

.es Domain names

Dr. Alberto Pérez Gómez
Deputy Director for RedIRIS & for International Relations
Entidad pública empresarial Red.es

Alberto.Perez@red.es

red.es
dominios

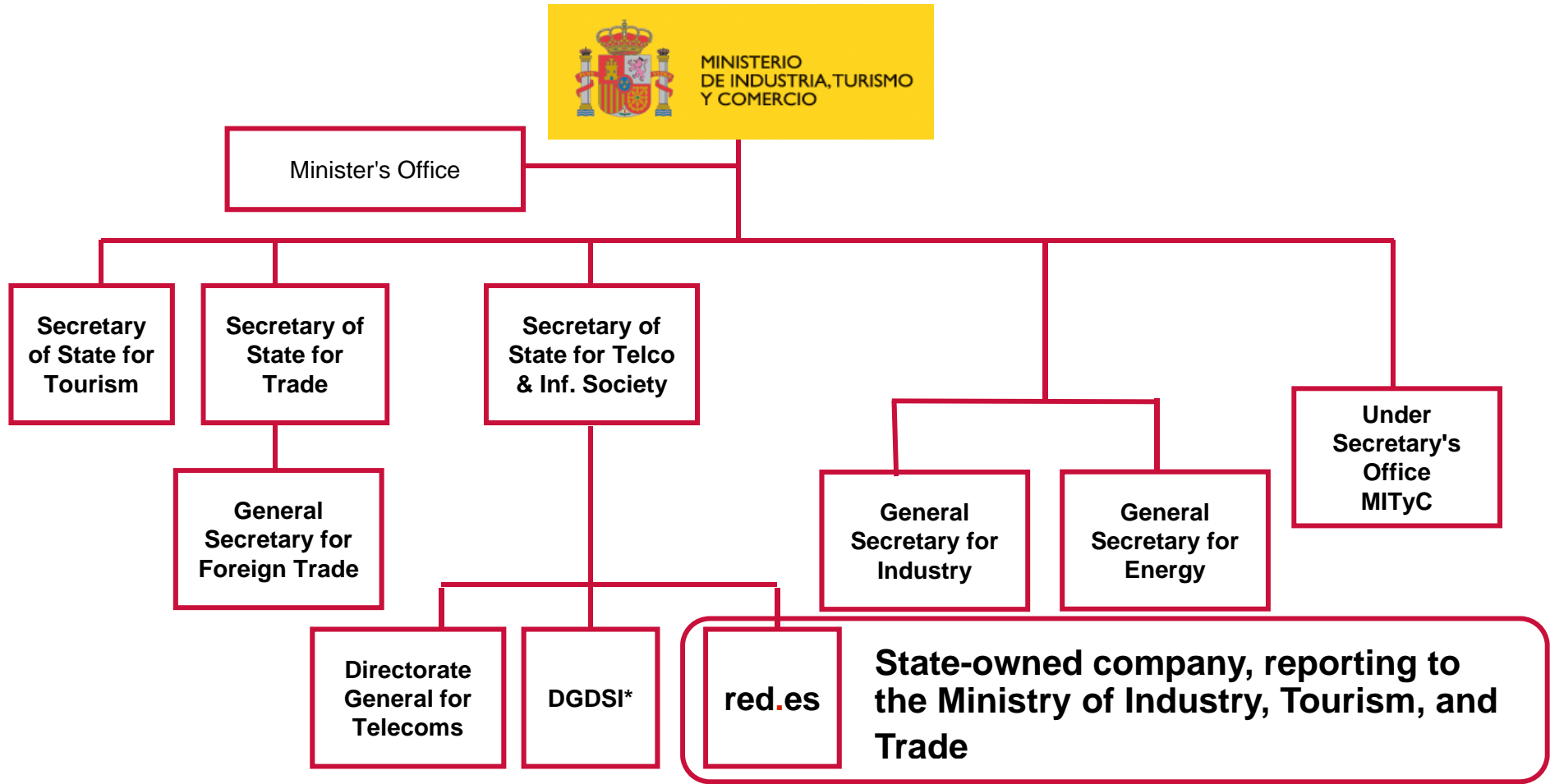
ICANN Studienkreis
Barcelona, 21st January 2010

