

## Table of contents

- ccTLDs Rules and Regulation update
  - Privacy and Security
  - Registering & Tips ccTLDs
  - ccTLDs in the news
  - .ASIA Highlight
  - Measuring success
  - Recent news at Instra
  - Events and Promotions
- 

### ccTLDs Rules and Regulation update

- Most ccTLDs require a local presence. In order to complete the registration, you must be a resident of the sponsoring country.
- ICANN requires annual registration with a maximum of 10 years.
  - Some ccTLDs registries require a minimum of two years and
  - Others limit maximum registration to less than 10.
- If a domain expires, the domain's registry may charge a fee. Each registry has its own rules on assessment of fees, as well as their own associated fees.

Staying up to date with the rules and regulations is important. Because each country and culture vary, knowing beforehand can save you time and simplify the process. It's easier than you think.

### Privacy and Security

Online privacy and security is always at the forefront when it comes to registering a domain name. But what about registering in another country? It is important to know who is providing the security for you and your business.

Many ccTLDs require that the contact information for the domain's local presence be published. Privacy and protection services, which shield your personal contact information on the public WHOIS databases, are not available for ccTLDs requiring published information.

Don't let these differences deter you – ccTLDs provide the best option of an online presence. **Just know the Facts:** research rules and regulations related to your ccTLD.

## Registering a ccTLDs

You can register just about any ccTLD with Instra. We have been providing customers with the power to break into the international scene. Taking businesses to a whole new level success discover how you can benefit by providing your services or products to individuals all over. Move mountains and see what going global can do for small business.

Learn more at:

<http://www.instra.com/en/domain-names/FAQs>

### *Tips for registering ccTLDs*

- ccTLDs domain registration is bound to that respective country's terms and conditions, so be sure you know the facts.
- Policy may dictate what type of content may be displayed on the site.
- Determine if the rules and regulations have restrictions for your products or services.

## ccTLDs in the News

With the recent news of IANA rejecting bids from ICANN many of us are wondering how this can impact ccTLDs.

- ➔ **ccTLD Operators are decided by the local Internet community**
- ➔ **IANA performs due diligence to ensure the community's opinion is represented in its changes. Also performs baseline technical checks.**
- ➔ **IANA performs due diligence.**

Rest assured the news surrounding the events will not impact ccTLDs or new registrants. Customers can still register their country domains and gain international success. Be sure to read up on the country's regulations and policies when it comes acquiring the domain name of your choice.

[Read more about ccTLDs and IANA](#)

## ccTLDs Highlight: **.ASIA**

The **.asia** domain name presents a great opportunity for local and international companies wanting to represent their business in Asia. Allow business to grow with the flexibility of going international with a click of a mouse.

Whether you're a local business, expanding a business to the Asian market, get the tools you need to make your online presence a credible source for products and services. To learn more about registering your domain visit [www.instra.com](http://www.instra.com).

## Measuring Success

Determining the success of a domain or insight into the country's economic growth as it relates to technology and increasing its capital, you think of the online businesses. What country isn't embarking on the cyber-market with a chance to reach customers at home or all over the globe?

Believe or not there are many country extensions that have yet to see the full effect of what the web can do in terms of popularity and growth. For instance **.CV** (Cape Verde) has less than 60 registrants with an online presence.

*There are also over 30 ccTLDs that have been issued, but are still not in use; including:*

**.GY** Guyana

**.HT** Haiti

**.IQ** Iraq

## Timing is Everything

*Your opportunity awaits! Discover when and where your business could find its niche by discovering international opportunities. While country and culture differ around the world, there is always a way to bring economic growth to the people.*

## Recent news at Instra

Instra is proud to offer .CO registration to its customer directly. Powered by association with the words “COmpany,” “COrporation” and “COmmerce” – the .CO domain is your chance to get the domain name you really want!

See it as an opportunity to turn your business up a notch. Corporations around the world are taking advantage of the .CO – now is your chance to get your business thriving with your very own unique name.

To learn more visit:

[www.instra.com](http://www.instra.com)

## Instra Events

*Example News*

**April 26, 2012** – Webinar “ccTLDs, getting up to speed”

**May 6, 2012** – Online Discussion “Small Businesses going Global”

**May10, 2012** – “Meet: Sam Frida” Our Director of Strategic Partnerships shares her insider knowledge with the people and explains why Instra's success derives from its customers satisfaction.

[www.instra.com/events](http://www.instra.com/events)

## Promotions

- ▶ **.ASIA** secures your .Asia domains with a 50% plus discounted price!  
**ASIA2012** promo code
- ▶ **.ME** Pay only USD 15.00 for per year registration for your new .ME domain by applying the following promo code: **MEFX30**.
- ▶ **.PRO** Let's make sure you start 2012 professionally for just USD 4.99