

.au direct: one year on

.au direct webinar
21 February 2023

.au Domain
Administration Ltd



What is .au direct?

- Launched 24 March 2022
- Greater choice of names in .au:
 - Shorter, more memorable names
 - Names that are easier to type and display on mobile devices (such as auDA.au)
 - Keeping pace with community expectations and technology



Awareness raising of .au direct

Campaign: Feb–Nov 2022

TV

- 5.5m contacts
- 1.918m audience

Outdoor

- 52m contacts
- 6.7m audience

Radio

- 84.7m contacts
- 4.7m audience

Digital

- 113m impressions



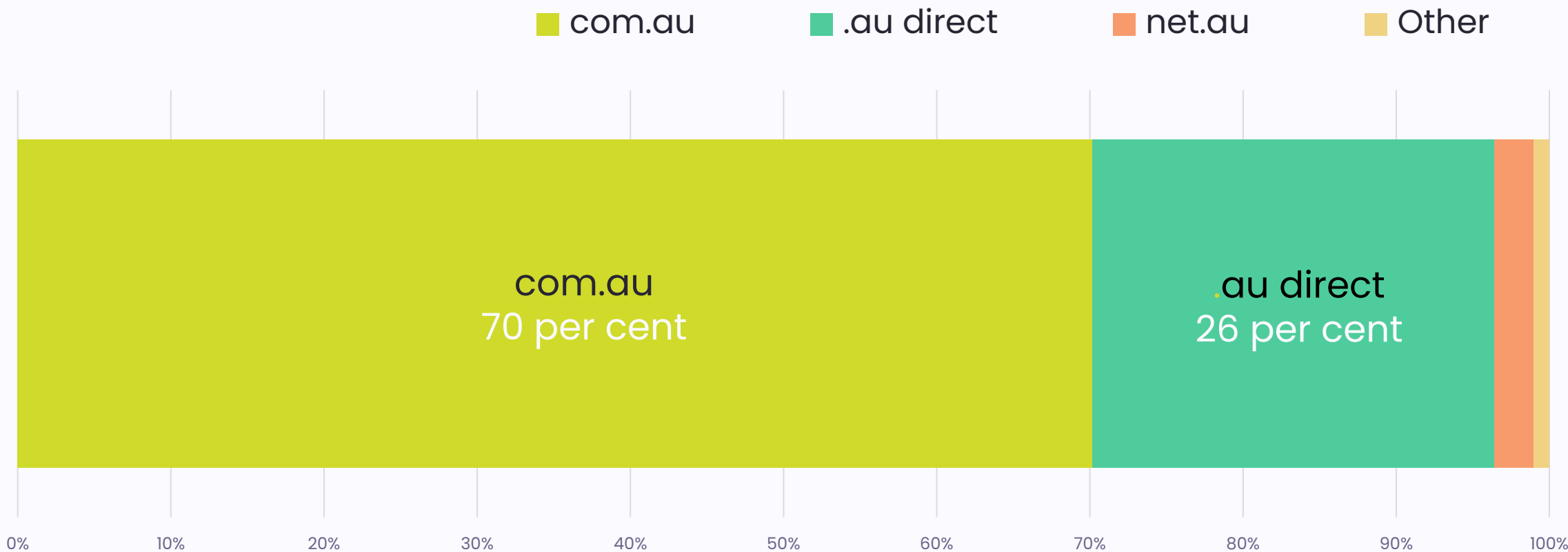
Growth of the .au domain

- Strong growth continues in .au
 - Nearly 4.2 million .au domain names
- .au is now the **seventh largest** country code Top-Level Domain (ccTLD) and sits just outside the top ten TLDs
- 30,200 queries per second to the .au domain name system (DNS)



