



Where the World Goes for Information.SM

The success of .INFO

Presented by:

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AfiliasTM
GLOBAL REGISTRY SERVICES

The shortest and most intuitive path to information on the Internet.

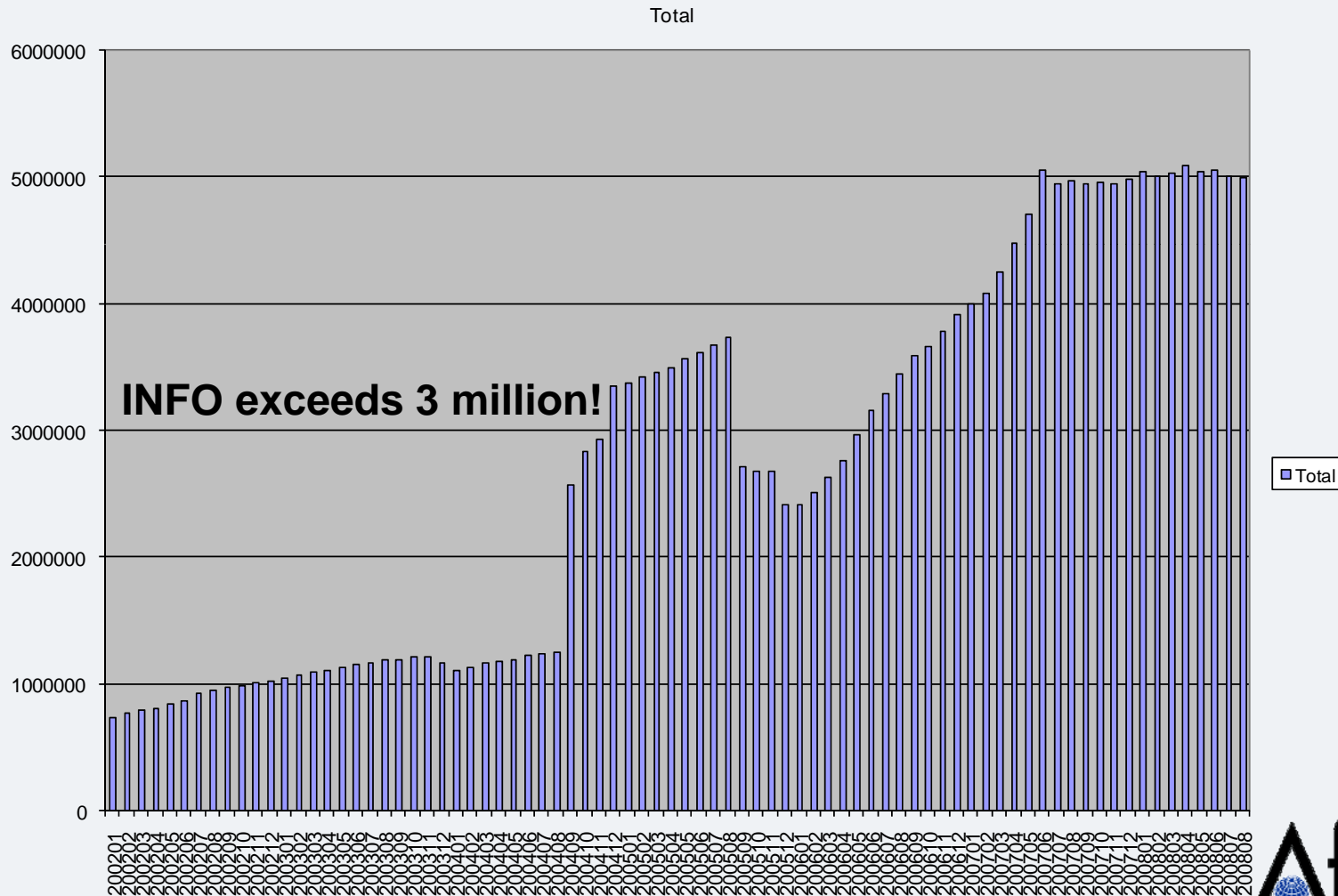
- **.INFO is Intuitive**--The Internet is about information, so an "info" address is needed for people to find the information they may be seeking. People are attracted to domain names they can readily understand (and remember).
- **.INFO is International**--.INFO is readily understood (and available!) in multiple languages, giving these addresses universality unavailable in any other domain.
- **.INFO is Unrestricted**--.INFO addresses are not limited to businesses or professionals or any other smaller set of Internet sites - it is open to all sites!

