nic.br cgi.br | **registro**.br

MARKETING UPDATES AT .br

Paulo Drewiacki
Rubens Kühl

registro.br nic.br cgi.br
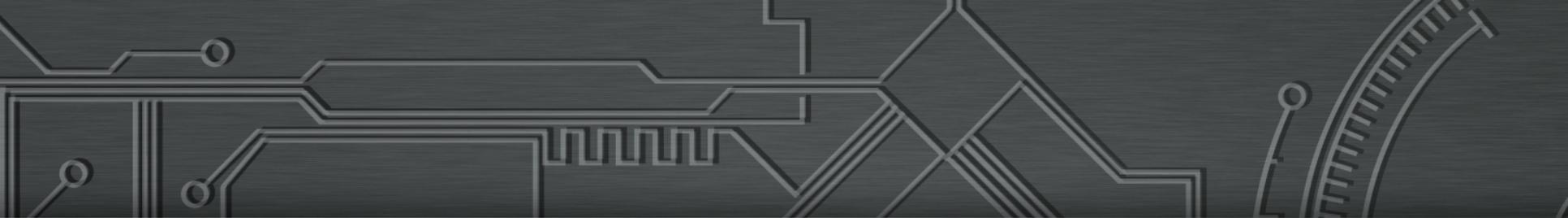
2ND LEVELS IN .br

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CITIES.BR

Some cities in Brazil have a rich cultural background and people feel proud of being born or living in those cities.

We seized this opportunity in order to launch 2LDs for some of these cities and also to let people show their pride!

How did we do it?

CITIES.BR

1st step – Define eligible cities
- Every state capital + cities with more than 500K inhabitants
   (or more than 200K if the city also has an IX.br switch)

2nd step – Involve users and launch campaign
- **We invited users to suggest a domain name for their cities**
- **PR + Email campaign for current domain owners, targeted by city**
- **Small test in Google Ads for one city (Natal)**

3rd step – Compile results, launch domains and be happy
- We received over 10 thousand suggestions
- 55 city domains launched
- Two cities launched after program wind-down, on request from those cities

CITIES.BR - RESULTS

Cidades – 31/05/2017 a 04/09/2019
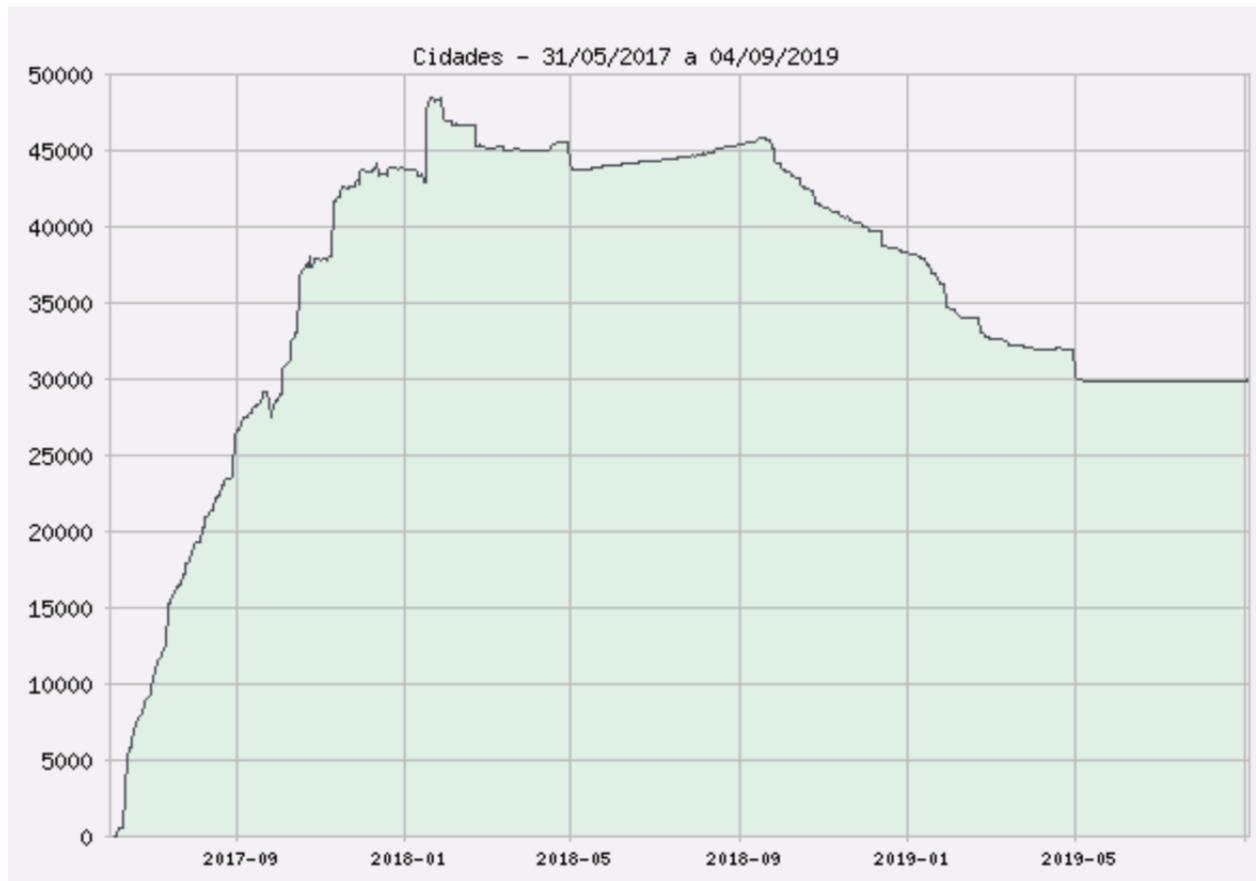
CITIES.BR - LEARNINGS

