

International domain industry meeting

Key-Systems at ICANN meeting in Brussels

Press Release

June 23, 2010

On the current meeting of the Internet Corporation of Assigned Names and Numbers (ICANN) in Brussels, representatives of the domain registrar Key-Systems actively join the debates on the current issues of the Internet business. Among these issues are especially the implementation of internationalized top-level domains (TLDs) and the introduction of new generic TLDs. Furthermore, leading representatives of Thomsen Trampedach, an Internet consulting firm, of which Key-Systems is a share holder, are present in Brussels.

Zweibrücken, 10-06-23. Via the corporate domain portal BrandShelter.com, Key-Systems offers companies the support in applying for an own new gTLD. Thomsen Trampedach provides its consulting services for this purpose. "Especially developments concerning the introduction of new gTLDs are of interest to us during the conference", emphasizes Alexander Siffrin, Key-Systems CEO. Thus, representatives of the registrar and the consultant agency Thomsen Trampedach get involved with the ICANN working groups dealing with the topic new gTLDs. Another reason for Key-Systems' engagement is its membership in the organizations "dotSaarland e.V" and "puntoMadrid", which support the introduction of the domain extensions .SAARLAND respectively .Madrid.

At the end of May, ICANN published a fourth version of the Applicant Guidebook for new generic

TLDs. The new version of the handbook includes several innovations, among them are the following: The compliance with trademark principles and processes was clarified. Furthermore, the changed regulations for geographic TLDs now explicitly prohibit that the names of countries and territories may be registered as a TLD. Central points of the registry contract, which future registries will have to sign with ICANN, were changed. “The fourth Applicant Guidebook is a central topic during the ICANN Meeting“, says Key-Systems COO Thorsten Smeets. “We expect that the changes in the handbook will be discussed intensively.”

Another ICANN issue is the introduction of internationalized TLDs. At the end of April, the ICANN board approved the first IDN ccTLD delegation requests for the countries Egypt, the Russian Federation, Saudi Arabia and the United Arab Emirates. The Russian registry is already accepting pre-registrations of brand owners for domains ending with the IDN TLD PΦ (meaning Russian Federation) in the so called “Sunrise period”. So far, ICANN has received 31 requests for IDN ccTLDs, representing 19 languages.

Key-Systems currently administers more than 2,6 million internet addresses for more than 70,000 end customers and 1,700 resellers via its three domain portals RRPproxy.net, BrandShelter.com and domaindiscount24.com. According to domain information portals such as registrarstats.com it is one of the 15 largest ICANN registrars worldwide and number two in Europe. The company with 50 employees has direct access to the registries of more than 200 country-code domain extensions such as the German .DE and generic extensions such as .COM.



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About Key-Systems

Key-Systems GmbH located in Zweibrücken, Germany, was founded by Alexander Siffrin in 1998. The company has grown from an academic sideline to a successful international ICANN accredited registrar for internet addresses. Areas such as a fully automated reseller-system and web hosting completed the success story. Today with more than 2.6 million domains under its management, the company has reached a leading market position, selling domain names, web hosting and DNS services to customers all over the world. The latest product BrandShelter.com offers companies and institutions special services related to domain administration including services to get their own top-level domain (TLD) as this opportunity unfolds in the near future. Key-Systems is operating subsidiaries in the USA and Mexico.