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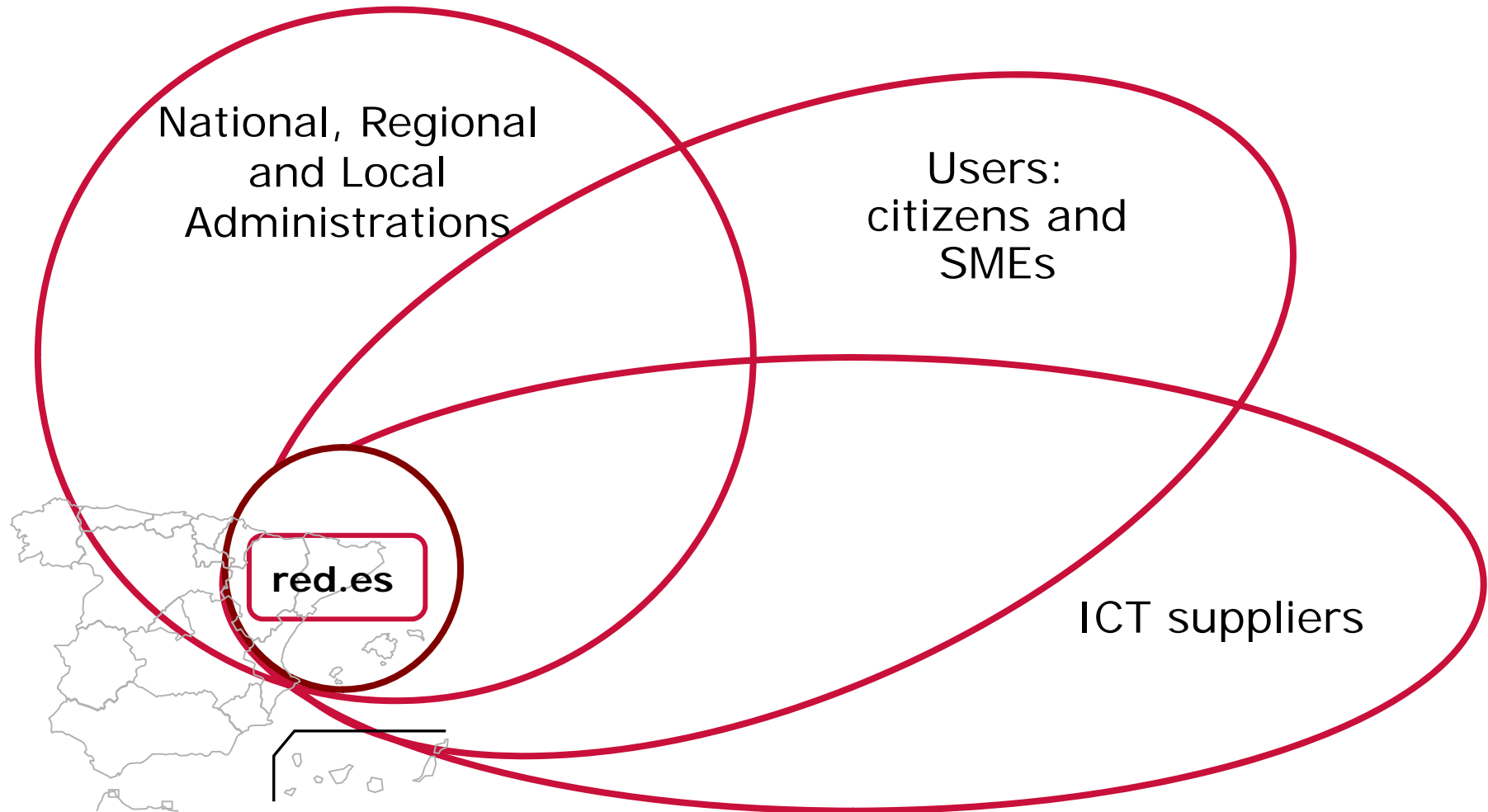
About red.es (I)