Planning is essential but following the plan is a different story

Cultural aspects can be profitable

Listen to the people

E-mail still works!
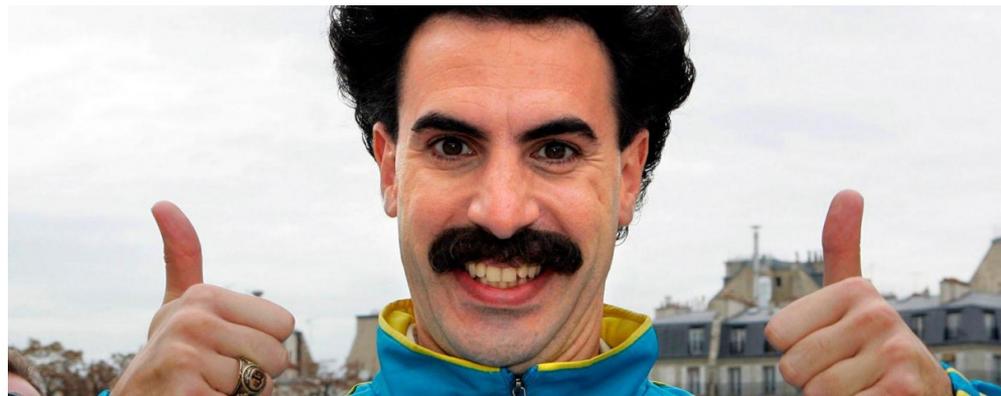
PREVIOUSLY REGISTERED DOMAINS AUCTIONS IN .br

