

Building and Managing the Palestinian Internet Address Book

PNINA Quarterly e-Newsletter (summer 2004)

Why use .ps instead of ALL others

- Be the First
- Promote Palestine
- Stand Out from the Crowd
- Protect your brand online

1 Be the first. As a new ccTLD .ps offers vast and exciting opportunities for claiming valuable on-line real estate with key words that can identify your business in a unique and memorable way. **2 Promote Palestine.** Whether you reside in, or are linked to Palestine, .ps advertises your connection. Your country code Top Level Domain (ccTLD) .ps communicates the Palestinian identity. **3 Stand out from the crowd:** Other Top Level Domains (TLDs) like .com has no geography associated with it. Move away from anonymity and sameness when you register a .ps address. **4 Protect your brand online** Your domain name is your **trademark for the computer age** and as such it must be safeguarded.



.PS Name
Your **First Step** to build Your **presence** on the Internet

A Practical Manual

The **5 Do's**:

- 1 Simplicity
- 2 Long Live Palestine
- 3 Make Sense
- 4 Avoid Surprises
- 5 Email is Forever

While you're thinking about domain names, here are some tips for choosing a good one...

- **Simplicity:** Choose simple names for your domains that are memorable, marketable and meaningful. The shorter your URL is, the easier it will be for someone to type it in.
- **Long Live Palestine:** If you have trouble deciding which extension to choose for your domain, begin by using .ps. It's becoming the most popular domain extensions for Palestinians inside and outside Palestine.
- **Make sure it makes sense for you or your business:** Your .PS domain name for your own Personal, and Palestinian Site will be memorable. The name of your choice.
- **Avoid Unpleasant Surprises:** Register your company or your product name in all possible extensions. Losing a domain is a very unpleasant surprise, so be careful – Web thieves and domain hunters abound!
- **Email Address is Forever:** Choose your email address associated to your name and domain. It will remain active even if you change your ISP or CR or hosting provider.



Your **.ps Internet Address** is the **thing** to have and **PNINA** is the **place** to get it.

Facts and Figures



Sources: Data provided by ZookNIC April 2004; VeriSign March 2004; Cyveillance March 2004

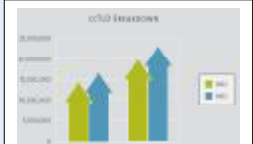
The domain name market continues to show a strong rate of new registrations and an increasing base of domain names through the first quarter of 2004. With 5% growth in the Q1 2004 (over the fourth quarter 2003) and 21% over Q1 2003, the aggregate number of domain name registrations reached a peak of 63 million domain names. Com is the number 1 Top Level Domain (TLD) in terms of total registrations, with .de and .uk holding at the number 2 and 3 spots as of March 2004. New registrations, renewal rates and the quantity of the domain name base set records in Q1 2004. The outlook for continued expansion remains positive.



Total Domain Name Registration

ccTLD Breakdown

The vast majority of registrations across all ccTLDs are attributable to a handful of ccTLDs. Out of more than 240 ccTLDs, the top ten account for 71% of all ccTLD registrations. The strengths of these specific ccTLDs are low price, nontraditional merchandizing, and the number of local Internet users. Factors that limit the potential for other ccTLDs include restrictive registration processes and price. Some of the more restrictive ccTLD operators require potential registrants to have a local presence or will only permit domain names that exactly match a registrant's registered trademark.



ccTLD Breakdown

.PS Target Markets



Local Palestinians
Ext. Palestinians
Arab World
Internationals

Individuals:
You want a simple domain name.
You want a valuable domain name.
You want to promote Palestine.

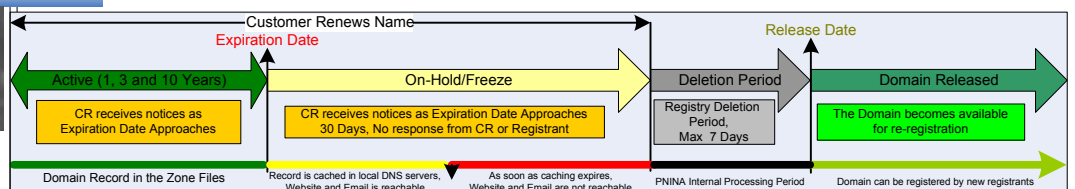
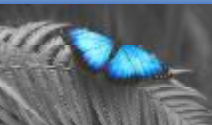


Small Businesses:
You want to take your brand and online presence to the next level.
You want to stand out from your competitors.
You want to promote Palestine.
You know a great, generic name can mean more traffic to your site.



Enterprises:
You want to protect your brand.
Your name means a valuable asset for you.
You have an interactive product that needs a separate identity.

Domain Cycle



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