

The release of second level domain names under .gt

Alejandra Reynoso

alejandra.reynoso@cctld.gt

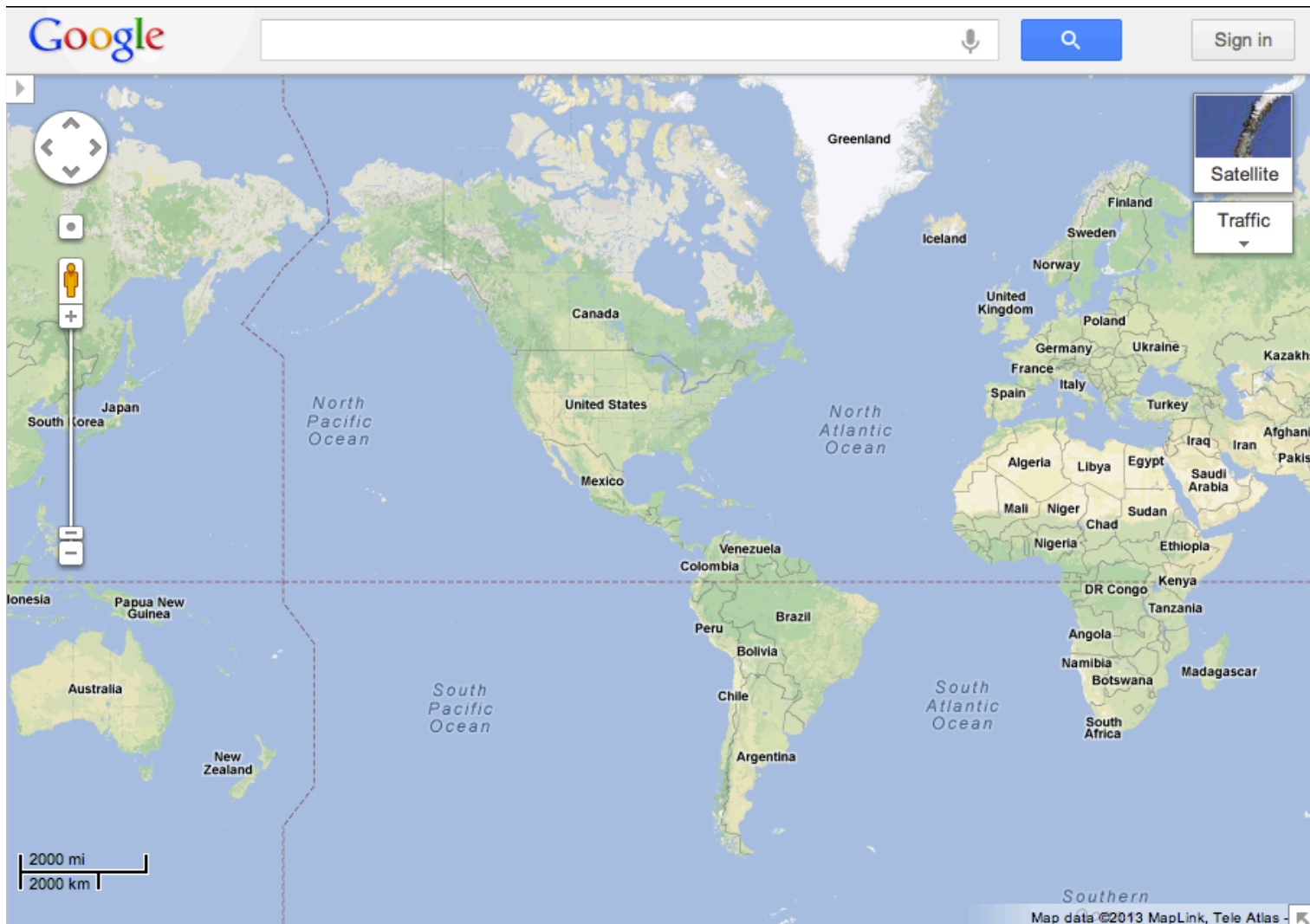


Where is .gt?