red.es is responsible for driving the development of the Information Society in Spain. It is responsible for carrying out projects that fall under the strategic priorities of the Office of the Secretary of State for Telecommunications and the Information Society (SETSI) in cooperation with public administrations and the private sector.

About red.es (II)

red.es works in cooperation with other public administrations and with the private sector

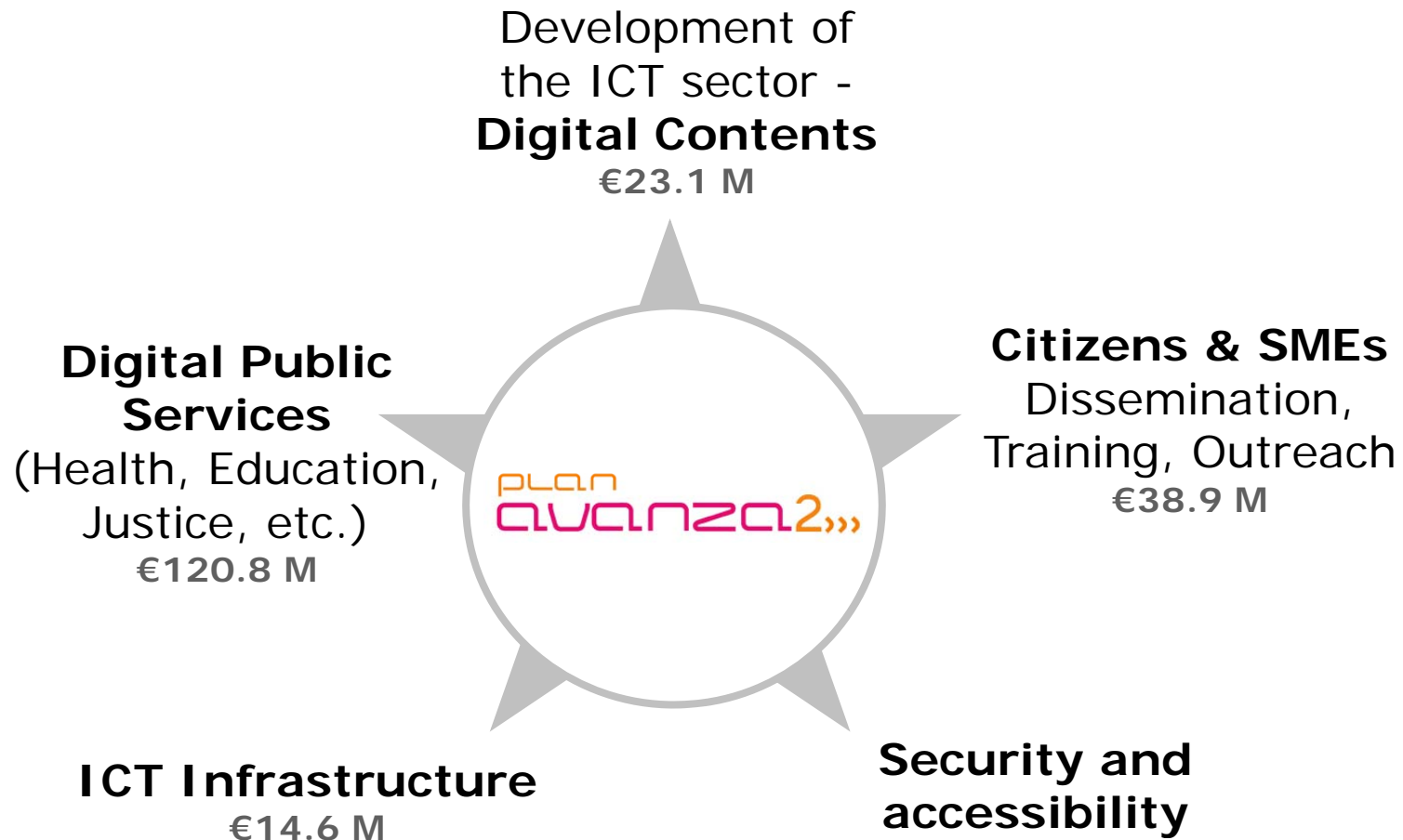


About red.es (III)

Projects & programmes: Avanza2



red.es designs and carries out complex projects within the Avanza2 programme framework



€: 2009 Budget

About red.es (IV)

Other activities of red.es



National Observatory for
Telecommunications and the
Information Society (ONTSI):

Analysis and monitoring of
Information Society



RedIRIS

