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**.INFO UPDATE**

February 2009

[www.info.info](http://www.info.info)

## EXECUTIVE SUMMARY

In 2008, the .INFO domain continued its progress as a leading domain, reaching 5 million registrations. This makes .INFO the #4 gTLD (generic top level domain) after only .com, .net and .org. Acceptance has become nearly universal, as shown in a recent survey, which showed brand recognition is up to 74% in some market segments. Further, the aftermarket has now become quite active for both buyers and sellers of .INFO names. In 2008, .INFO built on its pioneering past (1<sup>st</sup> large scale EPP registry, 1<sup>st</sup> new domain launched since the DNS was formed, 1<sup>st</sup> sunrise process, 1<sup>st</sup> gTLD supported by AnyCast DNS, 1<sup>st</sup> near real time registry/WHOIS/DNS updating) by taking a leadership stand on Internet safety: .INFO increased the security of its domain name space with a pioneering Anti-Abuse Policy that has further reduced the incidence of phishing and other exploits from .INFO domains.

*"In 2008 .INFO reached 5 million registrations, making it the #4 gTLD."*

## HISTORY

The .INFO domain was launched in 2001 after ICANN approved the introduction of seven new top-level domains (TLDs) to be added to the root, joining the seven original TLDs (.com, .net, .org, .mil, .gov, .edu, and .int). .INFO was established to enable Internet users to find and share information in a universal and international way. The domain's immediate and continued global success demonstrates that "INFO" is a globally recognized term for information on the Internet.

## NEWS AND UPDATES

**January 2008: .INFO en español** - .INFO began accepting registrations in Spanish language characters. This is the tenth Internationalized Domain Name (IDN) made available in .INFO. It joins the existing scripts offered including: German, Polish, Swedish, Danish, Hungarian, Icelandic, Latvian, Lithuanian, and Korean



**May 2008: New Info.info Web site** - A new product site (www.info.info) focusing only on .INFO was launched to provide information to registrars and Internet users about using and registering .INFO domain names. The new social-networking compatible Web site contains:

- Sharing tools so users can post content from Info.info on Facebook, MySpace, del.icio.us, etc.
- Up to date .INFO related news and statistics
- An enhanced .INFO WHOIS search
- Directory of .INFO sites which allows anyone to submit their .INFO domain
- Expanded .INFO registration FAQs



**June 2008: .INFO Awards** - Winners of the 2008 .INFO Awards in Germany were announced. The Awards program, done in cooperation with INTERNET WORLD Business publications and [www.info-awards.info](http://www.info-awards.info), selects the three best .INFO sites from Germany, Austria and Switzerland. This year's top three were:



**Winner-** [www.iRights.info](http://www.iRights.info)- provides comprehensive information on copyright issues in the digital age. In addition to current information on the legal situation of copyrights in Germany, the site explains how the new digital environment affects many legal issues in a manner friendly to the general public.

**2<sup>nd</sup> Place-** [www.GPS-tour.info](http://www.GPS-tour.info)- offers free tours with GPS tracking for popular outdoor activities like hiking, mountain biking, skiing etc

**3<sup>rd</sup> Place-** [www.Wilderkaiser.info](http://www.Wilderkaiser.info)- A tourism portal that features the Austrian region called "Wilder Kaiser."

**Ongoing: Security Enhancements** – Afiliás, the registry operator that oversees .INFO, expanded its cooperative relationships with security organizations and law enforcement.



Afiliás joined the steering committee of the Anti-Phishing Working Group, the global pan-industrial and law enforcement association focused on eliminating online fraud and identity theft. Afiliás personnel co-authored several authoritative phishing studies for the APWG.



Afiliás became an active member of the Internet Watch Foundation (IWF). The IWF helps the Internet industry to combat abuses such as child pornography through its alert service, which notifies service providers and hosting companies to potentially illegal content, especially child sexual abuse images, on their systems. IWF also provides unique data to law enforcement and relevant authorities in the UK and abroad. This data increases Afiliás' ability to identify and eliminate child sexual abuse content in the .INFO domain.



Afiliás entered into a data-sharing and cooperation agreement with CERT-IN, the Indian government's Computer Emergency Response Team.