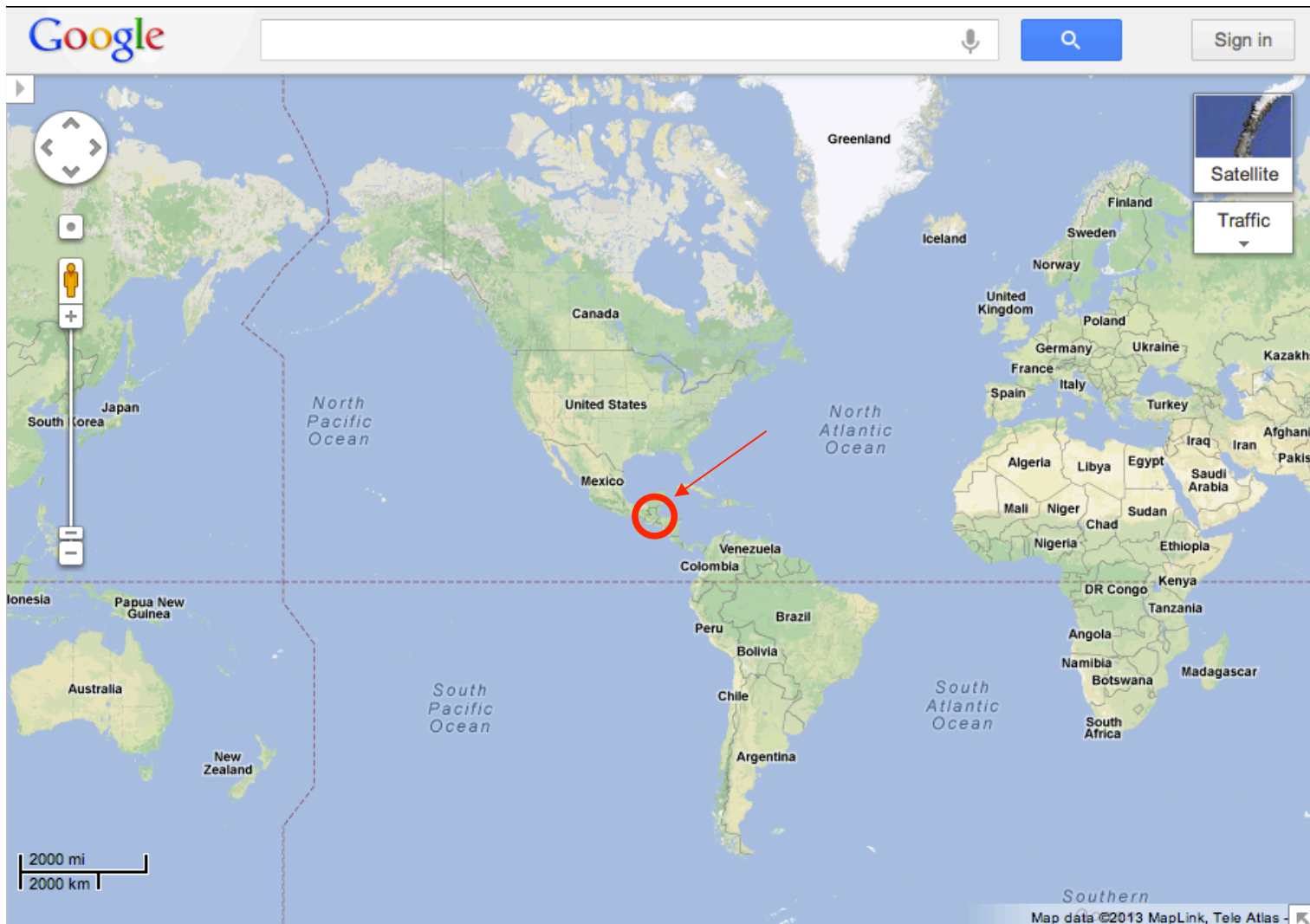
.gt

Registro
de Dominios

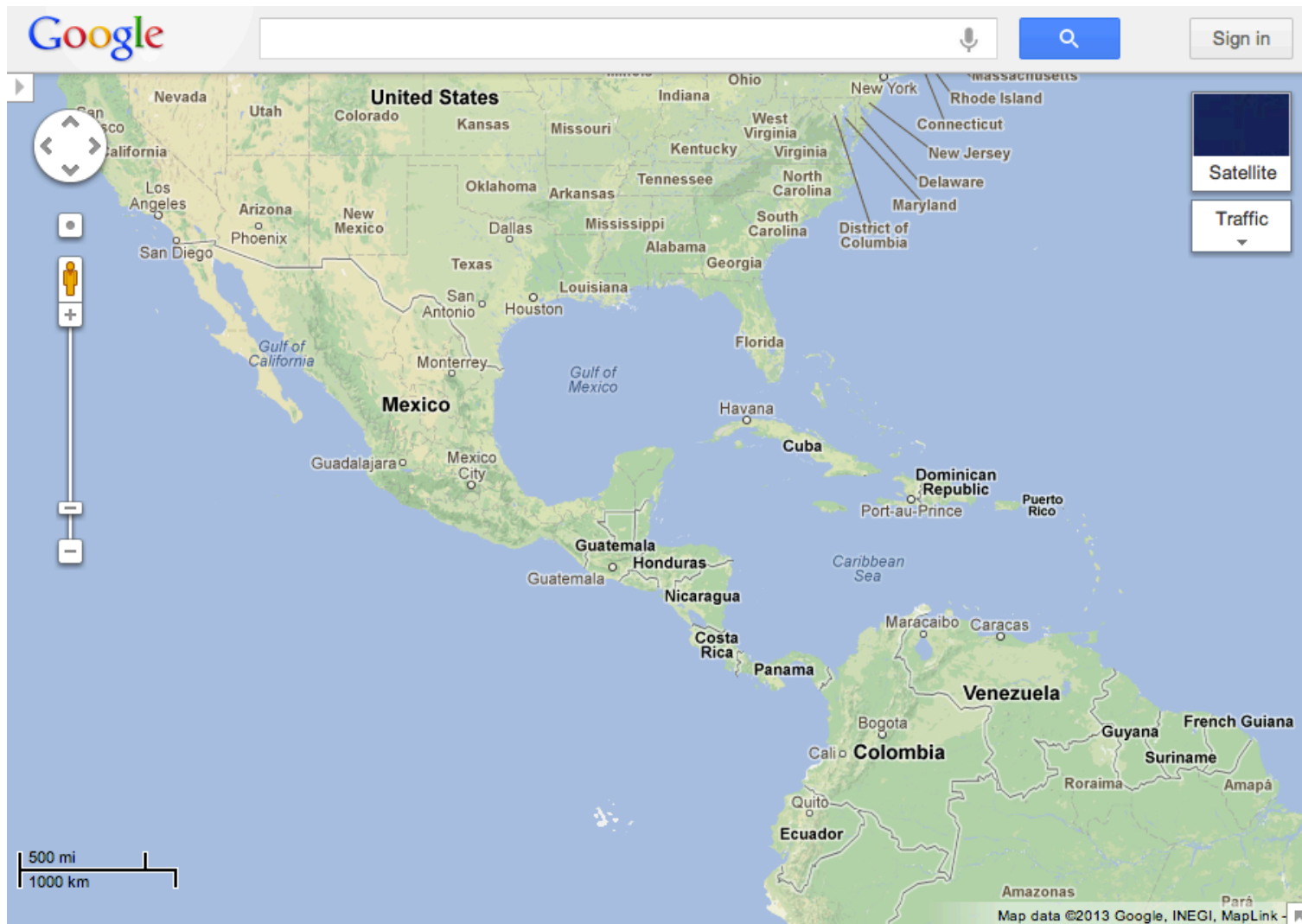
American Continent



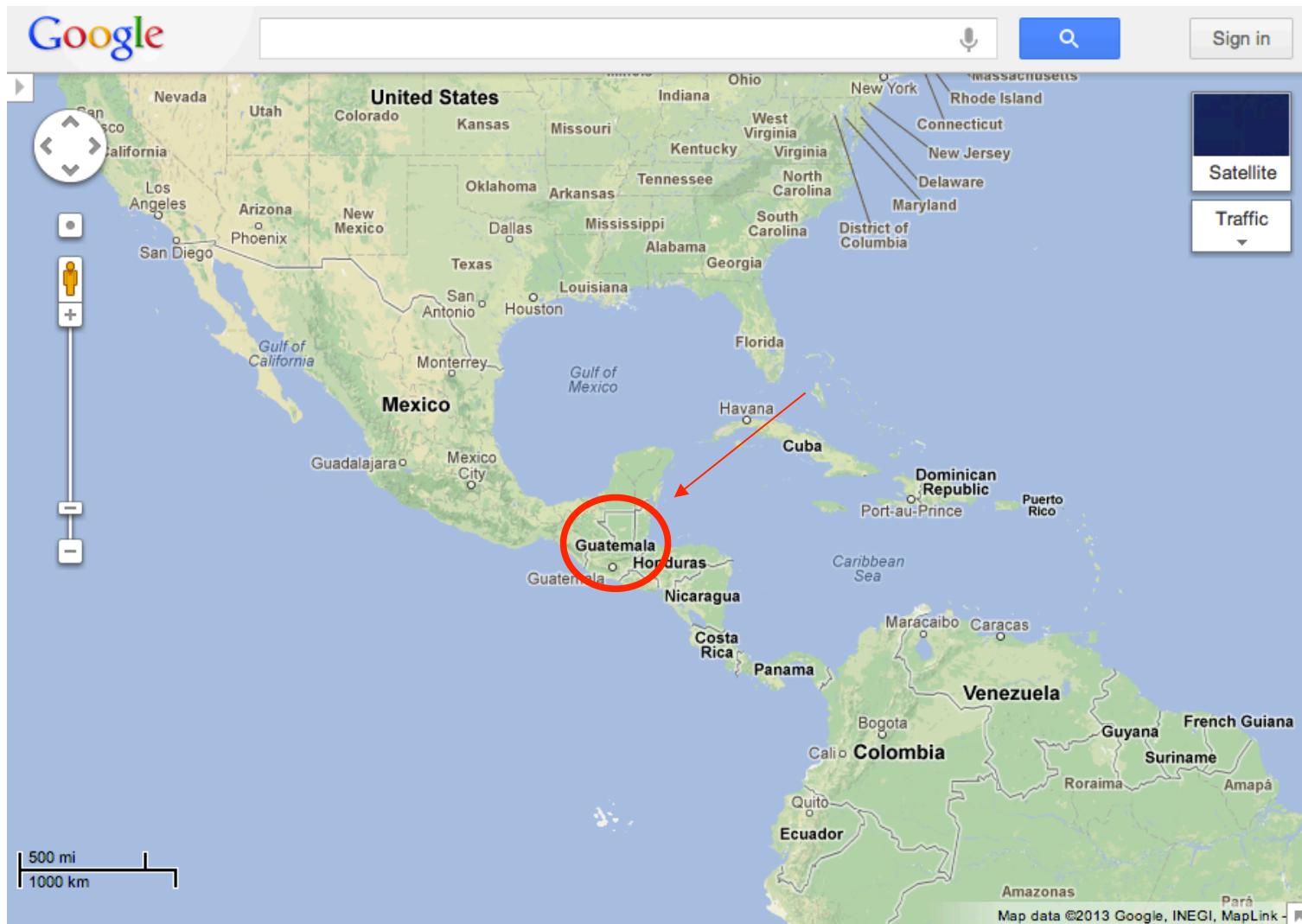
American Continent



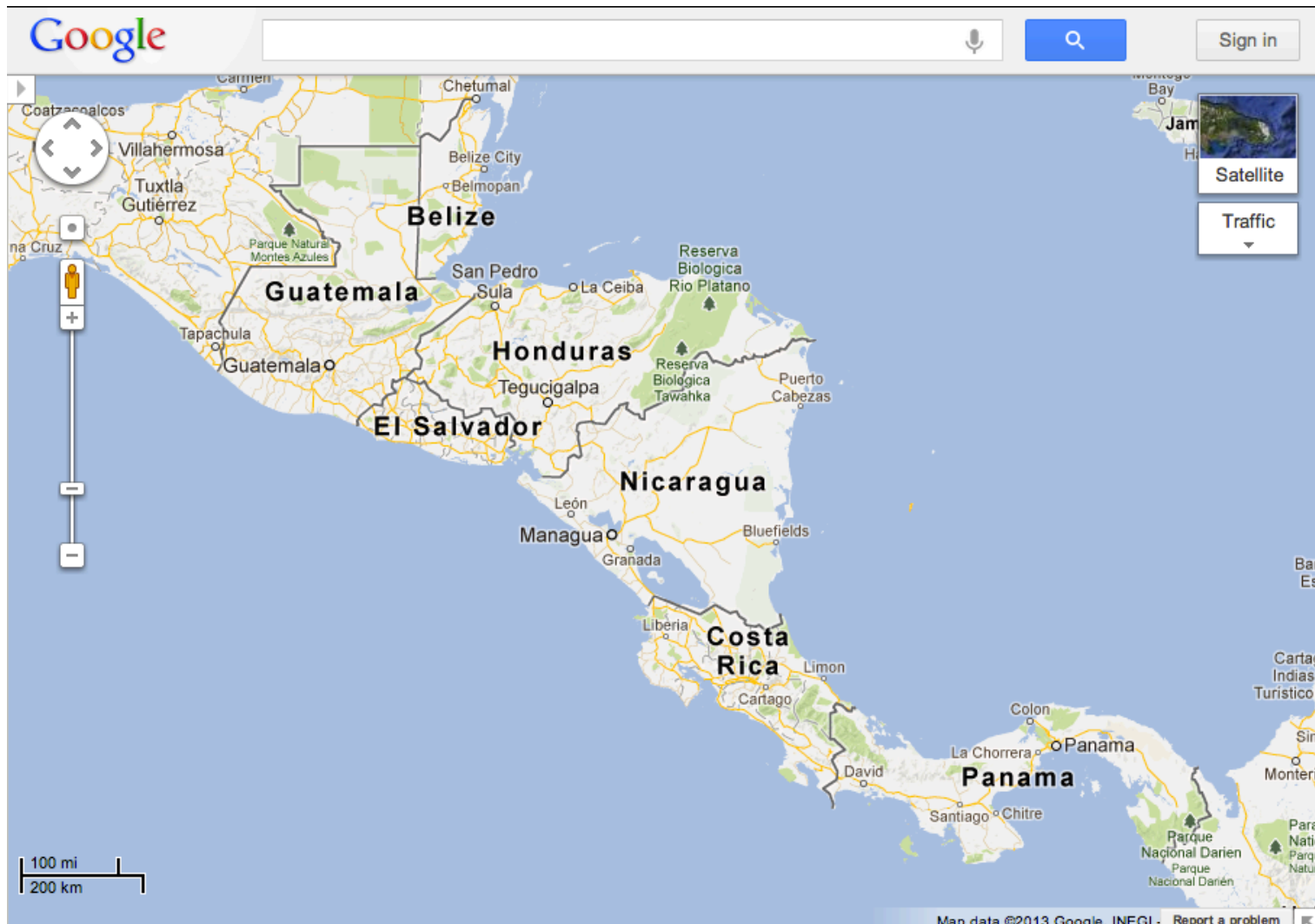
Zooming in...