National Research and Education
Network



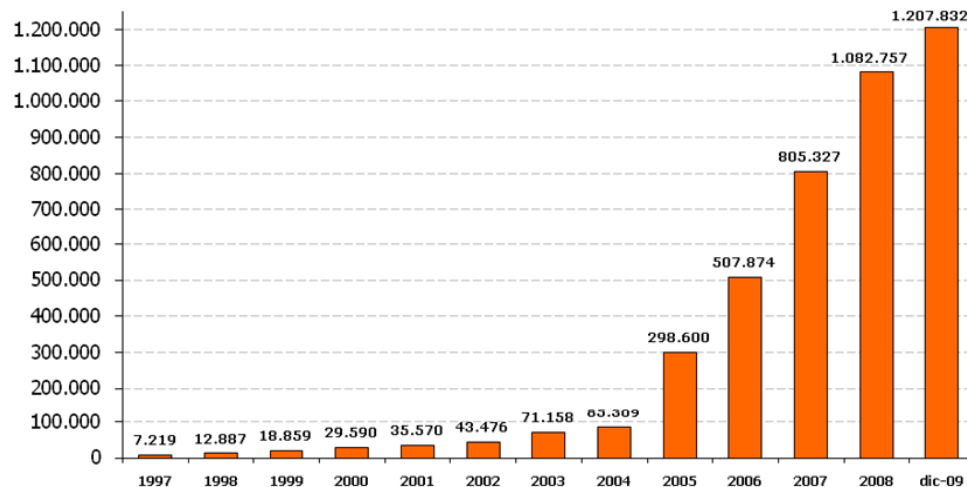
.es Domains

Internet registry for .es domains

Introduction: “.es” & Information Society



- “.es” is a public tool for the promotion of Information Society in Spain
 - “.es” domain names: public property goods, managed by a Government agency (Red.es), following registration rules set by Parliament & Government
- How “.es” has been used to promote Information Society: evolution
 - **Before 2.005: Focus on “security”**, in order to increase confidence in e-commerce. Registrars: only since 2003 (approx. 10) - strict conditions to become accredited
 - **After 2.005: Focus on “ease of registration”**, to promote identification of Internet services in Spanish & increased use of websites, blogs, e-mails... Registrars: now there are more than 85 accredited Registrars



