

New marketing possibilities for ccTLDs with the mobile Web

2nd International conference for ccTLD registries and
registrars of CIS, Central and Eastern Europe
Bled, October 7 2009

Francesco Cetraro
Manager of Business Development & Sales



Who is dotMobi?

- .mobi is an ICANN-approved sponsored TLD
- Launched in 2006, 850k active domains today
- HQ in Dublin, offices in the US and China
- Active participant in W3C and promoter of open standards for mobile Web development

What do we do

Mobile Web
Content Services...

...to develop and deliver
better content
inexpensively

...to help mobile content
to be found by users

Investors



- Russia
 - 13.33 Computers per 100 inhab. (2006)
 - 132.61 mobile cellular subscriptions per 100 inhab.
 - 4th highest mobile Web usage penetration worldwide after US, UK and Italy according to Nielsen
- Slovenia
 - 42.68 Computers per 100 inhab. (2007)
 - 101.97 Mobile cellular subscriptions per 100 inhab.
- Bulgaria
 - 8.91 Computers per 100 inhab. (2007)
 - 140.05 Mobile cellular subscriptions per 100 inhab.
- Czech Republic
 - 27.47 Computers per 100 inhab. (2005)
 - 133.54 Mobile cellular subscriptions per 100 inhab.




Mobile is blurring the line between the physical world and the digital world

- Always on
- Always connected
- Ubiquitous

For billions of people worldwide the mobile phone is THE gateway to Internet:

- Developing world
- New generations





Bored NOW
In a hurry NOW
Repeatedly NOW

mobile is about here and now

dotMobi™

Some of the big brands already on the mobile Web



New technologies create new opportunities, but not all that glisters is gold...

Content Owners

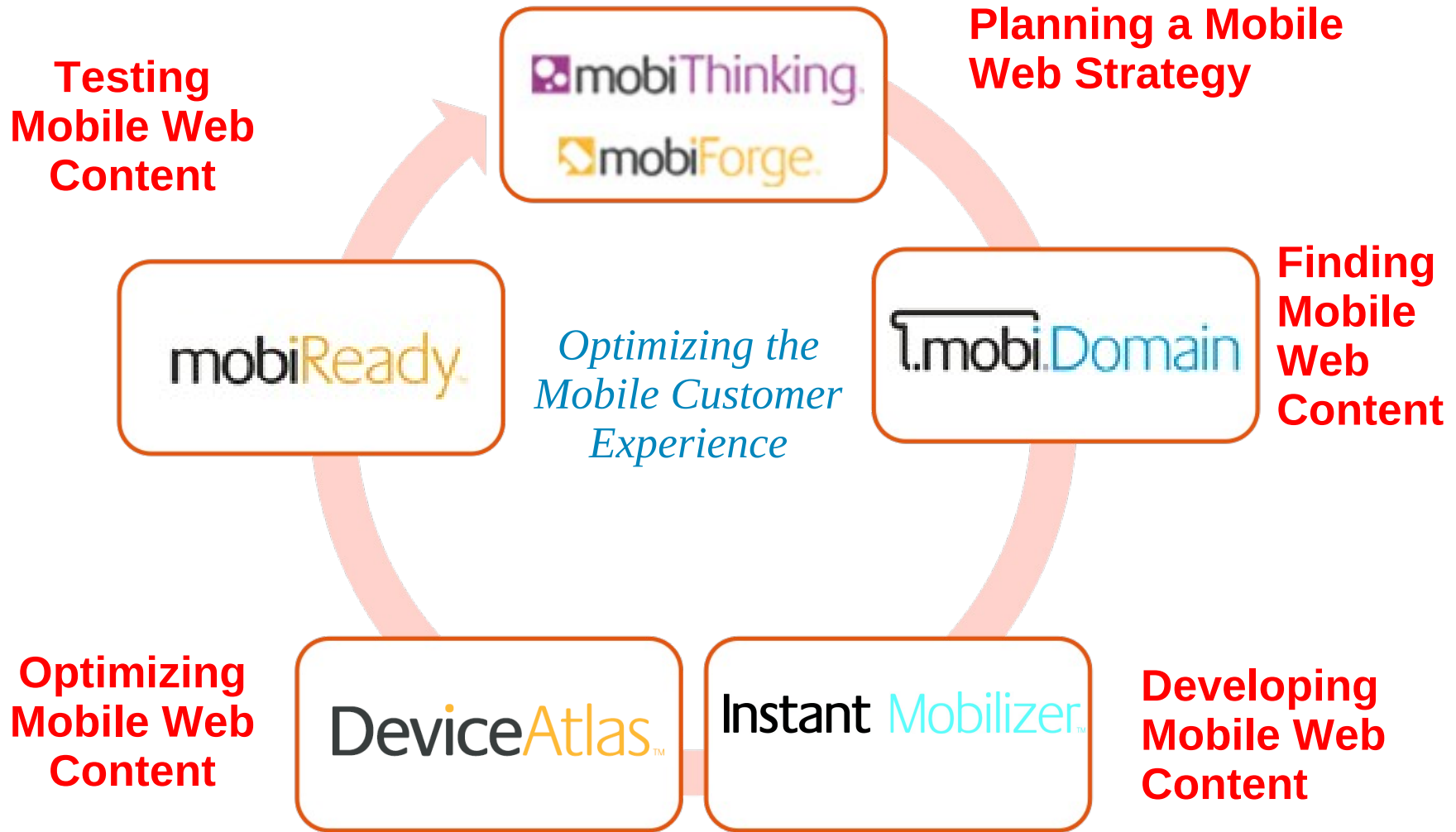
- Limited resources
- Lack of expertise
- Relevance
- Customer focus
- A complex development environment
- Web Vs Apps



End Users

- Accessibility
- Cost
- Relevance
- Security

So to fulfil its mission, dotMobi had to go beyond just being a domain name...



- ccTLDs are a preferred gateway to local content
- ccTLD Registries have successfully promoted accessibility, best practices and security in their communities in the past...
- ... Your Registrants and users are already there, shouldn't you be there too?



Opportunities for you and your community

- Use the mobile Web as a channel for growth
- Foster new services and business models that build around the solid foundation of your TLD
- **Put your TLD at the center of innovation**

- Go where your customers go, and show them the way!
- Transform a challenge into an opportunity: **be a driver of innovation!**
 - Help content owners to make their mobile content easy to find
 - Support best practices and accessibility
 - Put the need of consumers in the center
 - Create a new channel for growth to your TLD and your Registrars



Any questions 

Francesco Cetraro
Manager of Business Development & Sales
dotMobi

fcetraro@mtld.mobi

<http://mtld.mobi>

Twitter: findub