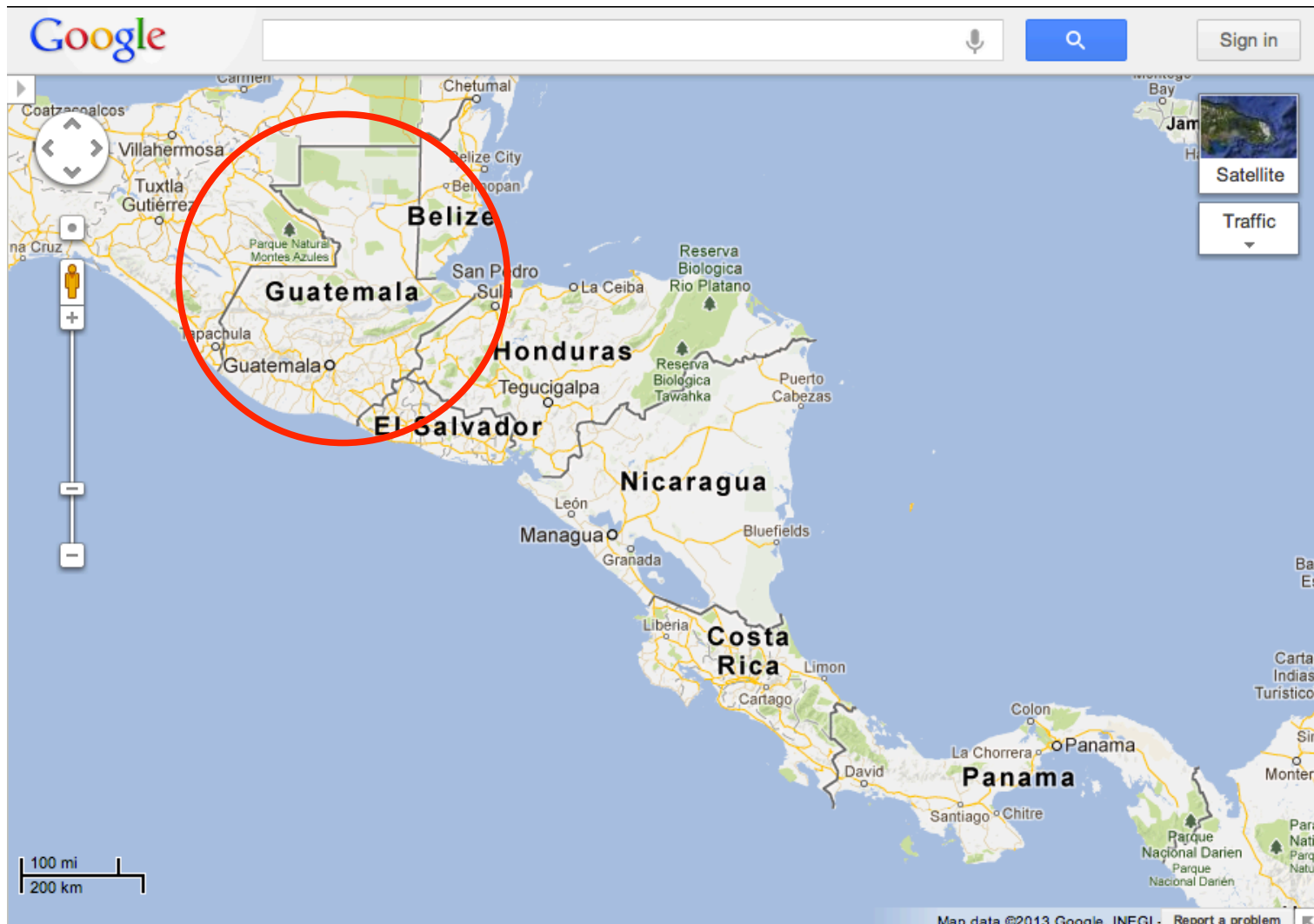
Zooming in...



