The Free Domain model

The revenge of the ccTLDs

freenom

Measuring the success of a TLD

- More than money

- Performance and stability

- Number of resellers

- Ratio domains to internet users

- Ratio foreign to local TLD

The ccTLD's edge

	ccTLD	gTLD
Policies	None	ICANN Registry Agreement ICANN WHOIS and Escrow policy
Registry fee	None	$0.25 /domain /year + quarterly fee
Registrars	No restriction	ICANN Tax $0.18 /domain Must be ICANN Accredited
Other	2 letter	3 letter or more

Why Free domains?

- **Competition**: .com and now the new gTLDs.

- **Simplicity:** distribution and procedures.

- **Development:** empower internet users.

- **Image:** a new beginning for the TLD.

The .TK story

- 2001: Agreement with Tokelau

- 2006: Launch of the free .TK

- 2011: AnyCast Cloud

- 2012: Freedom Registry partners with ML, GA, CF

- 2013: .TK is the largest ccTLD with 18M domains

The Model

Objective:

1- make the .TK open and accessible for all.

2- Increase awareness about Tokelau

3- Generate sustainable income

Making domains accessible

- Register any domain for free
- Registration website in 18 languages
- IDN compatible
- Online in seconds
- AnyCast stability and performance

Increasing awareness for Tokelau

- Featured on CNN, BBC, The Guardian, and many more..
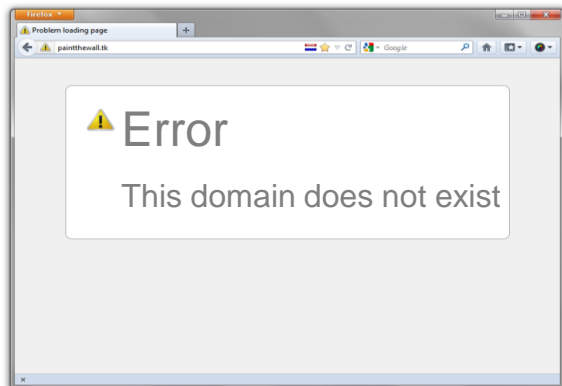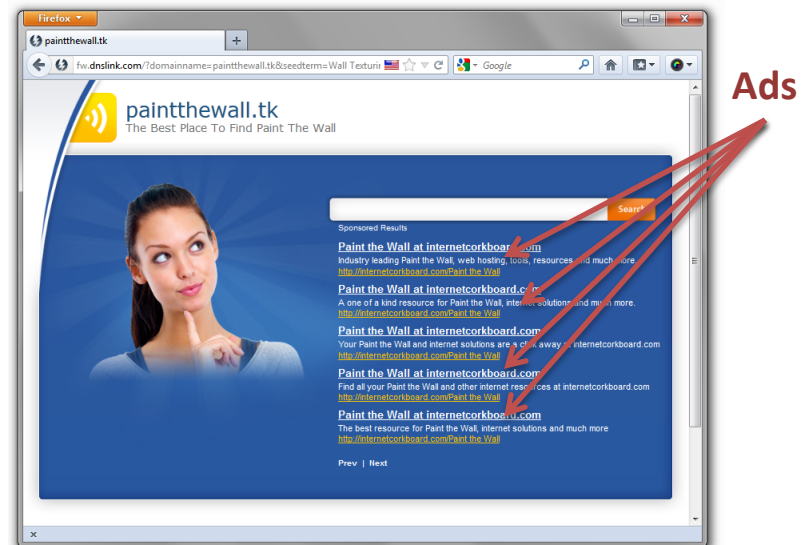- 200 Million visitors per day on .TK domains

Making money with free domains

1. give free domains
2. wait until domains expire
3. monetize residual traffic

Expired domain (classic model)

Expired domain (Free Domain model)

Ads

New model, new challenges

free domains allow certain abuse scaling

- SEO fraud

- Spam

- Phishing

Scaling Security

- **Anti-abuse team:** Monitors registration and traffic patterns
- **Trusted Partners:** can delete abusive domains via API.

decreased abuse by 95%

.TK now safer than .DE, .JP, .FR, .EU, .UK, .COM

Content Control

- Exclusive Spider Software scans all domains with **intelligent context and image recognition**.

- Developed in partnership with the University College of London.

- Protects the reputation of the TLD.

Not just for .TK

The world of domains in 2014

How are you preparing?

THANK YOU.