

Zone Transfer Policy Review - Proposed New Policy Submission

From: Domainz Limited
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In response to the Zone Transfer Policy, please accept this submission from Domainz Limited as a general perception of how the .nz zone file would be used to provide further service to industries both locally in New Zealand and around the World.

(1) Name generation

Consumers often have difficulty choosing a domain name. Many gTLD and other ccTLD Registrars use various algorithms to generate possible domains names. Each of these possible domain names is checked against a local copy of the zone file for each domain name space to check availability. Before registration, a final check is made by a query to the registry. Melbourne IT for example, has access to the com, net, org, biz, info, and us zone files for this purpose. The use of a locally cached copy of the zone file, ensures that many checks can be done without placing a load on either the registry or the DNS name server infrastructure.

(2) Brand protection tools

Companies that have strong brands often want to monitor activity around domain names that incorporate their brand in some way. Melbourne IT provides services to corporate clients that monitor keywords across several zones. For example one might wish to monitor the keyword "internetnz", such a service would generate a report advising that the name "internetnz-are-great.com" has been registered, or removed from a zone file. The tool works by doing wildcard searches of a zone file. Domainz wishes to offer this service to the local New Zealand market and follow a similar practice.

It is also a tool that allows companies to monitor industry activity. For example a monitor on the keyword "books" might keep people abreast of new websites that relate to selling and reading books. The tool can be restricted to ensure that a minimum number of characters must be used to find a match (i.e. monitoring the keyword "a" would not be allowed).

(3) Zone file access agreements

If the zone file is made available for use in the tools above, it would be appropriate to have an agreement that the zone file may not be used for running automated searches against WHOIS (ie using the contents of the zone file as a key to search the WHOIS) to generate lists of potential customers. In other

words, the zone file may not be used to generate lists of customers for marketing purposes.

(4) Public access to market information

Instead of relying on the zone file for information on the market, it would be more efficient for the registry to provide each registrar with a customised monthly report showing for that registrar, their statistics for registrations, renewals, transfers, and cancellation along with their market position for each category. E.g. a registrar could be told they are the number one registrar for new names, but the number 2 registrar for renewals. This information assists a registrar to identify their weaknesses and improve the efficiency of their operations. Ultimately having all registrars striving to improve their market position provides benefits to consumers through better service.