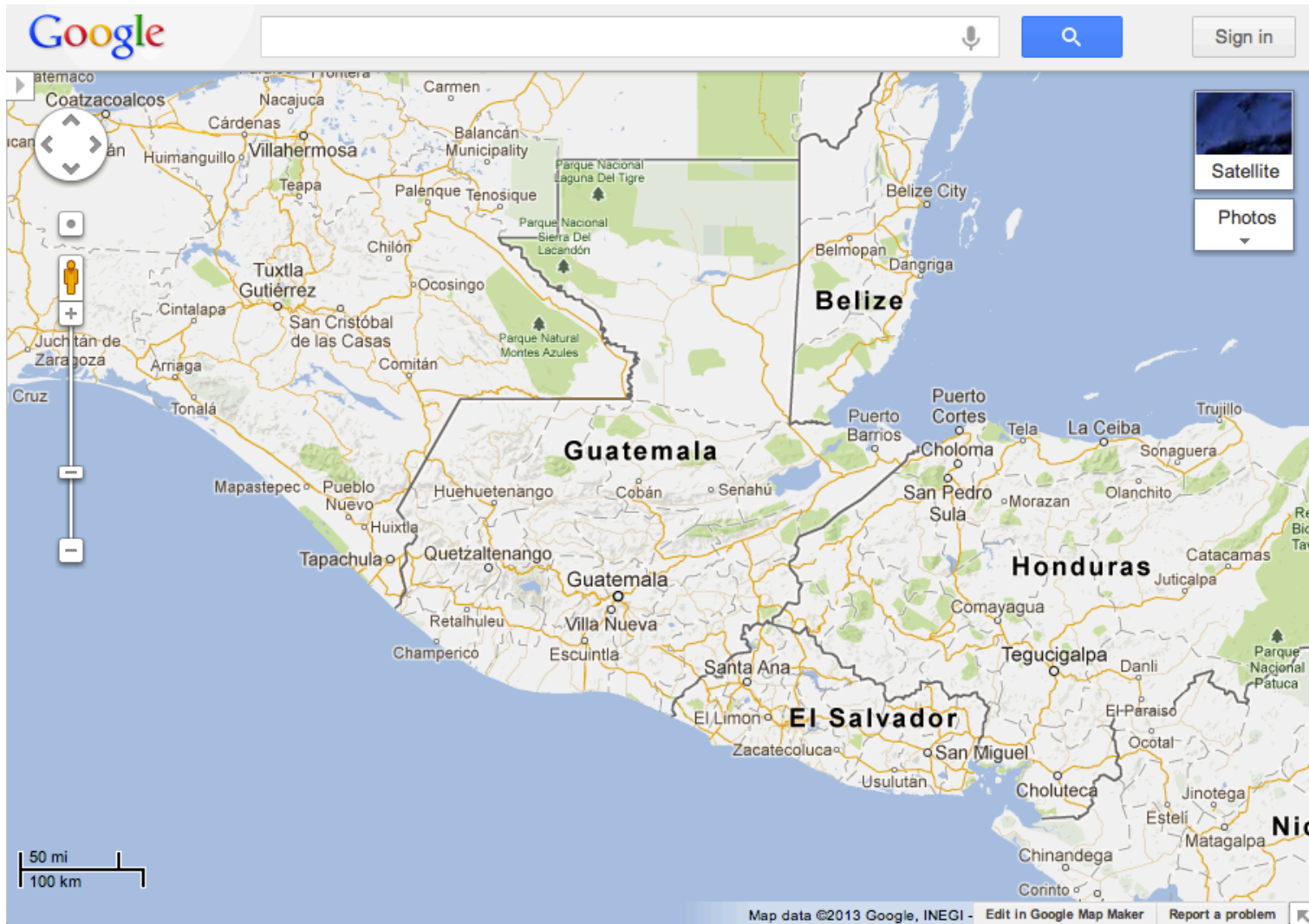
Central America



Central America

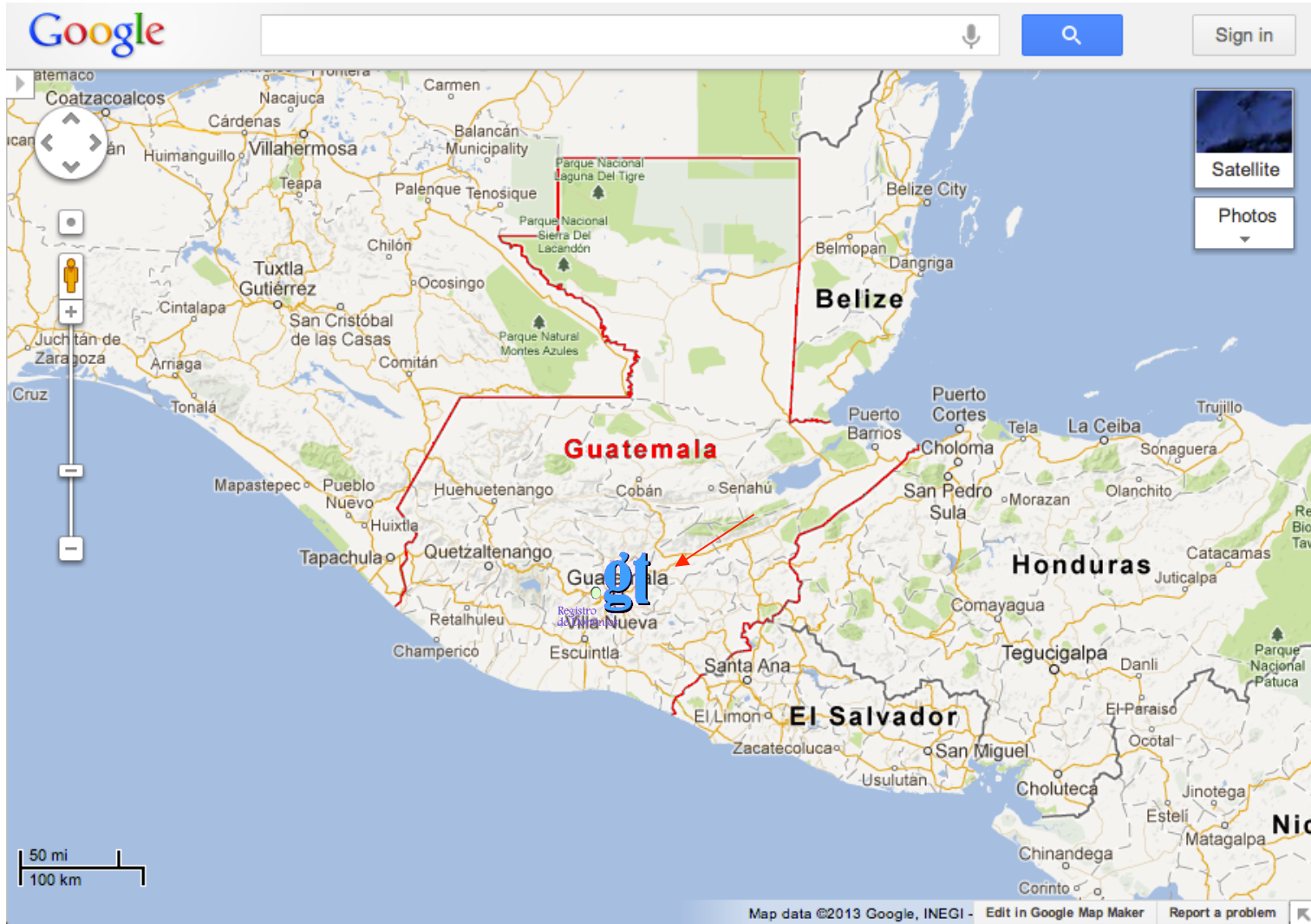


Zooming further in ...



gt is in Guatemala City

Registro de Dominios



Guatemala City



<http://images.fineartamerica.com/images-medium-large/guatemala-city-night-skyline-rony-liang.jpg>

Guatemala in a minute or less ...

Monja Blanca



Lycaste skinneri

http://farm6.static.flickr.com/5100/5449749450_f778164355_b.jpg

La Ceiba



Ceiba pendrata

<http://www.guate360.com/galeria/data/media/261/Ceiba.jpg>

Quetzal



Inspired the latest
version of Ubuntu

<http://3.bp.blogspot.com/-YJ4vUkSSdyh/T5WPwSYShbI/AAAAAAAAAAlw/EqmtywF32FU/s1600/quetzal.jpg>

Quantal Quetzal

Coat of Arms



http://upload.wikimedia.org/wikipedia/commons/7/7b/Escudo_de_Guatemala_Original.jpg

Flag



Quetzal – Guatemalan Currency



1 USD ≈ 7.88 GTQ

1¢ 5¢ 10¢ 25¢ 50¢ 100¢ = 1 quetzal

More info:

<http://www.banguat.gov.gt/inc/ver.asp?id=/Publica/monedasybilletes/ilustraciones-denominaciones.htm&e=104897>

Lake Atitlán



Pacaya Volcano



http://www.expedicion-panamundo.com/images/pacaya_volcano_01.jpg

Antigua Guatemala



Handicrafts



http://cdn.c.photoshelter.com/img-get/10000Jhz_bO4vndQ/s/850/850/CAM-01-84-10.jpg



http://farm3.static.flickr.com/2216/2474673565_2d5a171c16.jpg



http://farm8.static.flickr.com/7020/6682561603_857a304b6a_m.jpg

Coffee & Chocolate :)



<http://www.centralamericaink.com/app/cms/www/images/201206050845150.guatemala-exporta-menos-cafe.jpg>

Raúl Rodas from Guatemala
was crowned the
2012 World Barista Champion
in Vienna.



<http://www.revistasumma.com/media/images/width/800/3832-chocolate-de-guatemala.jpg>



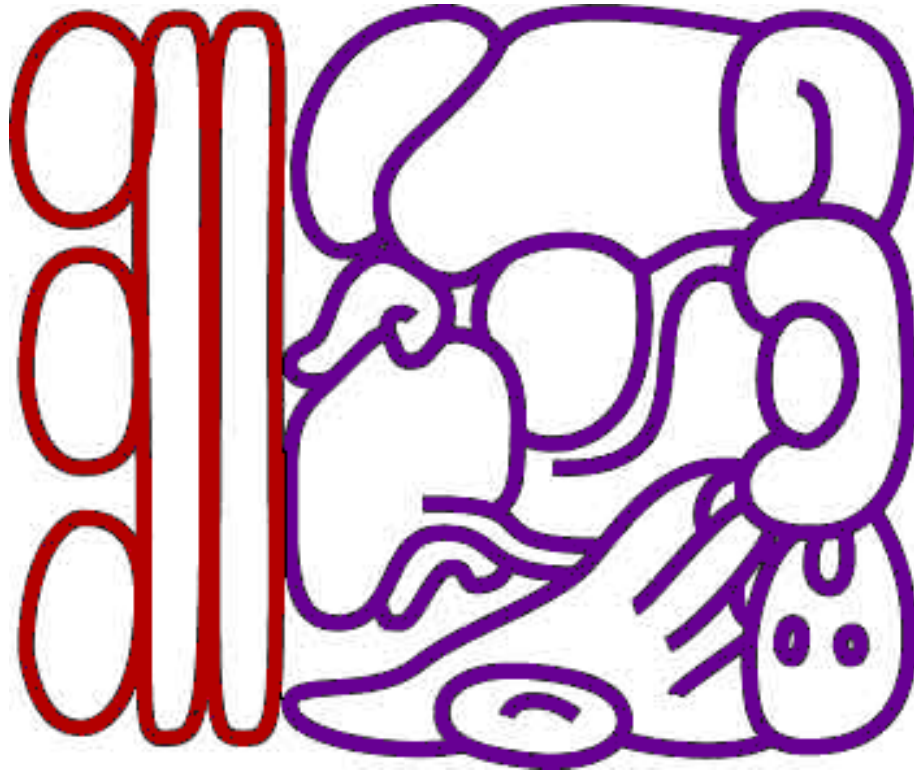
http://2.bp.blogspot.com/_feNpbozefuw/TPkEVsCQxCI/AAAAAAAAAK7M/nT56SExX0I8/s1600/IMG_1007.jpg