**RISG-** Afiliás joined the Registry Internet Safety Group ("RISG") when it was established in October 2008. RISG is a global group of responsible Internet related companies whose mission is to work collaboratively to combat Internet identity theft. RISG is intended to complement and not duplicate existing Internet security efforts.

**Anti-Abuse Policy-** Afiliás recently established a new policy that effectively addresses illegal uses of names in the .INFO domain. The policy clearly defines abusive uses, and Afiliás is using industry-leading measures to work with its registrars and law enforcement to address problems as they occur (and sometimes before). This has led to many improvements that protect .INFO users, and have decreased the use of .INFO domains for malicious behavior.

**Conficker-** Afiliás joined a collaborative effort, along with Microsoft, ICANN, technology industry leaders, and security researchers to implement a coordinated, global response designed to combat the effects of the Conficker worm, which has infected 10 million machines worldwide.



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## PROVEN VALUE

### .INFO domains get traffic!

.INFO sites provide Internet users with the valuable information they are looking for on every topic imaginable, and their reliability keeps users coming back. There are over 13,000 .INFO URLs in the

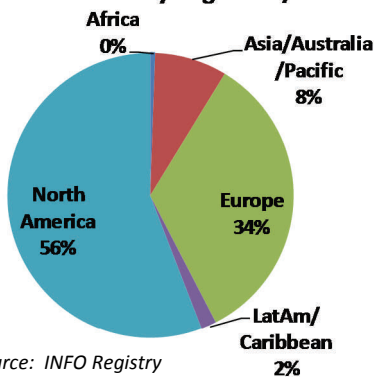
*“There are over 13,000 .INFO URLs in the ALEXA most trafficked sites list.”*

ALEXA most trafficked sites list. High traffic means your site will get noticed, making sure that YOUR message gets heard. INFO’s increasing renewals and aftermarket sales are further evidence that INFO owners are getting real value from their .INFO’s each year.

### Growing registration base

The .INFO domain continues to grow year after year, and the name space currently includes over 5 million names! 3.6 million of these names point to active sites providing a daily source for information for millions of users. And these sites are all over the globe! North Americans hold 56% of registrations, European registrations account for 34%, and the Asian segment continues to grow along with the region’s own Internet development.

INFO Domains by Region 10/08



Source: INFO Registry

### Top 10 Countries

- 1 United States
- 2 United Kingdom
- 3 Canada
- 4 Germany
- 5 Netherlands
- 6 Thailand
- 7 Australia
- 8 Russian Federation
- 9 France
- 10 Spain

Source: INFO Registry, 1/2009

### Renewals indicate a strong franchise

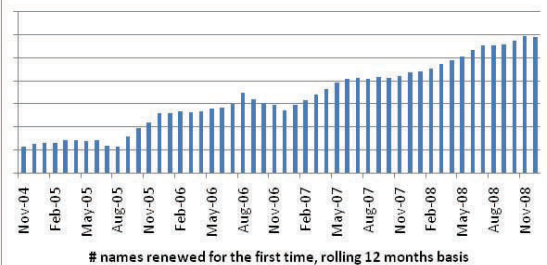
Both first time renewals and second plus renewals continue to grow steadily as the franchise develops an organically built core of loyal users. Even though many .INFOS are registered for multiple years (policy allows a maximum of 10), over 1 million INFOS have already renewed for at least a second time.

*“...first time .INFO renewals are growing steadily as new users join the franchise.”*

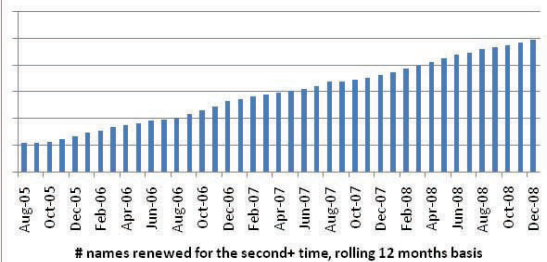
As shown below, first time .INFO renewals are growing steadily as new users join the franchise, and second+ renewals are also

growing as long-term users ensure their ongoing spot in the domain (note the spike in 2<sup>nd</sup>+ renewals each September as the original “landrush” registrations continue to renew).