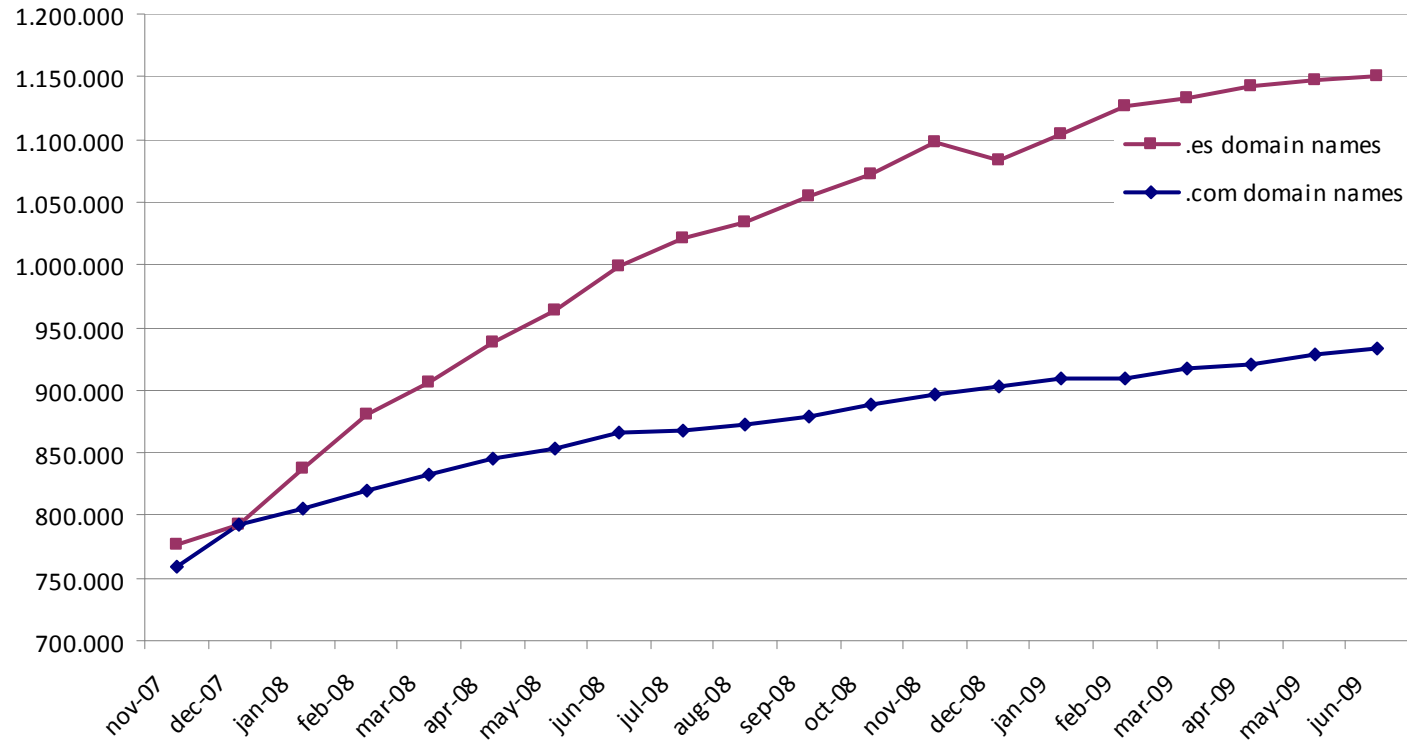
1.207.832 “.es” domain names

the change of policy is a success story so far ->from 80.000 “.es” in 2.004, to more than 1.200.000 in Dec. 2.009

- The ultimate goal remains to promote Information Society in Spain.
 - The “.es” Registry tries to promote bundling of registration of domain names with other added-value services (mail, web) provided by its accredited registrars