Mayan Culture - Tikal



http://pcwalls.net/download/guatemala_tikal_gross_hd_wallpaper-wide.jpg

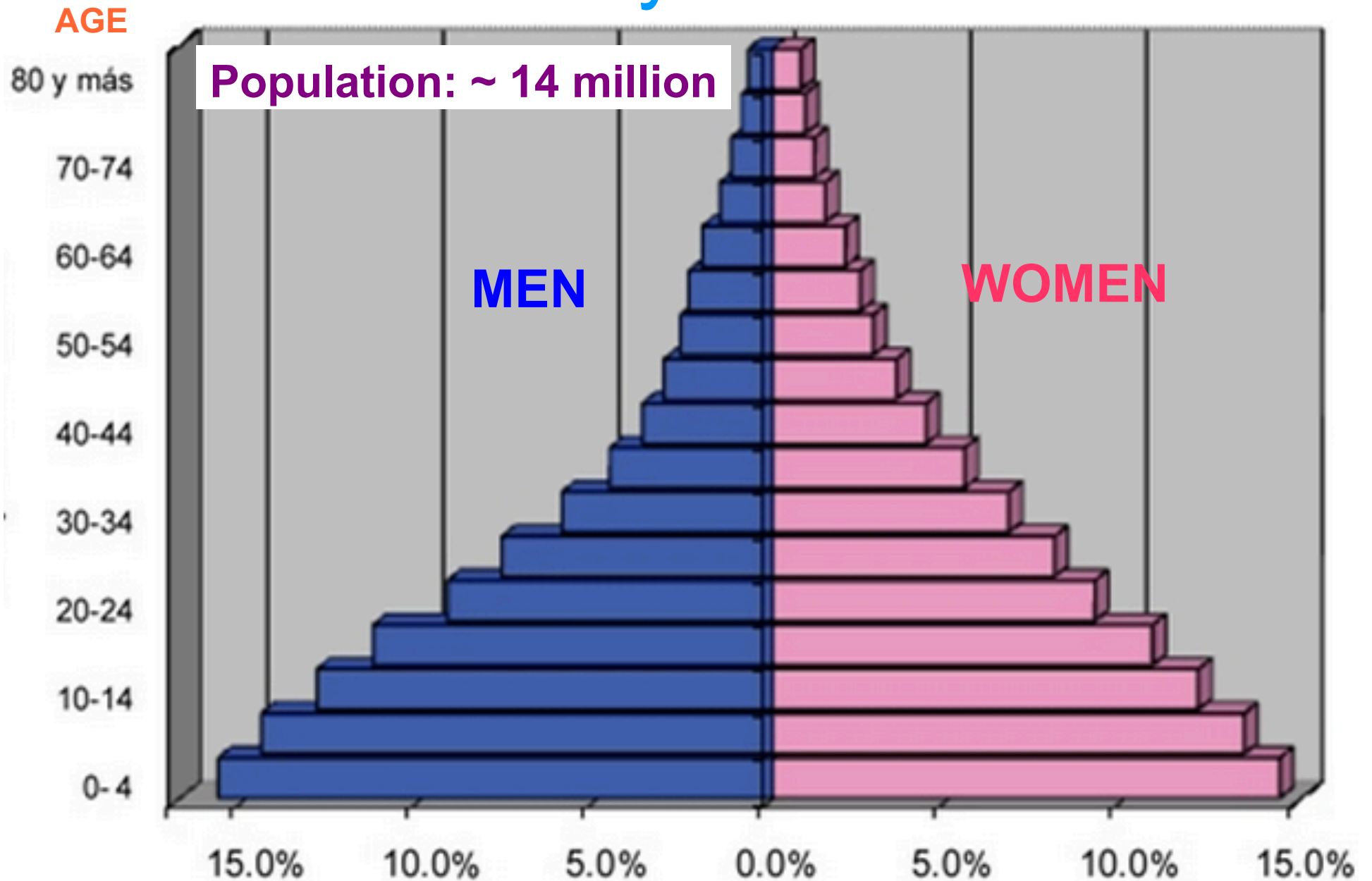
13th Bak'tun



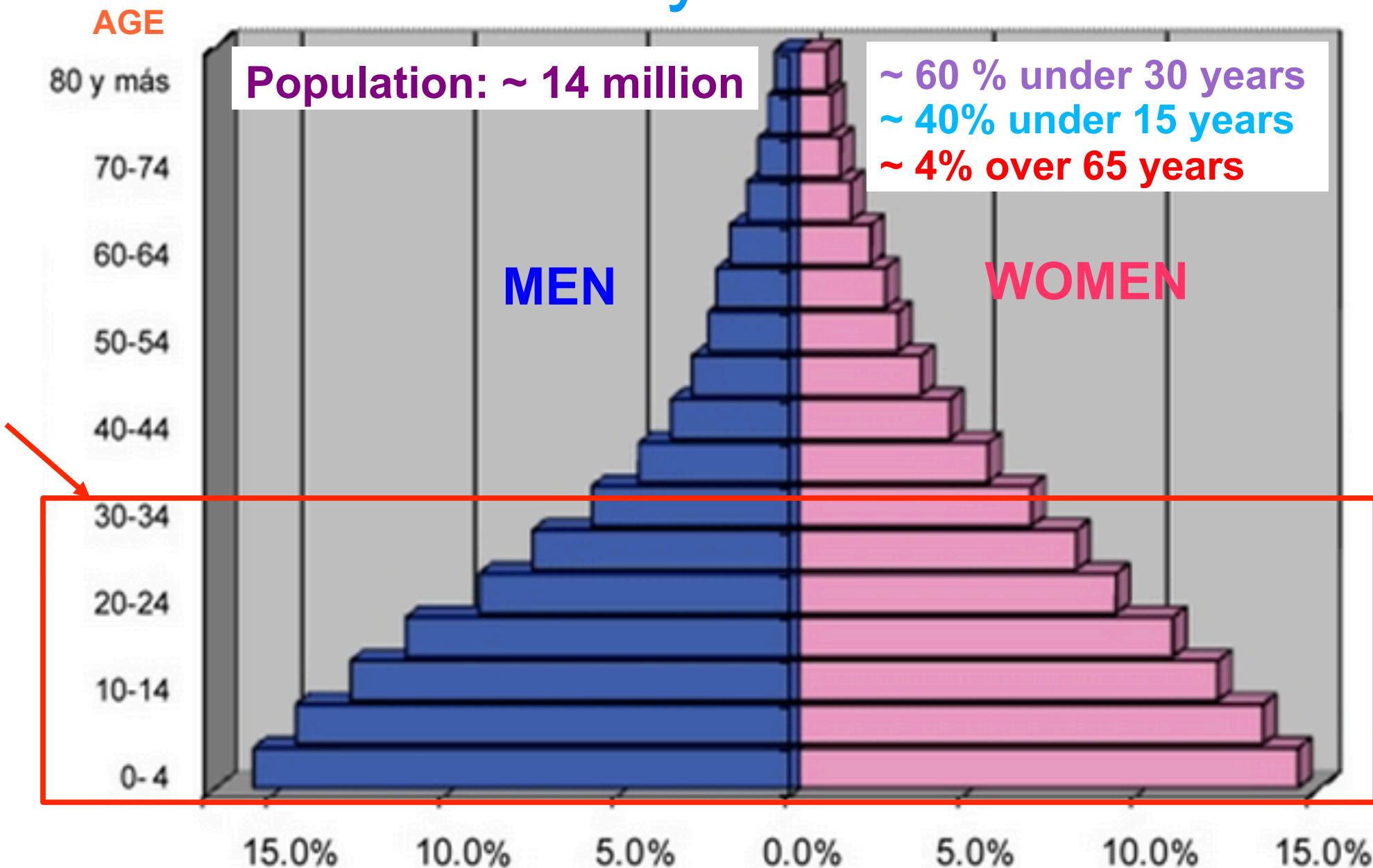
- December 21st, 2012
- The end of the world...
- Most likely the beginning of a new era.

Time for a reality check...

Reality check



Reality check



Reality check

- Indigenous population: ~ 40%
- Rural population: ~ 55%
- Literacy rate: ~ 70%
- Individuals using Internet: ~ 11.7% (ITU 2011)
- 50% of guatemalan domains use .gt



Back to business... ;)

Releasing 2nd level and IDNs

- Motivation
- Preparation
- Sunrise period
- Revision period
- Land rush
- Interesting facts



Motivation

- Clients wanted shorter domain names



Preparation

- Adding more information to website.
 - Procedures, Policies, more robust FAQ
- Advertising
 - Multiple email reminders to our subscribers, Newspapers, Radio, Social Media
- Meetings with credit card handler
 - Monthly upper limit
- Administrative system tools
- Technical configurations



Fees

- 3rd level domain names:
 - USD 20.00 p/year – residents
 - USD 30.00 p/year – foreigners
- 2nd level domain names:
 - USD 40.00 p/year – residents
 - USD 60.00 p/year – foreigners
- Initial payment: 2 years.



Syntax Rules

- Valid elements for domain names:
 - Regular sets of letters and digits: [a . . z] [0 . . 9]
 - Symbols: [-] (hyphen)
 - **International**: [á, é, í, ó, ú, ü, ñ]
- Can't have hyphens in the 3rd and 4th positions.
- Can't begin or end with a hyphen (-)
- Can't begin with xn--
- Max length 63 chars.

