EPP.UA:
ZERO TO 69%
IN 8 MONTHS*

*PLUS 16 MONTHS FOR POLICY WORK

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Background: UA ccTLD

- Operated since 1992 with "no-fee" system

- Paid registrations since 2001 (Hostmaster Ltd)

- Multiple (60) second-level public domains

- Some "free" subdomains (squatting issues)

- Custom system (UANIC contacts, email/web/RRP)

- Too much legacy!

First attempt: 2009

- Some registrars (bigger ones) complained

- Decided to modernize registration system

- Implemented test EPP server in 2009

- Invited registrars

- *Nobody came...*

- What to do?

Start small: IDN

- Proposed IDN registrations in com.ua (July 2010)

- Solicited input - face-to-face meetings (3 months)

- Registrars proposed sunrise/landrush process

- Implemented in October-November 2010

- Success - IDN registrations in com.ua (3%)

- What next?

Second attempt: 2011

- Approached stakeholders in May 2011

- face-to-face meetings (6 months)

- wrote preliminary policy documents

- Implemented in November 2011 (under pl.ua)

- 29 registrars signed up

- What next?

Full speed: 2012

- 50% growth after EPP implementation in pl.ua

- Proposed to convert all "free" domains to EPP

- Changed pricing model at the same time

- mailing list, webinars, face-to-face meetings...

- Live EPP in September 2012 (44 registrars)

- What next?

Where are we now

- public domains conversion goes on (69% in EPP)

- 114 registrars signed new agreement (out of 175)

- allowed web-only registrars (EPP proxy)

- 700+ hundred domain names in all of .UA

- What next?

Policy specifics

- Passive registry (do what registrars tell you)

- With registrar power comes responsibility

- registrants update contacts with registrars

- transfers are easy (with auto-renewal)

- dead registrars' domains are "adopted" until expire

EPP Benefits

- Registrant data privacy (answer to local regulations)

- IPv6 support

- IDN support (table registered with IANA)

- possible to have domain without NS (reservation)

- domains are automatically renewed (30-day grace)
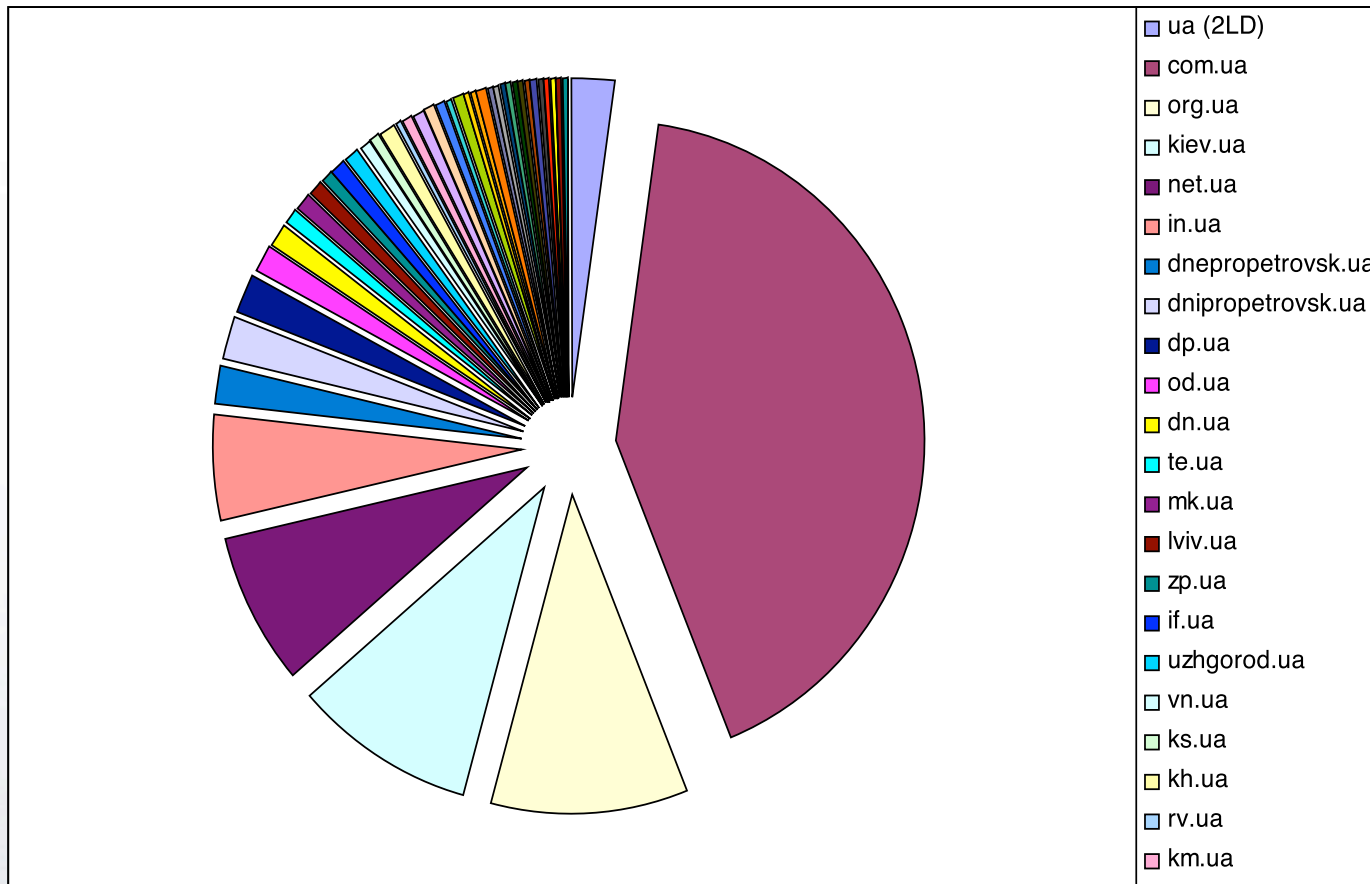
- RESTORE operation after domain deletion

Goals for 2013+

- 100% EPP conversion by end of 2013

- implement DNSSEC with EPP

- retire UANIC contact database and RRP system

- UAdom 3 meeting - December 2013

- a million domains... someday

Some statistics

Questions?

epp.hostmaster.ua

hostmaster.ua/policy/2ld.ua

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