Introduction: ".es" vs ".com" at the Spanish domain name market

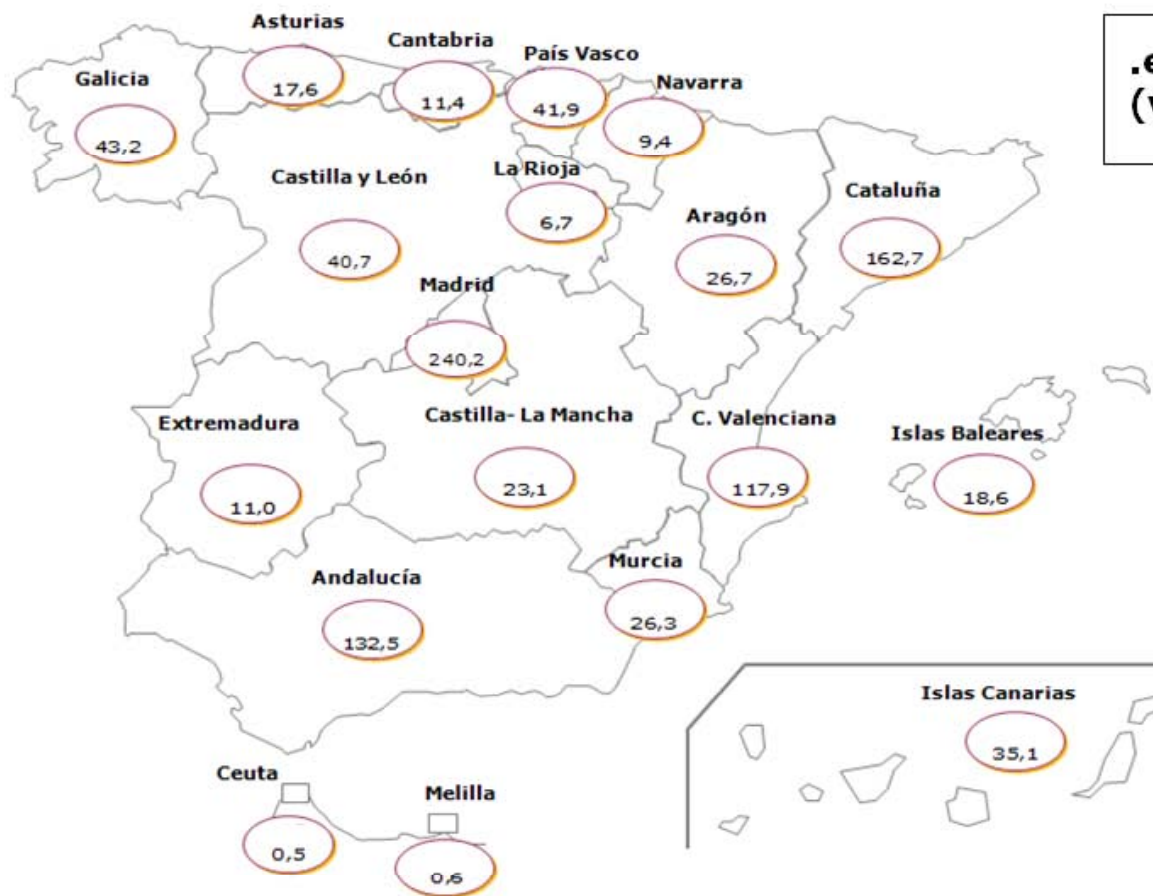
.com vs .es domain names evolution



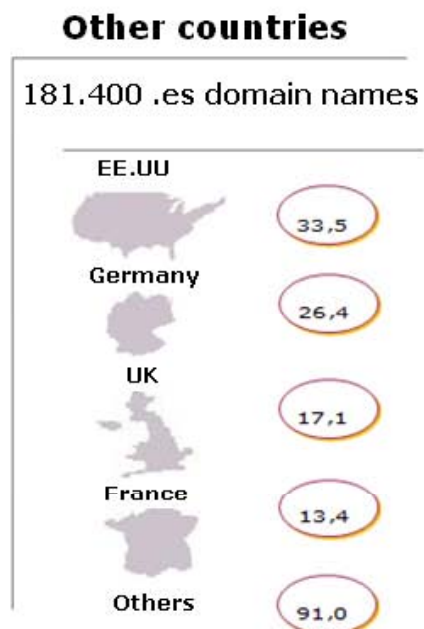
June 09: 1.151.219 ".es" domain names vs 932.969 ".COM" domain names

In **2007** .ES registrations overcome .COM registrations in Spain: ".es" becomes the Top Level Domain of choice in the Spanish domain name market

Introduction: Geographic distribution of ".es" Domain Names



**.es Domain names
(value in thousands)**



Introduction: Main features of “.es”