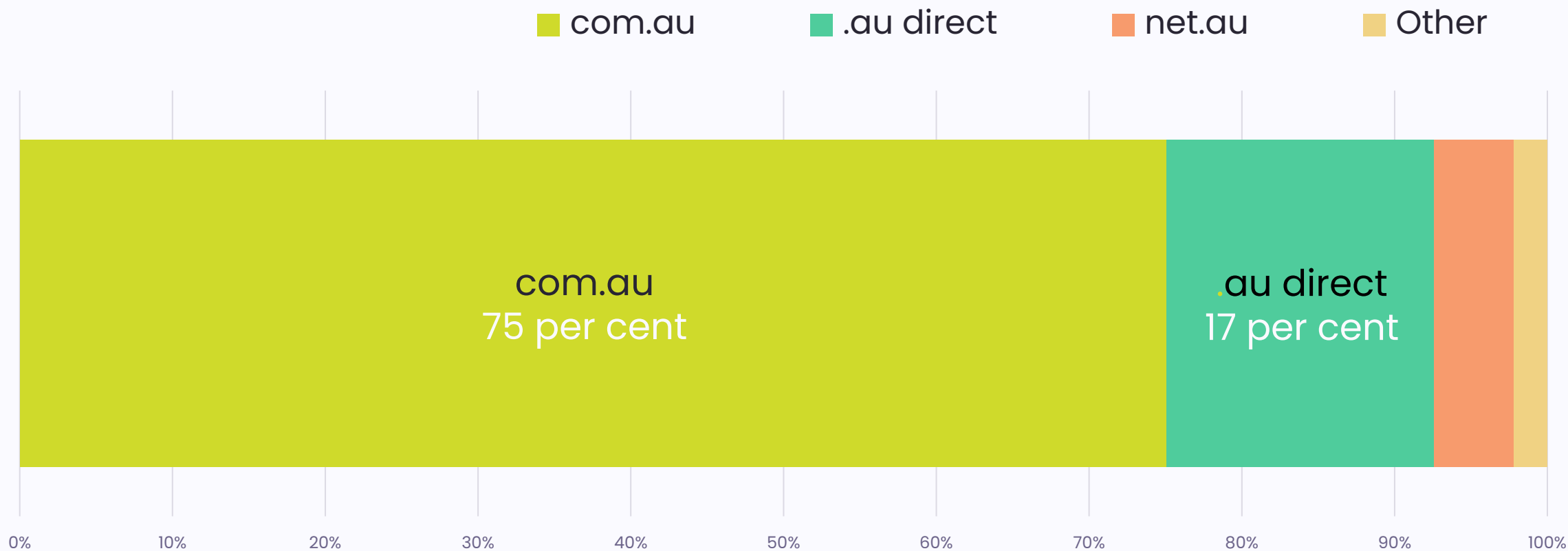
Source: Verisign, THE DOMAIN NAME INDUSTRY BRIEF

New registrations – from Nov 22 to Jan 23



From 1 November 2022 to 31 January 2023

Total namespace size



As at 31 January 2023

One year from launch: Percentage of direct registrations



17 per cent – launched March
2022



3.3 per cent – launched 2014

Source: Nominet – .UK Register Statistics 2015



16 per cent – launched 2014

*Source: NZ Domain Name Commission – Monthly .nz Statistics –
Domain Names by 2LD September 2015*

How it looks today: Percentage of direct registrations



17 per cent – launched March
2022



12 per cent – launched 2014

Source: Nominet – .UK Register Statistics 2023



20 per cent – launched 2014

Source: InternetNZ Annual Report 2021-22

.au direct registrations

- More than 720,000 registrations
- Analysis from October 2022 data (137,000 registrations) showed:
 - 58 per cent – companies
 - 16 per cent – sole traders
 - 12 per cent – incorporated associations
 - 7 per cent – citizens
 - 7 per cent – other



What's being registered?

- 43,741 .au direct names are dictionary words compared to 52,644 com.au names
- In context:
 - A person needs about 8,000 to 9,000 word vocabulary to read books and newspapers
 - A native English speaker will have around 20,000 to 35,000 word vocabulary



Priority Allocation – contentions

- Priority Allocation: six month period following launch (24 March – 20 September 2022 UTC time)
- Most applicants were successful and received their .au direct names
- 6,223 names still in contention as of end of Jan 2023
 - More than 457,000 contentions resolved through Priority Allocation



Contentions

- 13,832 applications for 6,223 contended names
- Top domains are generic terms, e.g:
 - Transport.au
 - Skills.au
 - Business.au
- Contentions renew on 20 September 2023
 - Applicants need to remain eligible



Renewals

- Renewal date is determined by:
 - Length of licence
 - Date of registration
- Names allocated through Priority Allocation have a one-year licence
- Domains can be renewed 90 days before expiry
- Registrars will contact you directly about renewals



Questions?

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Resources

- Visit auDA.org.au/audirect for:
 - Fact sheets
 - Blogs
 - Tools
- Contact an auDA accredited registrar (auDA.org.au/registrars)



.au membership

- Access exclusive events, briefings and resources
- Updates on innovations in .au
- Join for free at auda.org.au/join
- Contact - membership@auda.org.au



Upcoming .au member events

- **22 February** – auDA and Launch Y(E)P networking event – Ipswich
- **22 February** – Brisbane .au member networking event
- **23 February** – Gold Coast .au member event: Leveraging Technology to Fuel Small Business Growth