registro.br nic.br cgi.br
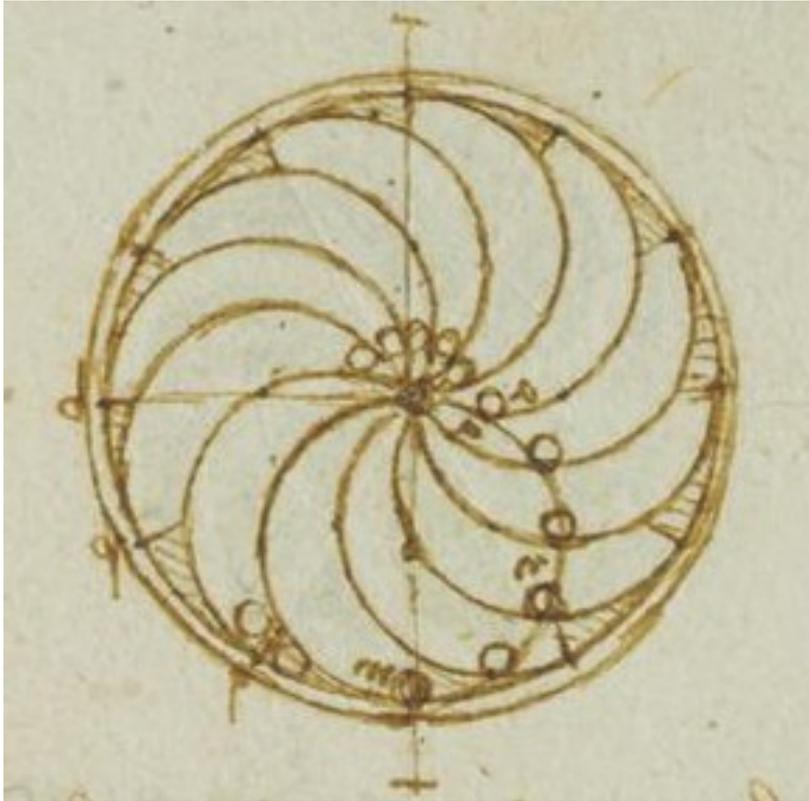
DESIGN PRINCIPLES **OF THE NEW SYSTEM (1/2)**

- Increase the pace of domains lifecycle

- **To not have deadlocks, or minimize them as much as possible**

- Have low friction to parties interested in the domains

- **Not give advantage to tech-savvy parties (e.g avoiding the .com drop catch system)**

- Be an honest system

- **To be perceived as an honest system**

DESIGN PRINCIPLES OF THE NEW SYSTEM (2/2)

- Be accepted as having reasonable outcomes to settling contention

- **Be gradually deployed to avoid large impacts and allow course corrections**

- Get rid of TM priority that was too cumbersome to evaluate and subject to gaming

- **Maximize number of registered domains, not revenue**

- The simpler the rules, the more people will trust the system
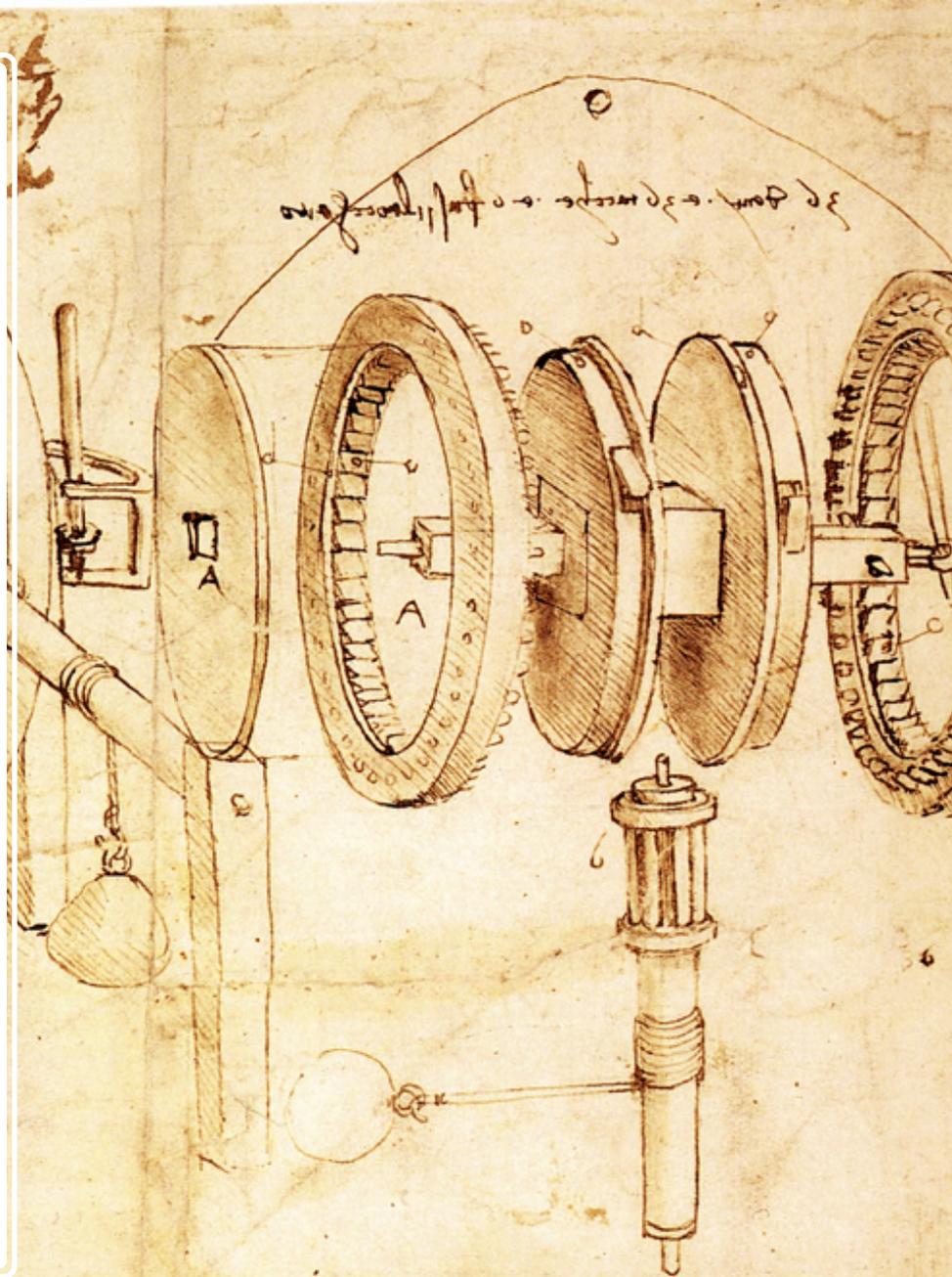
INITIAL RECEPTION OF THE NEW SYSTEM