- **“.es” Registry:**
 - Created in 1989 (2.009: 20th Anniversary). Initially managed by RedIRIS (Spanish National Research and Academic Network). Managed by Red.es since 2.000. Dedicated team (marketing, relations with registrars, operations) + horizontal services (IT services, legal, HHRR, communications, accounting...)
- **“.es” & subdomains:**
 - Possible to register directly under “.es”.
 - In 2003 (before the full “.es” liberalization), it became possible to register under “.com.es”, “.org.es” & “.nom.es” (with very open registration rules), as well as under “.gob.es” & “.edu.es”
 - Approx. 90% of “.es” domain names are registered directly under “.es” (10% under SLDs)
- **“.es” & IDNs (Internationalized Domain Names)**
 - Introduced in 2007. 13 new code points (letters and accents used in Castilian, Catalan, Basque and Galician). IDNs = approx. 2% of total registrations.
- **“.es”: accredited registrars**
 - Applicants may register “.es” domain names directly through the “.es” Registry (less than 5% of total registered domain names) or through “.es” accredited registrars (>95%)
 - Registrars: preferred channel – they are given lower registration fees. They collaborate with the “.es” Registry on the management, user support and dissemination of “.es” domain names and they provide additional services (web, e-mail, trademark protection, etc.) to the registrants.
 - Introduced in 2.003 (approx. 10 registrars in 2.003, approx. 85 registrars in 2009). Accreditation implies paying a fee, complying with economic and technical requirements, and signing a contract.
- **“.es”: yearly registration fees**

Domain name	Price for direct registration and renewal	Wholesale price for registration and renewal through “.es” accredited registrars
.es	32,00 €	4,75 €
.com.es, .nom.es, .org.es	13,50 €	1,50 €
.gob.es, .edu.es	35,00 €	12,00 €

- **Positioning “.es” as the leading Top Level Domain (TLD) in Spain**, with higher penetration rates than other TLDs (“.com”, “.org”, “.eu”...)
- **Working closely with our distribution channel** (Registrars) **and** with other **stakeholders** (companies, Government agencies, associations..)
- **Promoting security** at the “.es” zone
- **Increasing the quality of domain registrations and the actual use** of the “.es” domain names (e.g., for e-mail and/or website identification)
- **Managing secure and robust systems and processes** in order to ensure a resilient and stable operation of “.es”

- **“.es” domain names** are considered in Spain as **public property goods**
 - Similar to phone numbers - both regulated and managed by public authorities by means of National Technical Plans
- **The basic principles for “.es” domain names registration** have been established by means of an **Act of Parliament** (6th Additional Provision of Act 34/2002, on Information Society Services)
- Other Acts of Parliament regulate “.es” domain names:
 - Establish which entity is in charge of managing the “.es” Registry (Red.es)
 - Authorize Red.es to approve its own administrative procedure for the allocation of “.es” domains
 - Sets up the rules to establish the fee for the registration and renewal of “.es” domain names
 - Regulate the relationship between trademarks and domain names
- **Main legal provision: Ministerial Order on the National Plan for “.es” Domain Names**
 - It sets up the registration policy (including subdomains, prohibited domain names, the role of registrars, basic rules for IDNs or dispute resolution procedure, etc.)
 - Liberalization after 2.005 (very few limits). In most cases, compliance with registration rules is not verified ex – ante, only “ex-post”, following legitimate complaints, or, “ex officio”, by Red.es
- **Red.es can approve implementation measures**
 - They may deal with issues like registration procedures, fees, internationalized domain names (IDNs), dispute resolution procedures (protection for trademark owners), registrar accreditation...
- The decisions adopted by Red.es can be challenged before the Administrative Courts

