

FREEMIUM BUSINESS MODEL IN DOMAINS



Andrey Khvetkevich
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UKRAINE NEEDED A NEW DOMAIN



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- free of charge without restrictions
- registrations via registrars
- modern
- convenient in use



2009

.PP.UA domain was launched

- The first Ukrainian domain to work on **EPP**
- The only **free** Ukrainian domain that had **no restrictions** (it's still the only one)



NO RESTRICTIONS?

How to protect from squatting?



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How to protect from squatting?

Okay, we had some rules :)



RULES

- 3 domain names for one user per month
- SMS identification



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- SMS identification*

*We were the first in the world to use it with domains

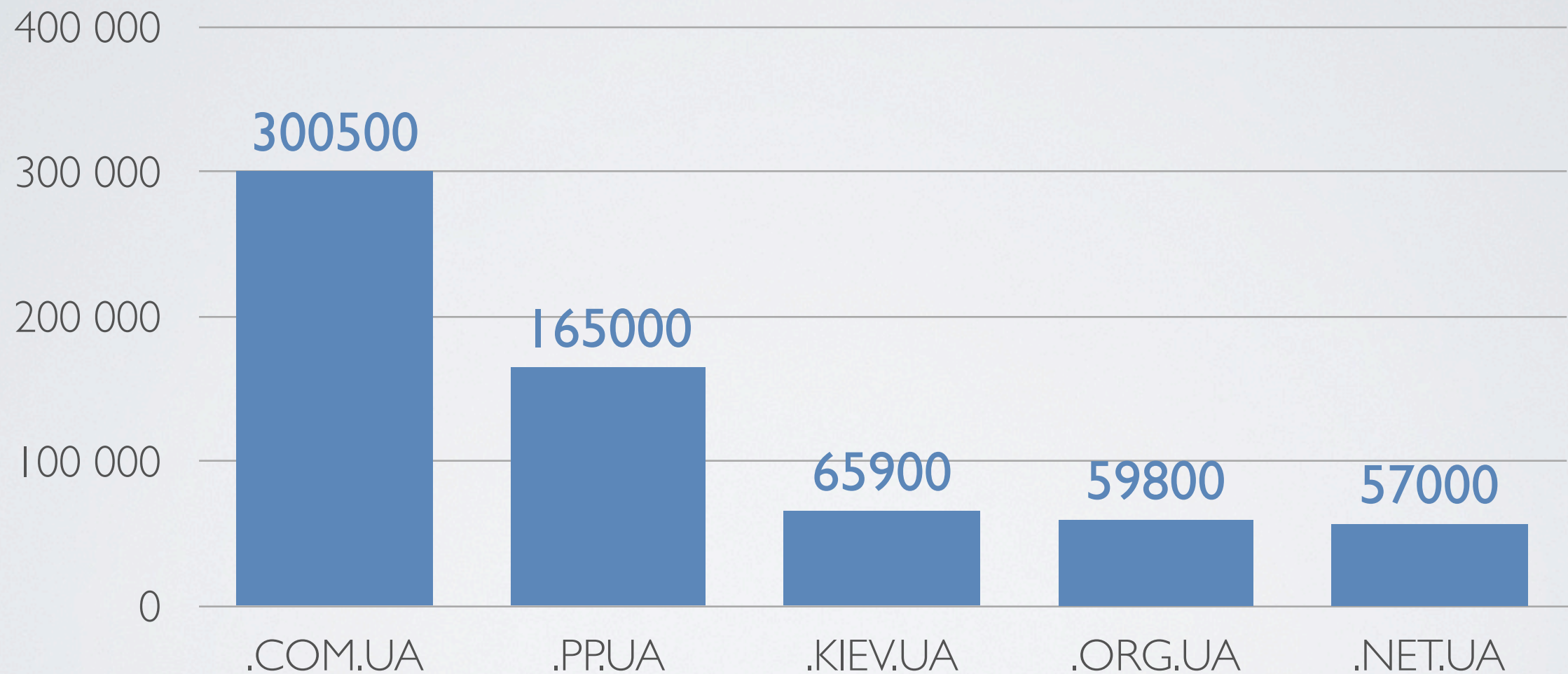


SO, AFTER 4 YEARS...

- the second largest domain in Ukraine
- 117 registrars
- 165 000 domain names registered
- the amount of domains raised by 37% in 2013



TOP 5 OF DOMAINS IN UKRAINE



How to monetize
one of the biggest domains in
Ukraine?



How to monetize
one of the biggest domains in
Ukraine?

Make it chargeable?



How to monetize
one of the biggest domains in
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~~Make it chargeable?~~



Freemium!



**Basic services
(free)**

**Extra services
(paid)**



Basic services (free)

- 3 domains per month
- registration and renewal period — 1 year
- renewal is possible 3 months before

Extra services (paid)

- ∞ number of domains can be registered at one time
- registration and renewal for up to 10 years
- domain can be renewed at any time



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+ launching of Redemption period

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Questions?



.PP.UA — domains for people

Andrey Khvetkevich
NIC.UA
info@nic.ua