.INFO History

- Launched in 2001
 - Achieved over 500,000 registrations in first 90 days
- Today over 5,000,000 registrations
 - Millions of .INFO Web sites
- Launched IDNs in 2004
 - Now support 10 scripts
 - DA – Danish, DE – German, ES – Spanish, HU – Hungarian, IS – Icelandic, KO – Korean, LT – Lithuanian, LV – Latvian, PL – Polish, SV – Swedish

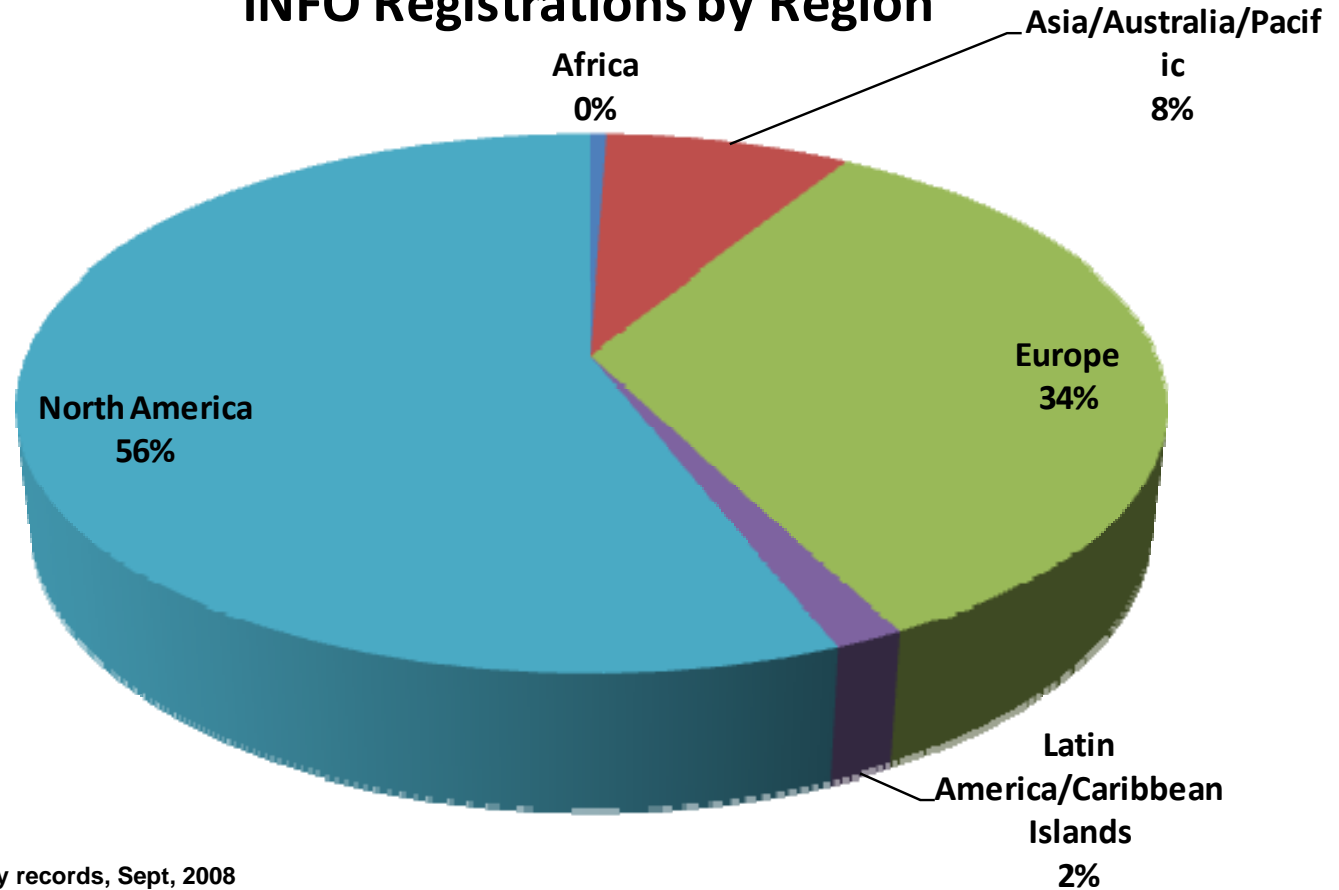
.INFO is the #4 gTLD

- “critical mass” achieved in 2004



Opportunity in Asia!