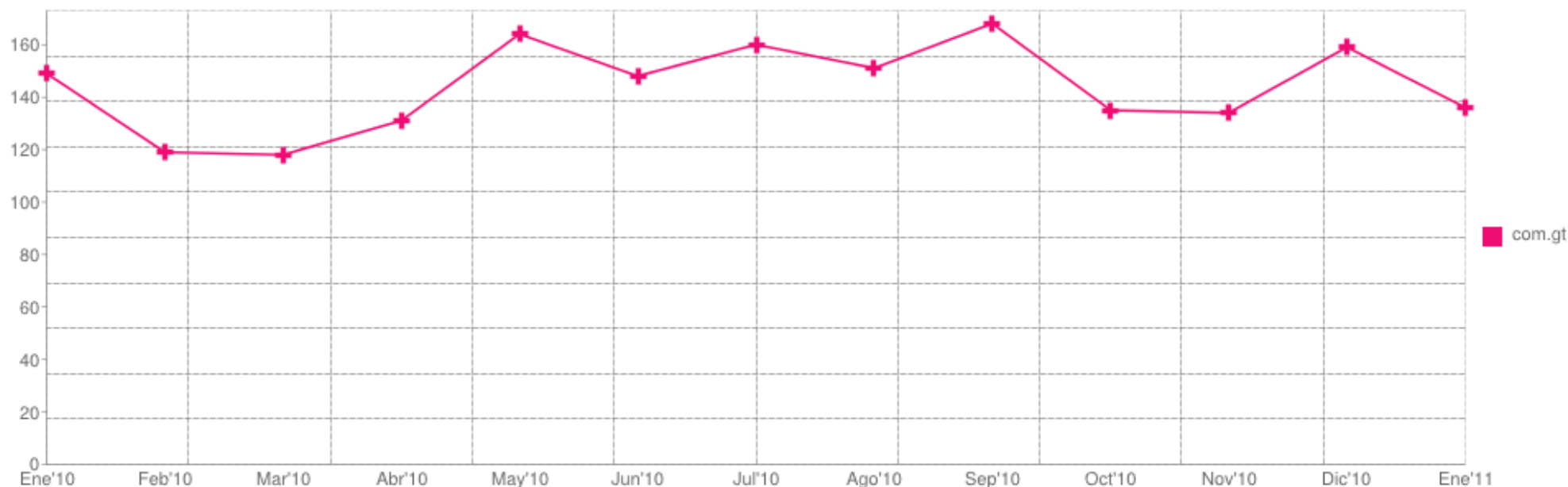


Sunrise period

- Lasted 2 weeks
 - From March 5th to March 18th, 2012
- Only for current domain name holders
 - Interesting **.com.gt** behavior



