

.nz domain name space.

718,000

.nz

domain names

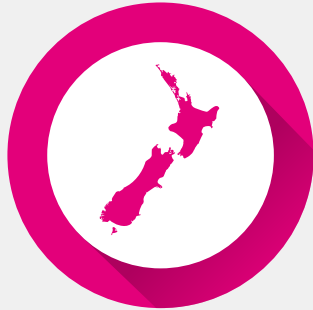
The opportunity

192,378

businesses in Auckland

104,442

don't have domain names



176,991

businesses in the North Island outside of Auckland

96,008

don't have domain names

138,039

businesses in the South Island

122,855

don't have domain names

(Predictions made from Colmar Brunton research, 2018)

8%



Businesses who don't have a website and just use social media

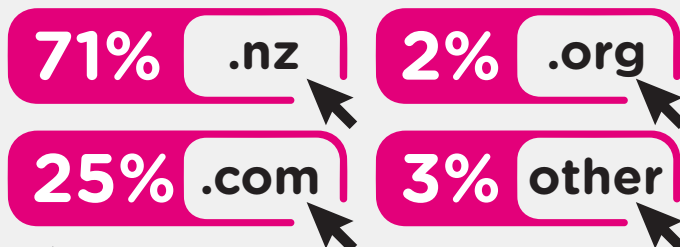
Consumers rate websites over social media as more:



- secure
- credible
- reliable
- trustworthy
- safe
- convenient

(Colmar Brunton research, 2018)

Top level domain market share



(ZookNIC, 2018)

TOP
4

(September 2018)

.co.nz
515,154

.nz
140,349

.net.nz
22,900

.org.nz
27,515



Policy highlights

- First come, first served basis.
- Anyone (over 18) can register a domain name.
- No location requirements for registration.
- \$15 NZD p/a wholesale.
- Ability for Registrants to register names for one month up to 10 years.

18+



New creates
116,805

Renewal rate 89%

89%



Average term for
creates - 15 months

Average term for
renewals - 7 months

(2018 stats)



91% of Registrars rate their overall satisfaction with InternetNZ as very satisfied or satisfied.

(Results from the ResearchNZ survey Dec 2018)

How to become a .nz authorised Registrar

Any legal entity can apply to become an authorised .nz Registrar. Applicants will need to demonstrate experience with customer support services, appropriate technical skills and knowledge and billing capability.

Step 1:

Authorisation to be a .nz Registrar

In order to offer .nz domains, Registrars first need to gain authorisation from the Domain Name Commission (DNC). This includes:

- Understanding agreements, policies and procedures governing the .nz space.
- Ensuring customer contracts meet the minimum requirements specified in the Registrant Core Terms and Conditions document.
- Complete the application for authorisation as a Registrar form (form AOR1).
- Pay the one-off \$3,000^{NZD + GST} application fee.
- More information can be found at www.dnc.org.nz.

Step 2:

Connection to the .nz Registry

Once authorisation to offer .nz has been granted by the DNC, the following process needs to be followed in order to connect to the .nz Registry:

- Complete the application form for connection to the .nz Registry (form CON1).
- Registrars need to develop their own client application that will interface with the SRS using the EPP XML or SRS XML protocols.
- Registrars must test the operation of their software to verify the correct handling of requests and responses.

Before we grant access to the production systems of the Registry, the Registrar must demonstrate to us:

- Comprehension and understanding of the SRS.
- That the interface with our systems works correctly.
- Ability to execute all the transactions of the protocol they are using to access the SRS (EPP XML or SRS XML).

Technical information for connection and testing against the SRS XML and EPP XML can be found at <https://docs.internetnz.net.nz/Registrar/new/>

Questions can be emailed to



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DOMAIN NAME
COMMISSION nz