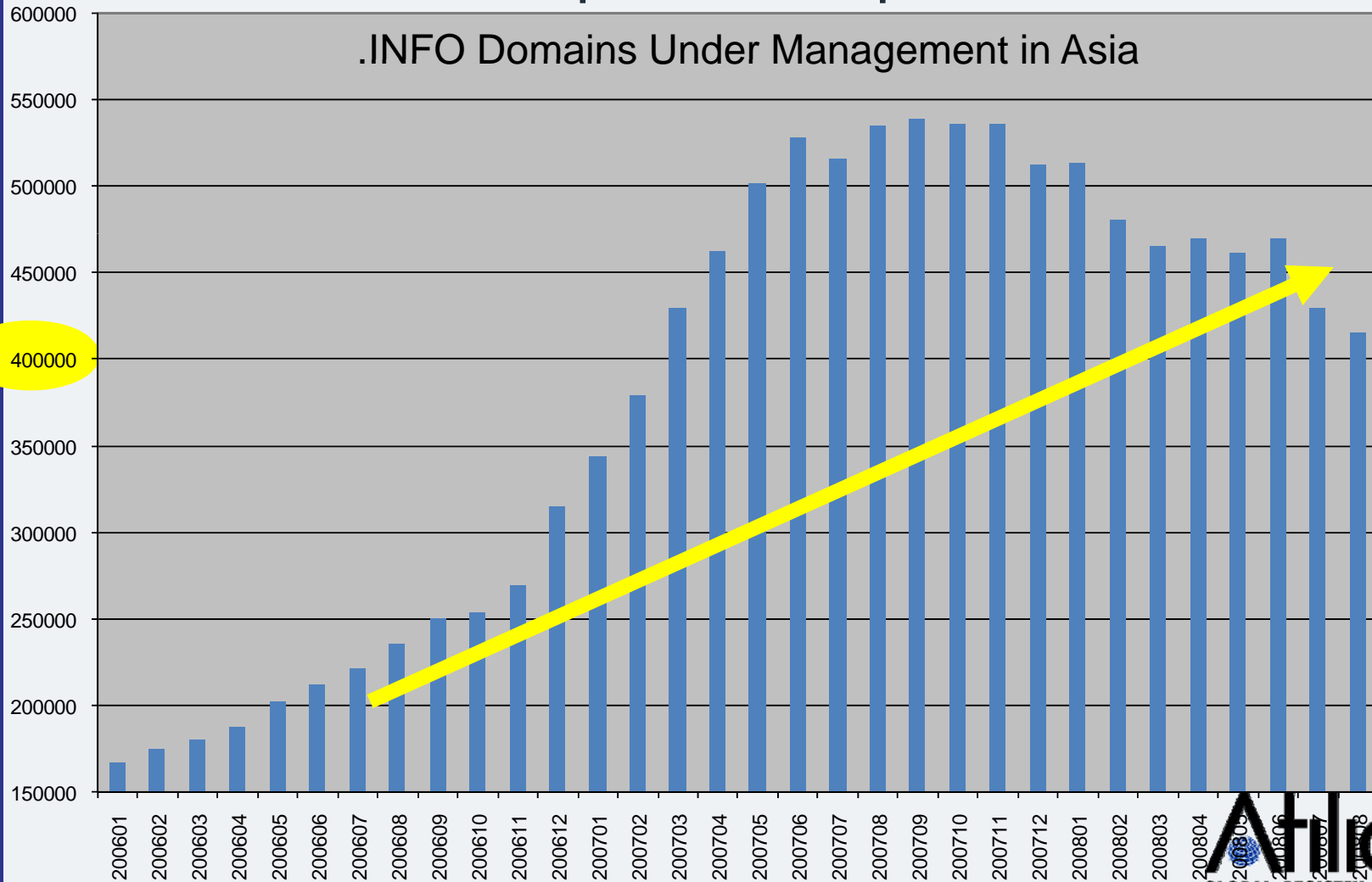
INFO Registrations by Region



Source: Registry records, Sept, 2008

INFO now over 400,000 in Asia

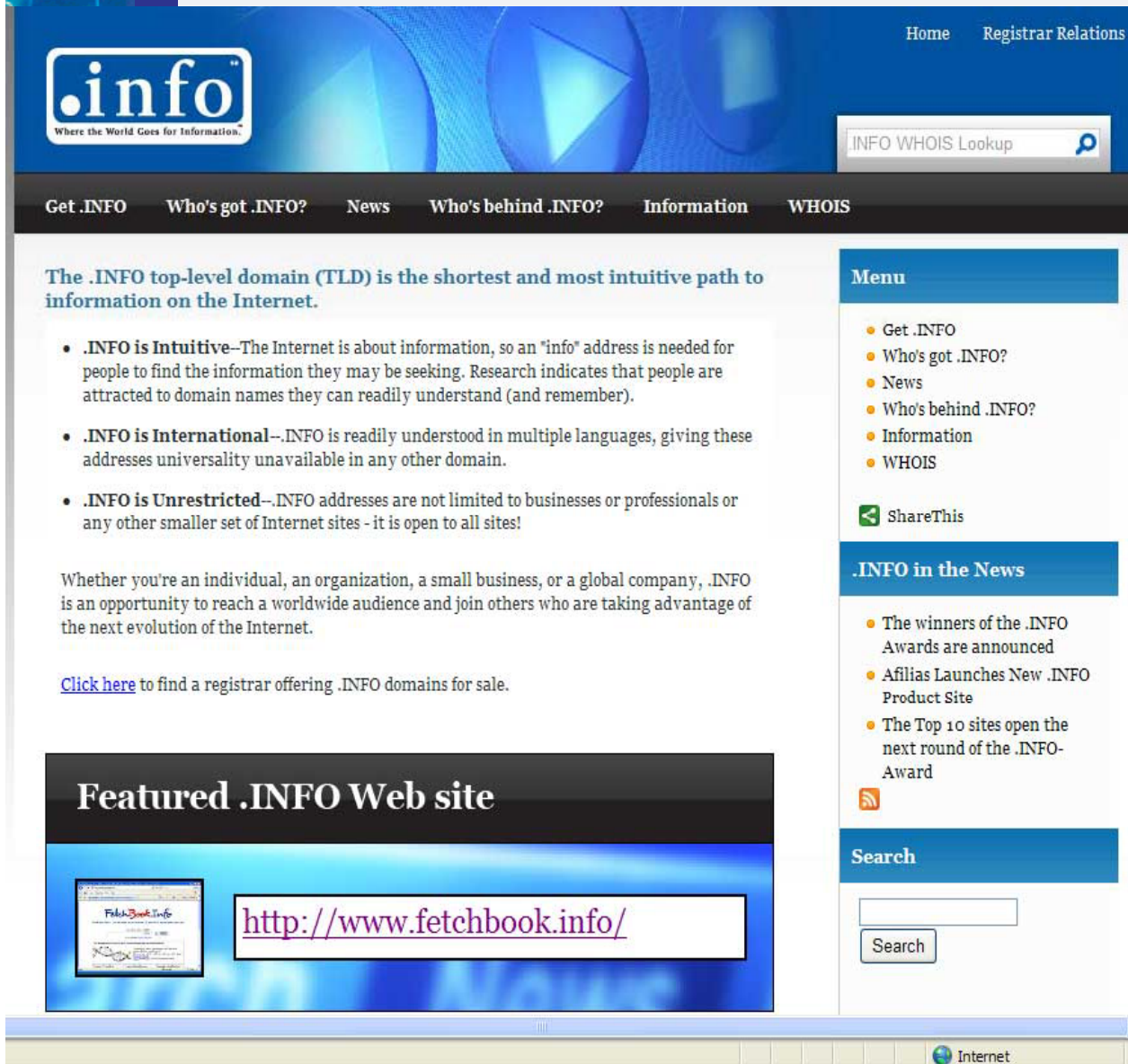
- Volume reflects promotion pattern



Record Aftermarket sales for .INFO

DOMAIN	SALES PRICE
travel.info	\$116,000
NewYork.info	\$70,000
NewYork.info	\$46,392
manucure.info	\$46,217
Free.info	\$42,000
chinese.info	\$37,111
credit.info	\$36,000
Casino.info	\$35,127
Christian.info	\$35,000
hotels .info	\$30,607

