaign, and while .nz Registrants are free to register domains in the suggested country codes, it’s entirely their choice whether they wish to do so or not. Our suggestion is that if .nz Registrants do want to register names in these spaces, they do so using the services of one of the Registrars from our Authorised .nz Registrars List at [www.dnc.org.nz/registrars](http://www.dnc.org.nz/registrars). Some of our Registrars offer registration services in a very wide range of country code Top Level Domains, and using the services of a Registrar for whom you have reliable contact information is preferable to dealing with an unknown party.

Some of these emails indicate that the reseller is a “partner” of InternetNZ. InternetNZ does not partner with organisations in this manner.

There are many resources online relating to these types of emails, which have been circulating for some years now. Information can be found at <http://www.technewsreview.com.au/article.php?article=5352> amongst many other sources.

## Statistics

In April, the number of active .nz domain names increased from 526,201 to 530,479, a net increase of 4278. Figures as of 30 April, 2013:

	<b>31 March 13</b>	<b>30 April 13</b>	<b>New Registrations April</b>	<b>Renewals April</b>	<b>Net Change</b>
.ac	1,997	2,005	26	324	8
.co	450,912	454,768	9,313	71,054	3,856
.cri	13	12	0	2	-1
.geek	1,216	1,231	25	292	15
.gen	1,398	1,394	14	317	-4
.govt	1,118	1,119	1	1,087	1
.health	166	167	1	147	1
.iwi	78	79	1	18	1
.kiwi	8,409	8,602	191	317	193
.maori	1,162	1,174	18	129	12
.mil	34	34	0	9	0
.net	28,784	28,958	583	4,422	174
.org	27,591	27,608	372	4,069	17
.parliament	9	9	0	9	0
.school	3,314	3,319	16	1,257	5
<b>TOTAL</b>	<b>526,201</b>	<b>530,479</b>	<b>10,561</b>	<b>83,453</b>	<b>4,278</b>

Note: the above figures do not include names in the 'pending release' status. They incorporate all active domain names in the .nz register. For more statistics, see <http://dnc.org.nz/statistics>

## Availability

<b>Availability %</b>	<b>SLA</b>	<b>Feb 13</b>	<b>Mar 13</b>	<b>Apr 13</b>
SRS	99.9	100	100	100
Whois	99.9	100	100	100
DNS	100	100	100	100

## SRS Response times

Performance figures on the production environment for the previous three months:

<b>Avg Response time (in seconds)</b>	<b>SLA Target</b>	<b>Feb 13</b>	<b>Mar 13</b>	<b>Apr 13</b>
Domain Details Query	≤0.5	0.02	0.04	0.04
Domain Update	≤0.8	0.21	0.23	0.19
Domain Create	≤0.8	0.26	0.27	0.27
Get Message	≤0.5	0.03	0.03	0.04
Whois	≤0.5	0.08	0.08	0.09
Whois queries at back end including Registrar (volume 000's)	N/A	7192	8231	8224
Whois Server Queries (volume 000's)	N/A	1092	1191	1156
UDAI Valid Query	≤0.5	0.10	0.11	0.12

## Server DNS % Availability

	<b>Feb 13</b>	<b>Mar 13</b>	<b>April 13</b>
NS1	100	100	100
NS2	100	100	100
NS3	100	100	100
NS4	100	100	100
NS5	100	100	100
NS6	100	100	100
NS7	100	100	100

## Unscheduled Outages during April 2013

<b>Outage Type</b>	<b>Total Duration</b>
SRS Unscheduled	No unscheduled outages
WHOIS Unscheduled	No unscheduled outages
DNS	0

## Scheduled Outages during April 2013

<b>Outage Type</b>	<b>Total Duration</b>
SRS Scheduled	3 hours
SRS Emergency Scheduled	0
Whois Scheduled	3 hours

## **Planned Scheduled Outages**

Details of future SRS releases and planned scheduled outages can be found on our website <http://nzrs.net.nz/notices/updates>

## **Any Comments?**

If you have any questions or concerns about the SRS, please don't hesitate to contact us. For registry or technical matters, contact Dave Baker at [support@nzrs.net.nz](mailto:support@nzrs.net.nz) or on 04 931 6970. For all other matters, contact Debbie Monahan at [info@dnc.org.nz](mailto:info@dnc.org.nz).

## **Please Note**

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