.INFO First Renewal Trend



.INFO Second+ Renewal Trend



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### Top 5 .INFO Aftermarket Sales

1	<b>Travel.info</b>	<b>\$116,000</b>
2	<b>NewYork.info</b>	<b>\$70,000</b>
3	<b>Manucure.info</b>	<b>\$46,217</b>
4	<b>Free.info</b>	<b>\$42,000</b>
5	<b>Dubai.info</b>	<b>\$35,000</b>

Source: Domain Name Journal (DNJournal.com)

### Healthy aftermarket sales extend .INFO's value

The domain aftermarket (where domains are typically sold at auction) has seen a healthy and growing interest in .INFO domains as well. The highest aftermarket sale of a .INFO to date is travel.info, which sold for \$116,000!

In addition, many .INFOs have been resold more than once, with excellent returns each time.

### Popular .INFOs in the Aftermarket

.INFO Name	1 <sup>st</sup> Resale	2 <sup>nd</sup> Resale	3 <sup>rd</sup> Resale	4 <sup>th</sup> Resale
Manhattan.info	\$1,300	\$4,500	\$5,356	\$21,000
NewYork.info	\$28,086	\$46,392	\$70,000	
Bakery.info	\$1,760	\$1,850	\$9,000	
Casino.info	\$20,899	\$35,127		
Wood.info	\$4,102	\$27,327		

Source: Domain Name Journal (DNJournal.com)

### Stable registry

The INFO domain continues to deliver a secure, stable and reliable platform for site owners. . INFO has maintained a record of 100% DNS availability over our eight years. With a policy of continuous improvement, .INFO has been able to handle increased traffic with improving performance. In 2008, .INFO growth generated a registry transaction load increase of nearly 50%, yet response times were cut in half and are now about .004 seconds on average!

### Market availability

.INFO's position as a top domain means it is a must-have domain for all the world's biggest registrars—with customers they jealously guard. The intense global competitive environment ensures that .INFO domains get not only top DNS and registry service from INFO itself, but also the best service (and best deals) from leading registrars. Registrars know that their competitors would be glad to have their .INFO customers, so they pay close attention to meeting registrant's needs in this popular domain.



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## Business segment awareness

New business owners, and owners of small and medium sized businesses, are among the most prevalent .INFO customers, since they NEED a short, memorable domain allowing their customers to intuitively find them on the Internet. A new study, conducted by Afiliias, shows that the awareness of .INFO has grown substantially within segments of this business group. 74% of top executives in the US and Europe surveyed said they were aware of the .INFO domain. This means they are seeing and using the TLD on a daily basis and important brands are benefiting from .INFO as a tool to strengthen and spread their messages.

*“74% of top executives in the US and Europe surveyed said they were aware of the .INFO domain.”*

## ENHANCED SECURITY

Each year, criminals find new methods of attacking and exploiting Internet users. Often they target well established domains like .INFO. However, .INFO is committed to safeguarding its users and has deployed a number of innovative approaches to combat potential abuses. In 2008, Afiliias worked with its registrars and law enforcement to successfully thwart numerous potential cyber attacks. The .INFO program helped mitigate abuse related activity. This dedicated work deterred these criminals and demonstrated the effectiveness of proactive measures at the registry level, illustrating the benefit of a new approach for the industry. .INFO remains committed to constant vigilance against cyber-crime.

### **.INFO Anti-Abuse Policy-**

.INFO pioneered another innovation by formalizing its anti-cyber-crime approach with a specific policy to deter abusive domain use. This new registration policy makes the nature of domain name abuses clear for registrants and registrars, and codifies the rights of both the registrars and the registry to take prompt and appropriate action if a name is found to have been used for abusive behavior. Under the policy, abusive use has been more clearly defined and includes, but is not limited to: phishing, e-mail spam and other types of spam, the willful distribution of malware, the use of botnets and fast-flux hosting, distribution of child pornography, illegal access to other computers or networks, and other illegal or fraudulent actions. Domains that are being abused will be reported to the sponsoring registrar, and Afiliias has the options of removing the name from the DNS (which removes access to the site and denies phishers access to potential victims) and reporting the abuser directly to law enforcement.