New .INFO product site



The screenshot shows the homepage of the .INFO product site. The header features the .info logo with the tagline "Where the World Goes for Information." and navigation links for Home and Registrar Relations. A search bar labeled "INFO WHOIS Lookup" is present. The main navigation menu includes Get .INFO, Who's got .INFO?, News, Who's behind .INFO?, Information, and WHOIS. The main content area highlights the .INFO top-level domain (TLD) as the shortest and most intuitive path to information on the Internet. It lists three key features: intuitive, international, and unrestricted. A featured section promotes the FetchBook website at <http://www.fetchbook.info/>. A sidebar on the right contains a menu with links to Get .INFO, Who's got .INFO?, News, Who's behind .INFO?, Information, and WHOIS, along with a ShareThis button and a section for ".INFO in the News" featuring three news items. A search bar is also located in the sidebar. The footer includes the Afilias logo and the text "GLOBAL REGISTRY SERVICES".

Home Registrar Relations

.info
Where the World Goes for Information.

INFO WHOIS Lookup

Get .INFO Who's got .INFO? News Who's behind .INFO? Information WHOIS


The .INFO top-level domain (TLD) is the shortest and most intuitive path to information on the Internet.

- **.INFO is Intuitive**—The Internet is about information, so an "info" address is needed for people to find the information they may be seeking. Research indicates that people are attracted to domain names they can readily understand (and remember).
- **.INFO is International**—.INFO is readily understood in multiple languages, giving these addresses universality unavailable in any other domain.
- **.INFO is Unrestricted**—.INFO addresses are not limited to businesses or professionals or any other smaller set of Internet sites - it is open to all sites!

Whether you're an individual, an organization, a small business, or a global company, .INFO is an opportunity to reach a worldwide audience and join others who are taking advantage of the next evolution of the Internet.

[Click here](#) to find a registrar offering .INFO domains for sale.

Featured .INFO Web site

 <http://www.fetchbook.info/>

Menu

- Get .INFO
- Who's got .INFO?
- News
- Who's behind .INFO?
- Information
- WHOIS

ShareThis

.INFO in the News

- The winners of the .INFO Awards are announced
- Afilias Launches New .INFO Product Site
- The Top 10 sites open the next round of the .INFO-Award

Search

Search

Internet

Afilias
GLOBAL REGISTRY SERVICES

Site features:

- News blog/ RSS
- Statistics blog/RSS
- Web 2.0 sharing features
- .INFO Great Sites Directory

Great sites

Gardentour.info

The Web site of the annual Brainbridge in Bloom Garden Tour on Brainbridge Island, Washington state.

Fetchbook.info

FetchBook.Info is a free service aimed to provide the best shopping tools for book buyers.

Peaceablekingdom.info

Peaceable Kingdom is a nonprofit organization that provides care and shelter to animals that are lost, injured or abandoned.

Confidential

The image shows three screenshots of websites. The top screenshot is for 'THE 20TH ANNUAL BRAINBRIDGE IN BLOOM JULY 11-13, 2008', featuring a large image of colorful flowers. The middle screenshot is for 'FetchBook.Info', a search engine for books, with a search bar and a section titled 'The Book Genome Project - Your Personalized Book Recommendations'. The bottom screenshot is for 'PEACEABLE KINGDOM', a nonprofit organization, with a logo featuring a hand, a heart, and a paw, and a photo of a dog.

More great sites...

MissEngland.info

Miss England title is owned by the Miss World organisation.

OperaWiki.info

Collect a range of information relating to tips, customization, and technical details of the latest version of the Opera browser.

InsideIDTheft.info

InsideIDTheft.info is updated throughout the day to keep you informed about the latest identity theft trends and threats.

Confidential