- Mostly positive, even tough some seemed unaware of gradual implementation; some criticism of greediness

- **Civil society members of CGI.br showed concerns with using auctions for .org.br (restricted to NGOs); eligibility rules changed to exclude SLDs that require documentation**

- Unexpected acceptance by IP lawyers, despite removal of TM priority; only "players" complained about it.

- **In all processes some domains originated from phishing and malware removals; feared recurrence risk did not materialize, only typosquatters bided on those domains**

NEW SYSTEM
IN HINDSIGHT

- Some money left on the table for possible ultra-premium domains, but less than originally thought

- **Unforeseen gamification leading to overly valued domains**

- Excessive domain investor participation due to inside knowledge compared to average registrant / company

- **Gaming by not paying the bid, hoping the domain will cost less next time (or simple bickering against who would have won)**

COURSE
CORRECTIONS
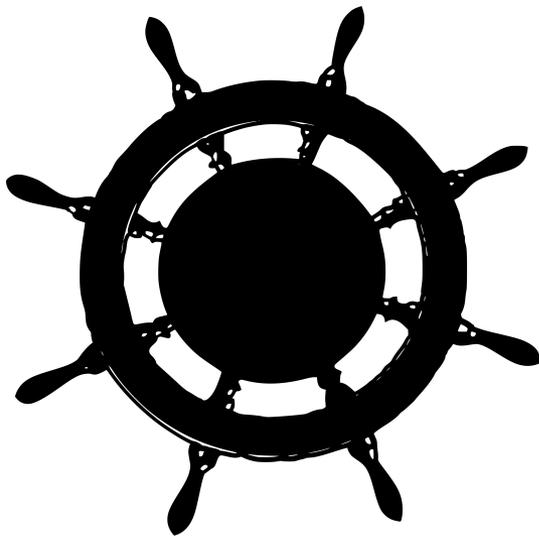
- At each auction round, domains were matched to possible interested parties (like owner of examplebrasil.com.br in an example.com.br auction), and some outreach effort was made

- **Restart interface was developed to select which competitors of an unsuccessful auction would participate in its new round**

- A punishment of 2 years of applying to any release process (auction or not) was established