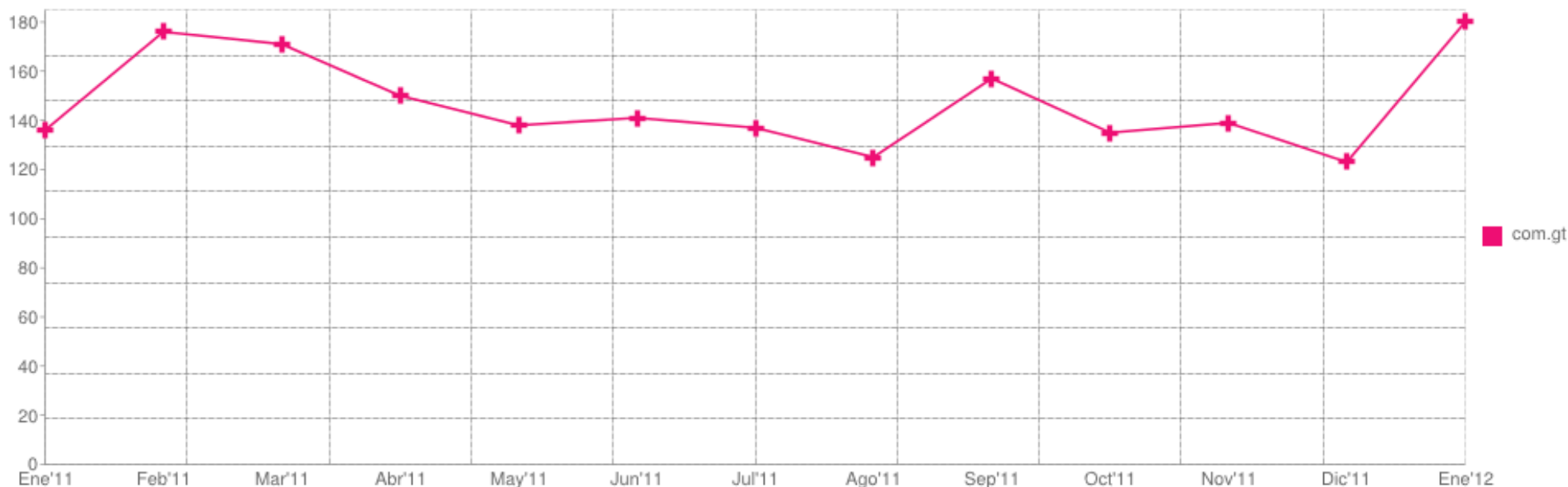
.com.gt new domains p/month 2010



- Min: 118
- Max: 168



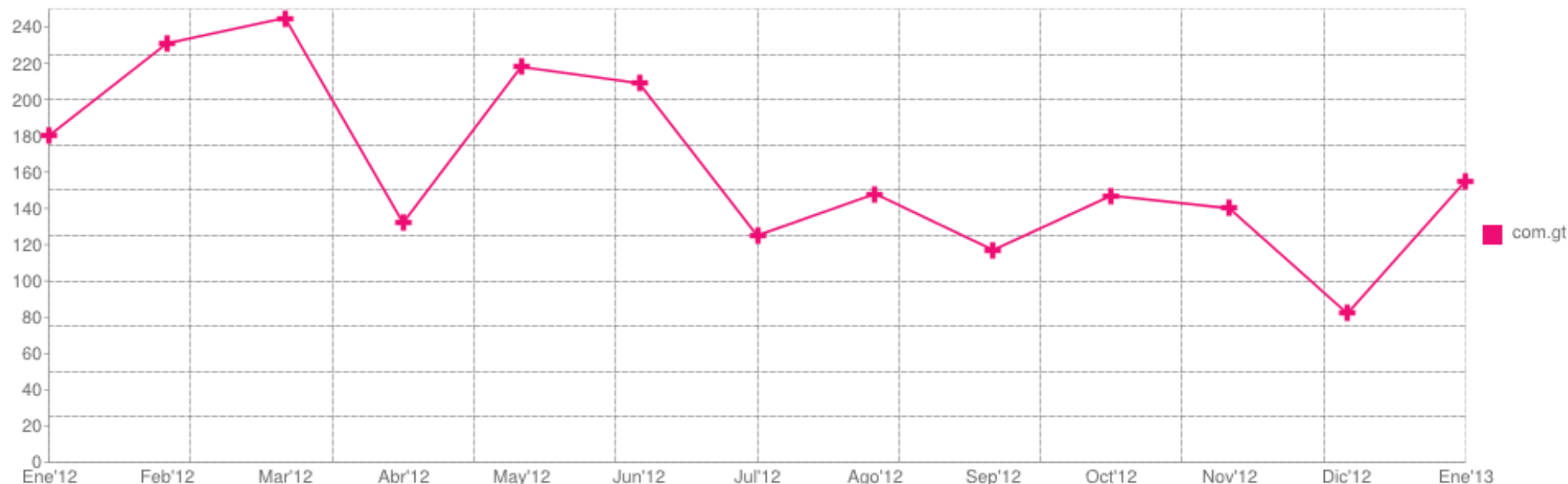
.com.gt new domains p/month 2011



- Min: 123
- Max: 180



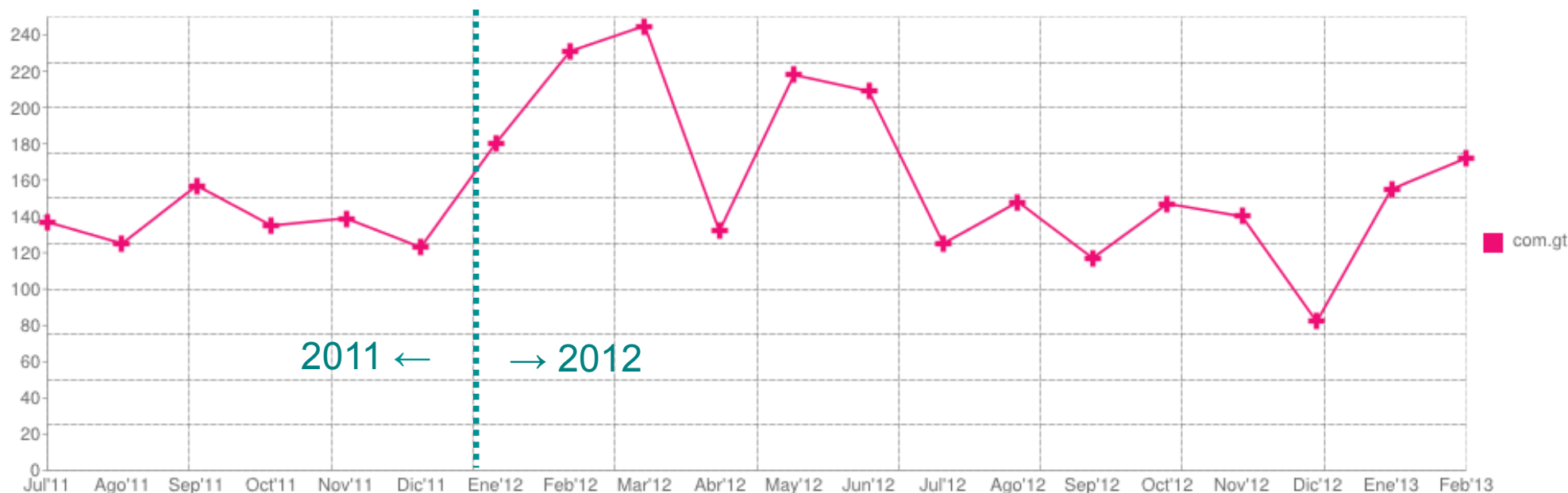
.com.gt new domains p/month 2012



- Min: 82
- Max: 245



.com.gt new domains p/month



- Ene'12 – 180
- Feb'12 – 231
- Mar'12 – 245
- Apr'12 – 132
- May'12 – 218



.com.gt new domains p/month



- Ene'12 – 180
- **Feb'12 – 231**
- Mar'12 – 245
- Apr'12 – 132
- May'12 – 218



.com.gt new domains p/month



- Ene'12 – 180
- **Feb'12 – 231**
- **Mar'12 – 245**
- Apr'12 – 132
- May'12 – 218



.com.gt new domains p/month



- Ene'12 – 180
- Feb'12 – 231 ^{77 of those 476} domain names
- Mar'12 – 245 ^{got their 2nd level}
- Apr'12 – 132 ^{equivalent in} sunrise period
- May'12 – 218



Registro de Dominios

Sunrise period

- What could be reserved:
 - 2nd level domain name identical to the currently registered one.
 - IDN corresponding to the currently registered one.
 - Both.



Sunrise period – Example

- The holder of pinacolada.com.gt could ask for:
 - pinacolada.gt
 - piñacolada.com.gt
 - piñacolada.gt



Registro
de Dominios **.gt**

Revision period

- Lasted 6 weeks
 - From March 19th to May 28th, 2012
- Manually:
 - Two assistants used OTRS to handle and document the sunrise requests.
 - When a request was approved:
 - It was reserved in the system.
 - The client was notified by email.
- No FCFS policy.



Revision period – Example

- Two different holders could both ask for piñacolada.gt
 - pinacolada.com.gt & pinacolada.net.gt
- Granted to the oldest registered name.



Registro
de Dominios .gt

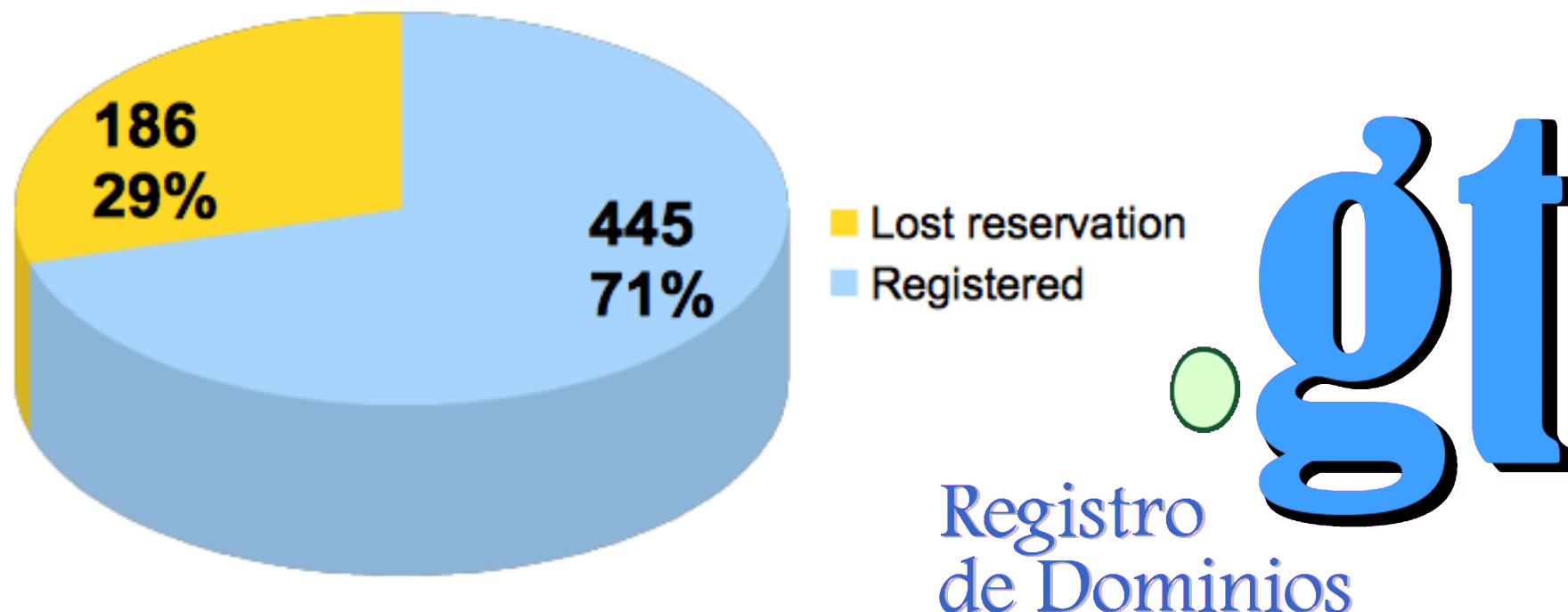
Sunrise – Numbers

- Domain names registered before sunrise:
 - January'12: **10133**
- Domain names reserved during sunrise:
 - **631**
- Reservation lasted for 30 days.
 - **186 where not paid on time (29.5%)**
- **445 domains registered in sunrise.**



Sunrise – Numbers

- Domain names registered before sunrise:
 - January'12: **10133**
- Domain names reserved during sunrise: **631**



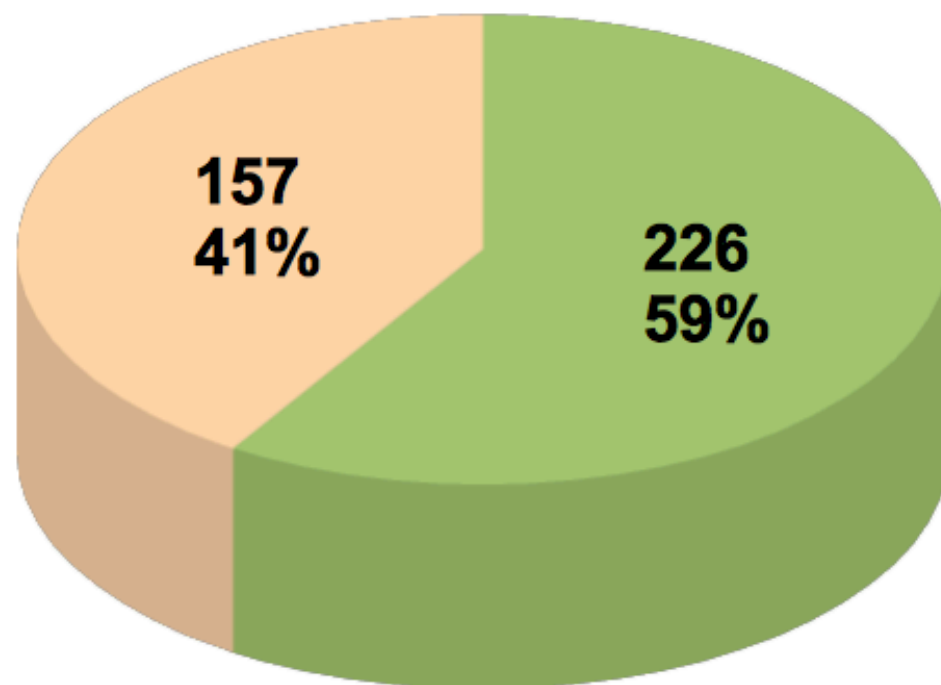
Land rush – May 29th 2012

- Domain names reserved the first day:
 - 383
- Domain names registered (paid) that day:
 - 226



