

# Value Proposition for .name

## **.name Business Case**

The guide below outlines the market potential for .name and will help you educate your end users of the benefits of the newly introduced .name top level domain. This information may be helpful in crafting marketing messages to your customers.

## **.name Positioning Statement**

Names are essential to the fabric of people's lives. They are part of the way that people think about themselves, and how other people know and communicate with them. As .name develops into the global standard for personal communication on the web, people's .names will be central to their life online too.

**WHY** are personal domains and e-mail addresses in such high demand?

- none of today's generic top-level domains (gTLDs) are specifically for individuals
- the world's most popular names are already registered in existing gTLDs

**HOW** can .name satisfy this pent-up demand?

A single .name address can be sold to thousands and even millions of people with the same last name because registrations are on the third level.

<b>John.Smith.name</b>	<b>John@Smith.name</b>
<b>Smith.John.name</b>	<b>Smith@John.name</b>
<b>J.Smith.name</b>	<b>J@Smith.name</b>

**WHAT** makes a .name address so unique?

People have long waited for a personal name space where they can freely and knowingly communicate with other individuals.

**WHO** is likely to want a .name address?

Individuals who want to be recognized in the digital world using their own names ... not someone else's, and especially not in a commercial context, such as .com. A .name address satisfies the need for a ubiquitous and unambiguous digital identity and will be the foundation for future services provided by Global Name Registry.

## **Reseller Customer Positioning**

- .name gives you a massive potential market
- The only gTLD for individuals – a truly new marketplace
- Dual registrations give you a double revenue stream
- A .name customer will be yours for life
- With true product diversity .name offers your company growth now and for the future
- Offer added value email services with little effort
- Extensive up-sell opportunities for other internet products and services

## **Summary**

Currently, millions of people are effectively blocked from using their names as identifiers on the Internet, because most common last names are already registered on the existing gTLDs. The .name gTLD creates a significant revenue opportunity in the consumer marketplace by opening up new web real estate specifically for individuals.

The goal of .name is to create a digital identity for every person in the online world. Helping your customers get their own .name is the first step in helping them establish their digital identity.

Network Solutions can maximize your chances of obtaining the Web extension of your choice through our solid infrastructure and years of expertise. .name is the world's first and only global top-level domain (gTLD) exclusively for people and personal names. This is personal, help your customers claim their .name!