- **Correlation system was developed to identify "stooges" and punish the actual "puppetmaster"**

BUMPS
IN THE ROAD

- More than 3500 registrants banned from release processes due to not honoring bids

- **38 domains stuck with a single eligible bidder (including appletv.com.br and conmebol.com.br)**

CURIOUS
VALUATIONS

- **pneus.com.br**
- **5500 DYs**
- **carro.com.br**
  1875 DYs

RESULTS

MONTH	PAID	REVENUE (DYs)	AVG. PRICE (DYs)
2017/9	405	21841	54
2017/10	719	22012	31
2017/11	508	34129	67
2017/12	521	25914	50
2018/1	650	23388	36
2018/2	421	15529	37
2018/3	840	24178	29
2018/4	535	11553	22
2018/5	441	9833	22
2018/6	504	14485	29
2018/7	557	12602	23
2018/8	526	10785	21
2018/9	457	9169	20
2018/10	385	8263	21
2018/11	439	6970	16
2018/12	471	9150	19
2019/1	413	6583	16
2019/2	547	17409	32
2019/3	462	9729	21
2019/4	488	10539	22
2019/5	531	12282	23
2019/6	624	10366	17
2019/7	144	2661	18
	11444	**326707**	**28**

RESULTS

MONTH	PAID	TOTAL	%
2017/9	405	518	78.19%
2017/10	719	936	76.82%
2017/11	508	658	77.20%
2017/12	521	673	77.41%
2018/1	650	922	70.50%
2018/2	421	541	77.82%
2018/3	840	1013	82.92%
2018/4	535	608	87.99%
2018/5	441	514	85.80%
2018/6	504	629	80.13%
2018/7	557	634	87.85%
2018/8	526	597	88.11%
2018/9	457	501	91.22%
2018/10	385	425	90.59%
2018/11	439	485	90.52%
2018/12	471	494	95.34%
2019/1	413	470	87.87%
2019/2	547	583	93.83%
2019/3	462	511	90.41%
2019/4	488	521	93.67%
2019/5	531	564	94.15%
2019/6	624	676	92.31%
2019/7	144	156	92.31%
2019/8	**129**	**172**	75.00%
	11444	**13473**	**85.94%**

HIGHEST PAID DOMAINS (DYs)

DOMAIN	PRICE (DYs)
pneus.com.br	5500
evo.com.br	3250
horoscopo.com.br	2500
pos.com.br	2000
carro.com.br	1875
alugueldecarros.com.br	1750
nf.com.br	1625
cupomdedesconto.com.br	1500
montblanc.com.br	1375
playbonds.com.br	1250
xp.com.br	1250
cursoonlinegratis.com.br	1150
cursosonlinegratis.com.br	1050
educacao.com.br	1000
diesel.com.br	900
jogodobicho.com.br	900
gospel.com.br	885
wordpress.com.br	864
comprafacil.com.br	825
pabxvirtual.com.br	800

FUTURE
PLANS

When someone checks availability of a yet to be released domain, offer to send an e-mail when it gets into the release process

Providing financial escrow services to increase trust in domain transfers

Providing marketplace (buy now and auction) services to registrants

Obrigado!

https://registro.br

@ mkt@registro.br

nic.br   cgi.br

www.nic.br | www.cgi.br

BACKUP SLIDES

HOW
IT WAS

- Domains were removed 104 days after expiration but didn't return to FCFS (First-Come-First-Serve)

- **Those domains were offered for applications 3 times a year in periods of 2 weeks each**

- If a domain had a single contender, the domain was awarded if none, domain returns to FCFS;

- **If the domain had more than one contender, nobody got the domain ("Salomon's rule"), returning on the next release process**

- If for 6 processes (2 years) the domain had failed to be awarded, it was moved to a "limbo" and never reoffered again

- **A registered trademark or company name could be used as tie breaker or to remove domains from "limbo"**

WHAT WAS BAD
ABOUT THE WAY IT WAS

Domains took a long time to be put back in use, if at all

Most attractive domains were kept unavailable, preventing someone from using each of them to start interesting new ideas that could later provide more relevance to the TLD

People started gaming the system by registering bogus trademarks and company names