Land rush – May 29th 2012

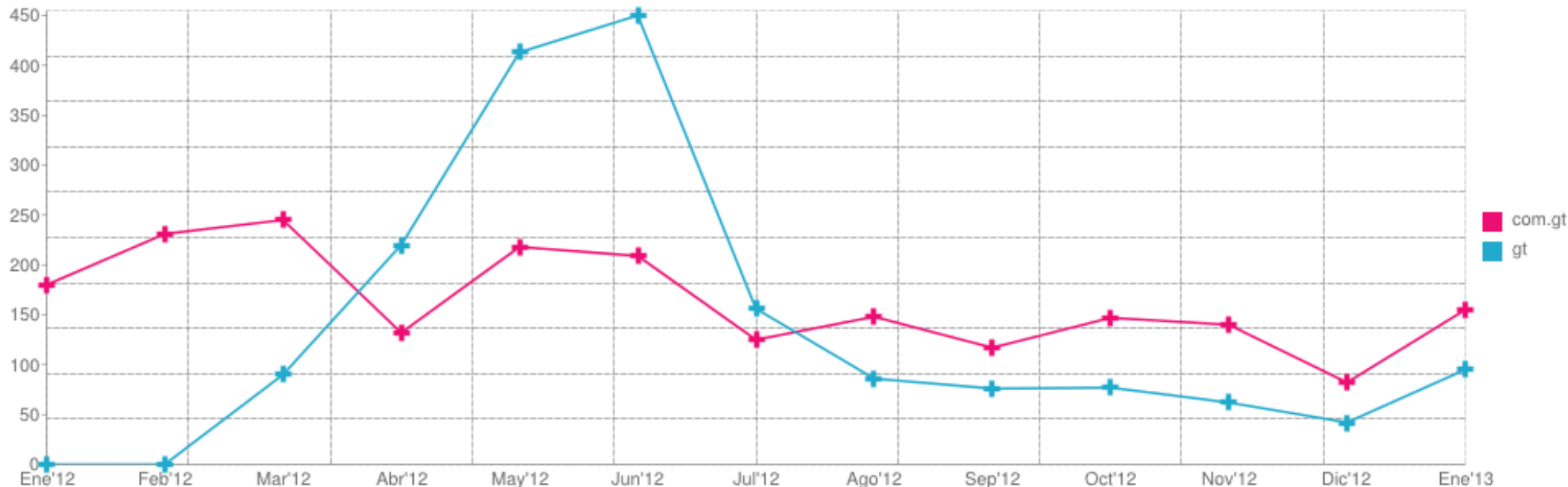
- Reserved the first day: **383**



Reserved
Paid



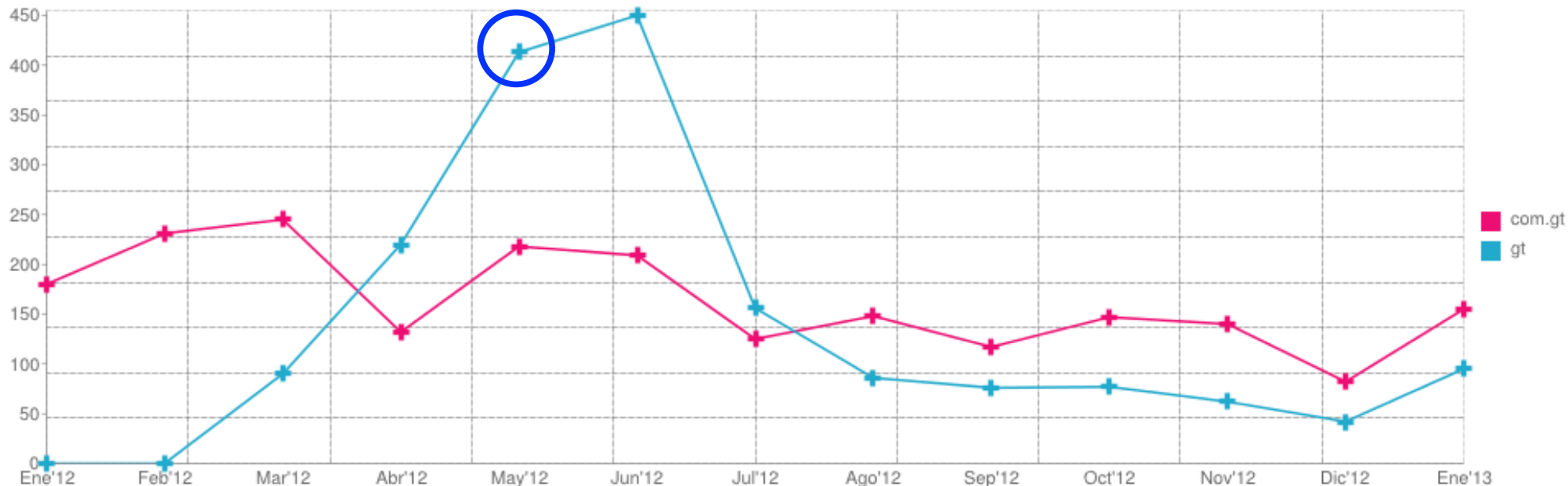
New domain names p/month 2012



- .com.gt
- .gt



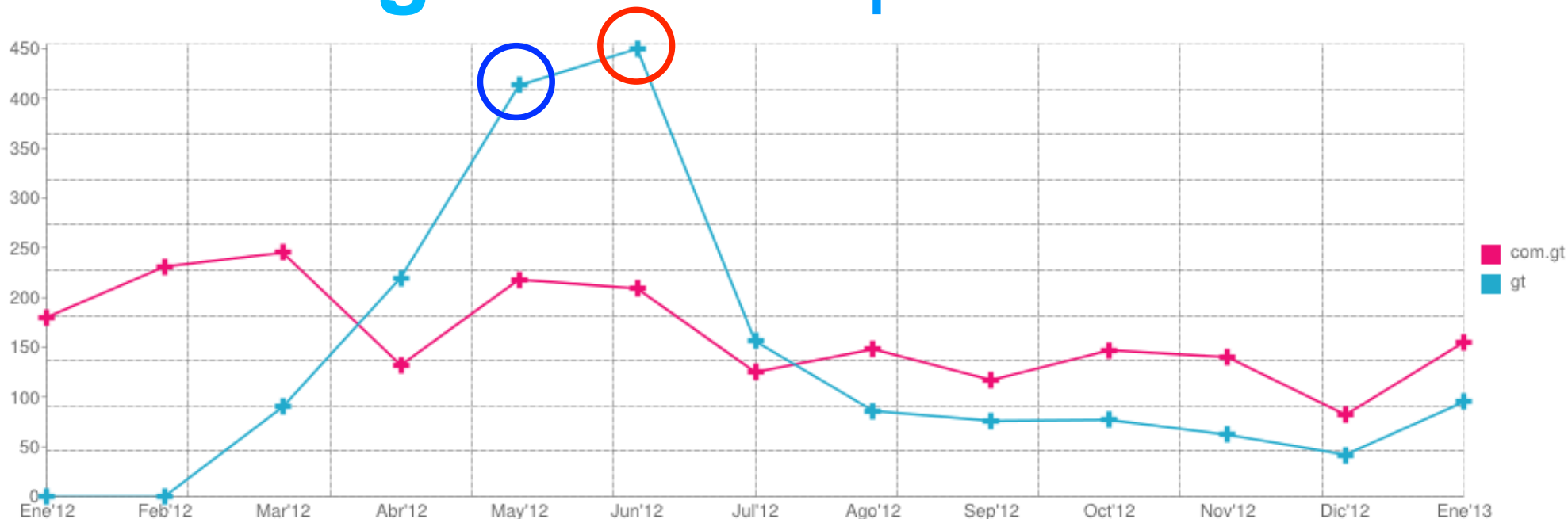
New .gt domains p/month 2012



- Apr'12 – 220
- **May'12 – 413 (29th – 31st)**
- Jun'12 – 450



New .gt domains p/month 2012



- Apr'12 – 220
- **May'12 – 413 (29th – 31st)**
- **Jun'12 – 450 (1st – 30th)**
- Jul-12 – 156



Interesting Facts

- Before sunrise, January'12: **10133** domains.
- Up to date, March'13: **13089** domains.
- **.gt** was the 3rd ccTLD in the Latin American and Caribbean region in growth rate percentage in 2012.



Interesting Facts

- Change of reservation policy from 30 to 4 days
- An organization cannot reserve a domain two times consecutively.
- Legal issues with cyber squatters
 - dominios.com.gt & dominios.gt
 - Registered Trademark
 - gallo.gt (judicial process)
 - Settled out of court



Interesting Facts - IDNs

- 35 registered up to date
 - 18 were registered during sunrise
 - 19 are 2nd level domain names
- Main issues:
 - Settings of languages in browsers
 - Opera, Chrome, Safari
 - Firefox policy
 - Request sent on Sep '12
 - Resolved in Nov '12
 - v19 released in Feb'13



Lessons Learned

- More informative advertising
 - Some domain name holders learned the hard way why sunrise was important.
 - Finding better media for targeted public:
 - Business magazines
 - Newspapers & radio stations
- More sunrise time



Thank you

- Questions?

Alejandra Reynoso

alejandra.reynoso@cctld.gt

