



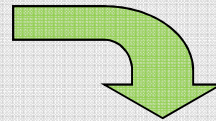
# **.SG UPDATES**

22 June 2011  
ccNSO Members Meeting  
ICANN 41 Singapore

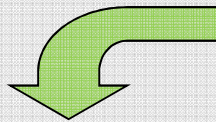
# Brief History



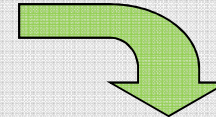
**Early 1990s**  
Technet Unit (NUS)



**1995**  
SGNIC formed. Took over Technet.  
Technet became Pacific Internet



**1997**  
SGNIC corporatised as subsidiary of NCB



**1999**  
IDA formed to take over NCB.  
SGNIC became subsidiary of IDA

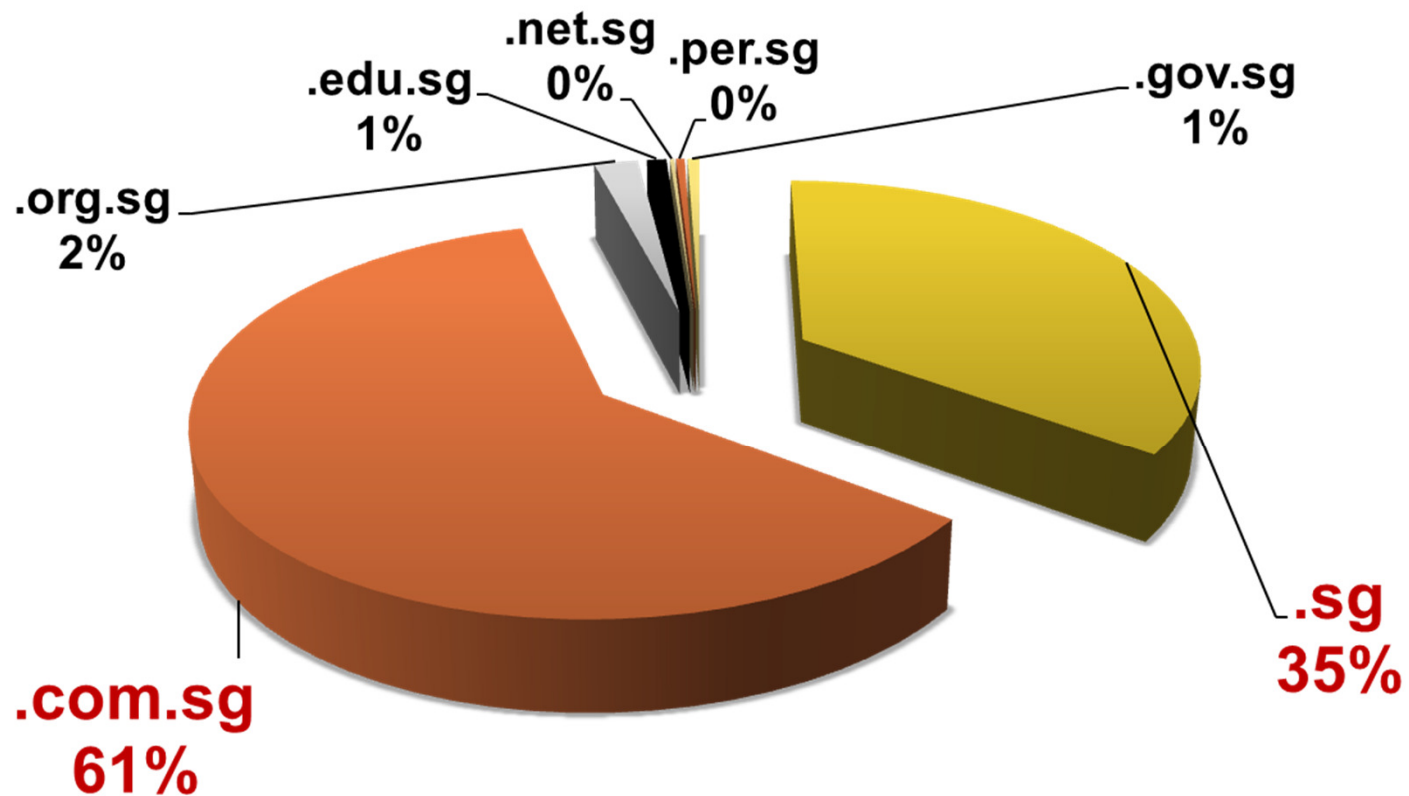
# .SG Domain Name Statistics



Registry-Registrar model since 2002

Total = 130,000 names

As at June 2011



# Promotional Schemes

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- Buy-One-Get-One-Free
  - Buy a 3<sup>rd</sup> level, get a 2<sup>nd</sup> level free for one year
  - Most common bundle = .com.sg, get .sg free
- ILoveSG
  - Every August to celebrate National Day
- Hong Bao Promo
  - Implementing next year, every January/February
- Incentive Rebate Scheme
  - Volume discounts

# Outreach to SMEs



- SME Programme
  - Collaboration between SGNIC and the Registry of Companies (since 2007)
  - Available to SMEs who have not registered any .sg domain name before
    - SGNIC is waiving its fee for the first year of registration
  - Seamless system between Registry of Companies and SGNIC
    - Registrant reserves their name for up to 3 months
    - Activate their name at any participating registrar

# On-going Activities

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- Enforcement Efforts
  - Daily checking of new registrations coming in to ensure that:
    - Eligibility criteria is met
    - Contact information is as accurate as possible
    - No sensitive or offensive words are registered
    - This is done on top of the checking done by registrars
  - Work closely with other relevant agencies and also SingCERT

# New Initiatives



- IDN ccTLD
  - Sunrise Phase 1: 4 Jul - Existing owners of Chinese domain names (IDN.sg)
  - Sunrise Phase 2: 12 Sept – TM holders, government agencies, other interested entities
  - General launch: 13 Dec
- DNSSEC
  - Test-bed with registrars
  - Public test-bed soon
  - Singapore hosting the 3<sup>rd</sup> node for PCH-ICANN DNSSEC for ccTLDs programme



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**~Thank you~**