## .INFO Anti-Phishing Program-

In January 2008, .INFO implemented its innovative anti-phishing program, designed to curb phishing on .INFO sites. Afilias actively patrols the .INFO domain for potential phishing scams, and Afilias worked with its registrars and law enforcement to mitigate hundreds of phishing attacks.

A survey released by the Anti-Phishing Working Group (APWG) in November 2008 showed .INFO to be among the “least-phished-in” large domains, showing that our vigilance on security issues is helping ensure safety in the TLD. In addition, the study showed that the uptime of phishing attacks on .INFO domains is among the shortest further diminishing the exposure of potential victims and their private information.

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### Phishing in gTLDs by Score

Rank	TLD	Domains in registry, May 2008	Domain names used for phishing, 1H2008	Score: Phishing domains per 10,000
59	.net	11,623,856	2,305	2.0
66	.biz	2,035,357	353	1.7
71	.com	76,625,770	12,275	1.6
<b>80</b>	<b>.info</b>	<b>5,042,032</b>	<b>684</b>	<b>1.4</b>

Source: APWG Global Phishing Survey 1H 2008 [www.apwg.org/reports/APWG\\_GlobalPhishingSurvey1H2008.pdf](http://www.apwg.org/reports/APWG_GlobalPhishingSurvey1H2008.pdf)

It should be noted that measurements of cybercrime vary depending on who is measuring, and for what reasons. For example, one security software vendor publicizes alarming levels of Internet crime, especially in popular domains like .INFO, without making its methods clear. While cyber-crime is indeed a serious problem, studies that feature verifiable methodologies and transparent data, such as those conducted by the Anti-Phishing Working Group, tend to be more objective and trustworthy.

## CONCLUSION

The .INFO domain was created to enhance the international community’s ability to use the Internet as an information source. Today it includes over 5 million domains that are helping expand information to an ever increasing Internet audience. The public comes to .INFO websites searching for information on every topic, in a variety of languages. Registrations, renewals, and aftermarket sales underscore the popularity and value. These have led to increased awareness and acceptance of .INFO, and have helped to position the domain as a valuable option for businesses and individuals alike.

Additionally, .INFO continues to act as a leader in the industry. It advocates and initiates increased Internet security measures that are so important to all Internet users, and is a broad supporter of IDN’s that are necessary for the continued growth of the Internet into non-English speaking cultures. As the industry evolves, the .INFO name space continues to deliver more value.



## WHO'S GOT .INFO?

### Patrijosa.info

#### Why did you choose a .INFO?

"Because my blog is about technology information.  
Porque o meu blog é sobre as tecnologias de Informação."



### Tutorials.info

#### Why did you choose a .INFO?

"The main goal of the internet is really created for two purposes: Commerce and Information. .INFO is really the perfect domain extension since .COM. This is also the reason why I have created an informational website using a .info domain."



### Hotel.info

#### Why did you choose a .INFO?

".INFO is smart and friendly and less pushy than a .com domain. People ask for INFORMATION before they consider a COMMERCIAL action. The "info" element of our web address suits well for the thousands of customer reviews and other user generated content that visitors find on www.hotel.info."



### InsideIDtheft.info

#### Why did you choose a .INFO?

".info means information and is the best available TLD for people looking for information & not necessarily to buy something."



### WPswimteam.info

#### Why did you choose a .INFO?

"WP Swim Team choose a .info site since we were developing the website to provide information about the city wide swim team."



Check out more .INFO's or submit yours today at: [www.info.info/directory](http://www.info.info/directory)



[www.info.info](http://www.info.info)



## ABOUT AFILIAS

Afilias is a global provider of Internet infrastructure solutions that connect people to their data. Whether you need to connect to your domain name, the DNS, or RFID data, Afilias' technology connects you in a reliable, secure, stable, and globally available manner. Afilias' reputation starts with its superiority in domain name registry services. Afilias launched its registry services in July 2001 with the launch of the top-level domain registry for .INFO. Today, Afilias supports a more diverse base of TLDs than any other registry services provider. This experience enables Afilias to provide world class support for any domain (new or established).

For more information on Afilias' products and services please visit [www.afilias.info](http://www.afilias.info)



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