“.es”: Technical architecture



- **Technical stability and reliability are among the main objectives and priorities of the “.es” Registry**
- **Failure Tolerance, High Availability And High Performance:**
 - Redundancy
 - Load balancing
 - Data base cluster
 - Secondary DNS distributed around the world
 - Distributed storage
 - Anycast
- **Security:**
 - Firewalls at different levels
 - Bandwidth management
 - IP masking and address filtering
 - Disaster recovery plan and backup centre (located in Barcelona)
 - Secure communication protocol, digital signature and secure transfers (TSIG)
 - DNSSEC trial
- **Quality Management:**
 - Use of EPP (web services, xml)
 - 24x7 monitoring, statistics and reporting.
 - Procedures: good practices and standards
 - Integration and participation in several organizations: CENTR, IANA, APWG, RIPE, etc

- Main marketing activities
 - Marketing Plan (2009-2012)
 - Market Research
 - ".es" perception among companies and individuals
 - Registrar segmentation
 - International Benchmarking
 - Data mining
 - Collaboration with INTECO-CERT (Security Team of the National Institute for Communications Technologies) to promote security at the ".es" zone
 - Meetings with registrars
 - Promotional campaigns
 - Dissemination campaigns & 20th Anniversary of ".es"

“.es”: Promotional campaigns

Promotional campaigns – mainly aimed at increasing “.es” registrations among certain potential user groups

PROMOTIONAL CAMPAIGNS 2005 -2006:

- Collaboration with Association of Spanish Local Governments (May 05) → 5.263 .es domains
- Internet Day 06- Promotion “.es” among registered companies (May06) → 10.288 . es domains
- SIMO ICT Fair (Nov06)-> 43.773 .es domains

PROMOTIONAL CAMPAIGNS 2007 -2008:

- Launch Internationalized Domain Names (Nov07)
- Get your .es (Oct/Nov07) → 34.518.es domains
- Promote your .es (Oct07/Jan08) → 155.263 .es domains
- Jóvenes en Red (Jan08/Jul08) → 40.923 .es domains



Milestone **1 million .es** Jul08

- *dominios.es* (Nov08/Jan09) -> 58.800.es domains



".es": Communications Plan

Goals



- Positioning ".es" as an safe, affordable, easy-to-register domain name
- Increase real use of ".es" domain names

Target



- Youngsters (from 16 to 30 years olds), small and medium-sized companies and citizens in general

How



- Promotional and dissemination campaigns (dissemination material, mailing, etc.)
- Social networks (Facebook, Tuenti, LinkedIn...)
- PR & communications activities
- Media campaigns (mainly on-line media and portals, search engines, blogs, videogames, etc.)
- Celebrities as trend setters (TV, on-line media)
- 20th Anniversary event (at FICOD)
- Press releases
- Collaboration with ".es" accredited registrars (includes co-marketing scheme)

Timing



- From July 2009 until the end of the year

International Relations & “.es” Domain Names



- Red.es has some **legal duties** relating to international relations & domains:
 - Participation in ICANN and provision of advice to Government representatives in ICANN’s Governmental Advisory Committee (GAC) (6th Additional Provision of Act 11/1998)
 - Allocation of “.es” domain names following procedures based on international recommendations and best practices (18th Additional Provision of Act 14/2000)
 - Provision of advice to the Spanish Administration in all international bodies and fora (including EU) in matters related to domain names (6th Additional Provision of Act 11/1998)
 - Promotion of Information Society in Latin America (art. 3.1.e.5. of RD 164/2002)
- **Red.es follows ICANN activity** (ccNSO, GAC) and attends its meetings
- **Red.es is member of CENTR** (European Association of European Registries of country code Top Level Domains)
 - It is currently represented at the CENTR Board of Directors
 - Red.es is about to become associate member of LACTLD (Latin-American Association of country code Top Level Domains)
- Red.es is also following the debate on **Internet Governance**, and is currently participating at meetings of the national and global IGFs.





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Edificio Bronce
Plaza Manuel Gómez Moreno s/n
28020 Madrid. España

Tel.: 91 212 76 20 / 25
Fax: 91 212 76
www.red.es