

AusRegistry

Proposal for a new 2LD



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Document Purpose

auDA has issued an invite for proposals for the creation of new 2LDs in the .au domain space. AusRegistry in response has prepared this document that details a proposed new 2LD which is blog.au.

Intended Audience

- AusRegistry P/L
- .au Domain Administration Ltd (auDA)
- General Public

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1. Proposal for blog.au

1.1. The name of the 2LD

The name of the new 2LD is blog.au

1.2. The Purpose of blog.au

The purpose of blog.au is to provide a specific 2LD that Registrants could use for when they wanted to establish a website for blogging purposes.

The blog.au 2LD would be a less restrictive 2LD to id.au as it would allow eligible persons to register domains using any name considered appropriate (eg. football.blog.au) as well as their personal names. By allowing Registrants greater scope when naming their domain, it is believed blog.au will be considerably more successful than the id.au 2LD as it clearly defines the purpose for the 2LD.

In addition, the blog.au 2LD would also make locating specific blog websites easier for interested parties and by making the domain name more descriptive, users are more aware of the purpose of the website they are looking for.

1.3. The Intended Users of blog.au

AusRegistry proposes that the intended users of blog.au be eligible persons (as defined below) wanting to establish a blog about a specific topic.

1.4. Proposed Eligibility Criteria and Allocation Rules for blog.au

1.4.1. Who is not eligible

- All non Australians

1.4.2. Who is eligible

All Australians, i.e.

- Any commercial organisation with an ABN and who therefore qualifies for com.au or net.au.
- Any not for profit or charity based organisations who would qualify for a org.au
- Any association or club that qualifies for asn.au
- Any government entity eligible for a gov.au name
- Any educational institution eligible for an edu.au name
- An Australian citizen or resident eligible for an id.au name

who wish to establish a blog about a specific topic would be eligible for blog.au.

Example: www.adriankinderis.blog.au

An Australian resident who is passionate about climate change wants to start a blog on climate change. He registers this as an individual and generates interesting debate on his blog website. Others who are interested in the topic

and wish to either read or participate in his blog are now more easily able to find his website because of the added clarity the “blog.au” domain provides these interested persons.

1.5. Selection Criteria

At present in the .au domain space, Registrants currently have specific blog focussed websites registered within the other 2LD .au zones (eg. com.au, net.au, etc.). By adding blog.au as another 2LD zone, Registrants and related users are able to more quickly locate specific websites and know the nature of the website they are looking for.