

UPCOMING WEBINAR

Search Engine Optimization (SEO) and Domain Names



Date: 18 November 2021 (Thursday)
Time: 1100 - 1230 (UTC+8)

The COVID-19 pandemic has accelerated digital transformation among businesses to ensure sustainability. In today's digital world, optimizing search engine queries are essential to enhancing business opportunities. This session will demonstrate how Search Engine Optimization (SEO) works, how it relates to domain names, and its relevance to your business. The session will also feature SEO tips and strategies, as well as the use of new generic top-level domain (gTLD) and Internationalized Domain Names (IDNs) to positively benefit online businesses.

[Register for the webinar here](#)



SPEAKERS



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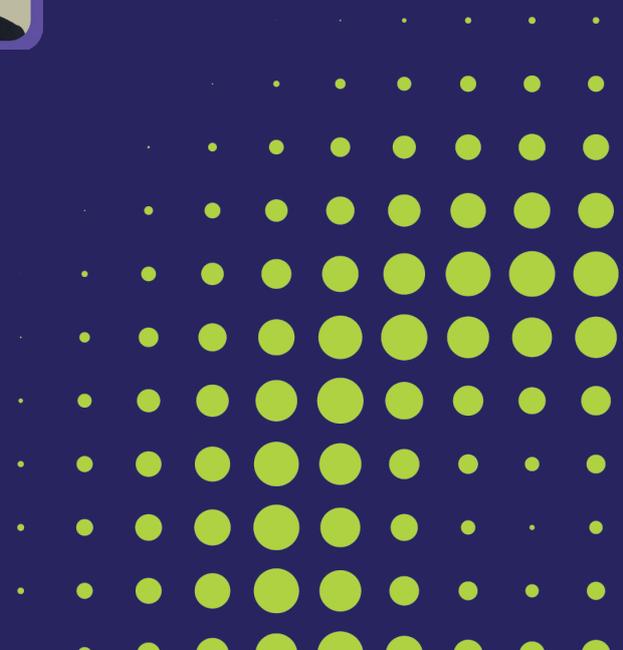


Dr Ajay Data
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MODERATOR



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SPOTLIGHT

State of the Domain Name Industry: Challenges & Opportunities

The second webinar on 14 October entailed a lively discussion between the speakers and participants on current challenges and opportunities within the domain name industry. If you'd missed the webinar, the full recording is available on YouTube [here](#) or you can access it via the [virtual platform](#)

1. Did you know that there are different kinds of top-level domains (TLD) for different users?

Besides the usual generic top-level domains (TLDs), there are as many as 1,200 other TLDs to choose from. Companies can therefore choose the most appropriate TLD to strengthen their web presence and reach their target audiences better. Individuals can also differentiate themselves by using a TLD that is in line with their digital identity. Some good examples were enumerated by Jacob Williams from Interlink Co. Ltd. such as .osaka and .earth. .osaka is a generic geographic domain marketed to the small businesses in Osaka. .earth is the default TLD for corporations, advocacy groups, non-governmental organizations, and world leaders who wish to raise awareness about global issues. Watch Jacob's explanation and illustration of success stories with such TLDs in this video [here](#).

2. Who are the players in the domain name industry?

Learn more about the differences between a registry, registrar, reseller, and registrant. [Click here](#) to watch the highlights by Susan Lien from Reg.Asia.



3. How to maximize your online presence and protect your brand?

It is important for businesses to protect their brands, especially if they intend to elevate their businesses to the global level. The first step is to register the domain name. Note that having a registered trademark does not guarantee an entitlement to the domain name as domain availability is subject to a first-come-first-served basis.

Businesses that are facing brand abuse can consider registering singular, plural, trademarks, slogans, and common misspellings for their domain names to protect their brand names. Other considerations include selecting a generic TLD related to the relevant industry, having a country code TLD, or including locations into domain names.

[Click here](#) to watch more examples, as shared by Susan Lien from Reg.Asia.

4. What are the main differences between a Trademark and a Domain Name?

While a trademark and a domain name are two ways to protect your business' brand identity, there are differences in the type of protection that they provide. For example, a trademark is typically valid for ten years from the date of filing; while a domain name is valid for the contract period as stated in the agreement between the registrant and the accredited registrar.

[Click here](#) to learn more about the differences as shared Prissilla John from Asia International Arbitration Centre (AIAC).



DID YOU KNOW?

Resources Available for Registrants

Have you registered a domain name? Then ICANN.org is here to help! The org's Registrant Program team has developed a number of valuable resources for domain name registrants (i.e., domain name holders) that includes tips on how to keep your domain name secure, guides on domain name management (e.g., transfer and renewal policies), information on registration data policies, FAQs, and more. Check out the [registrant homepage](#) on icann.org for more information.

APAC DNS INDUSTRY NEWS

Double-Digit Growth Predicted for Global Managed Domain Name Systems Market

A new research [report](#) estimates the global Managed Domain Name Systems market to grow at a compound annual growth rate of 16.05% to reach USD 884m by 2026 from USD 420m in 2021. The rise in digitalization, increasing threat of cyber attacks, and changing business trends propel businesses to adopt Managed DNS Services. Other factors include rising government concern regarding data security and demand for risk-free data center infrastructure. The Managed DNS Services market is expected to grow in the coming years, fueled by the increase in Internet usage and number of mobile users.



auDA Reports Historic Growth in Domain Names

The latest [2020-21 Annual Report](#) from .au Domain Administration Limited (auDA) highlights a 5% increase in registered domain names to over 3.3 million during the financial year. An average of 44,900 queries per second were processed by .au nameservers, which is an increase of 131% from previous year. The significant growth demonstrates a sign of support for Australia's digital economy and society.