

The domain market

Are the rules of the game changing?

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Nordic Domain days 20. November 2017

NORID RUNS THE REGISTRY FOR
NORWEGIAN DOMAIN NAMES



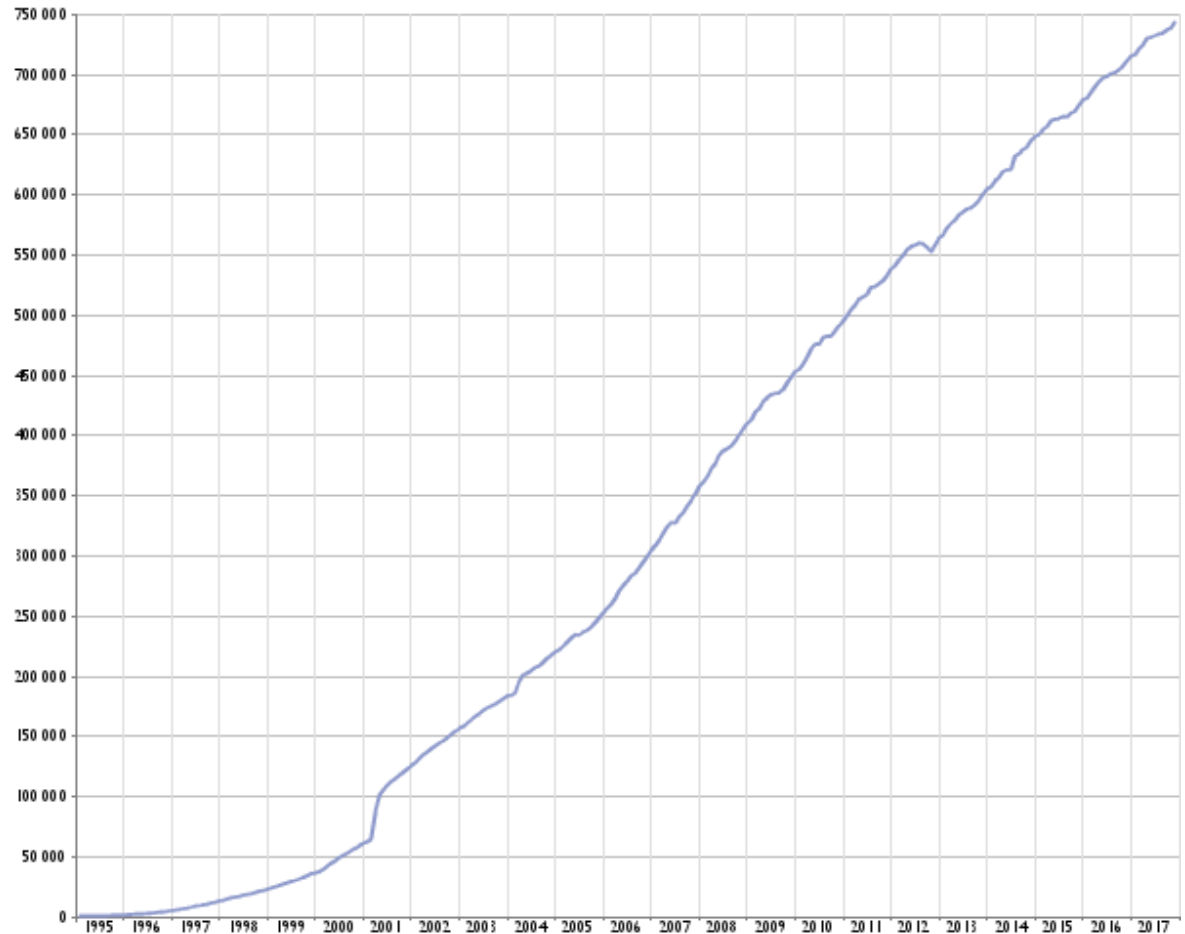
Increased competition



> From 280 to 1750 TLDs...

But few of them are present in Norway

- > .com still largest competitor
- > First signs of general slowdown in growth?
- > Growth in .no



Growing influence of the giants

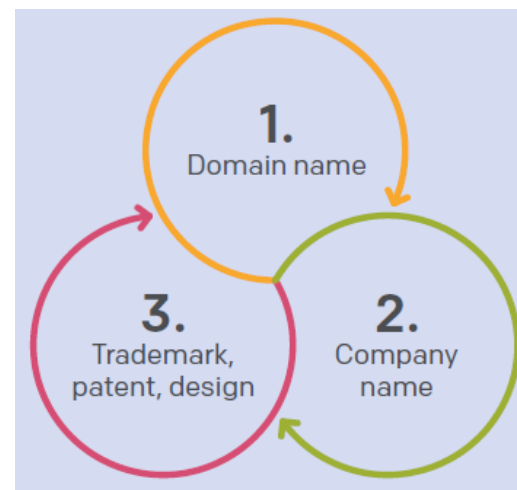
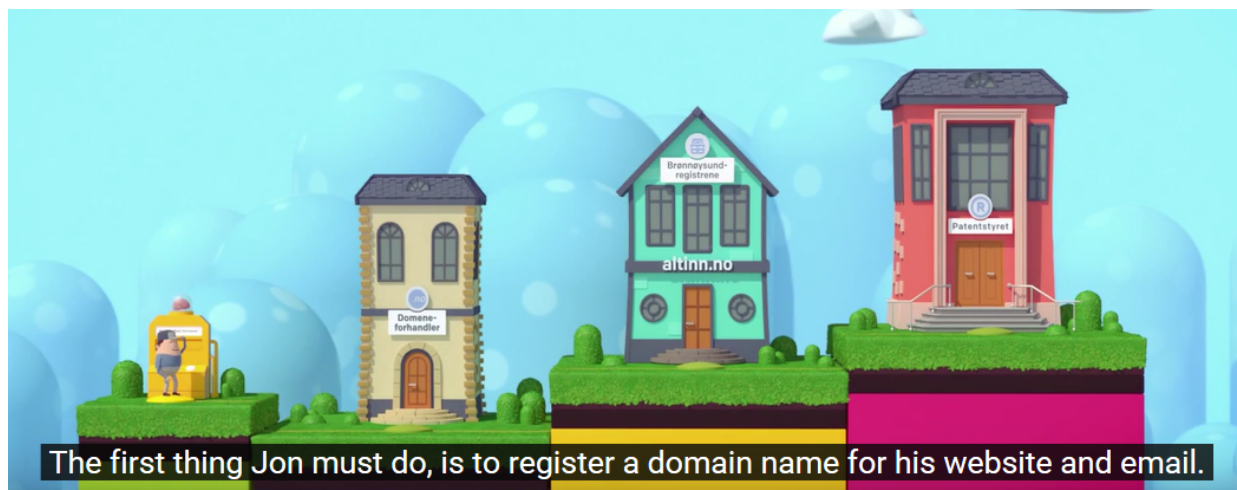
- > Platforms create new borders on the Internet
 - Control the entire value chain
 - Influencing content
 - Changing user behavior
- > Some are present at the infrastructure level...
 - Ca 90 TLDs registered by Google and Amazon
- > Ownership and self rule vs ease of use

Facebook vil bli ditt eneste internett

Tolvåringen Facebook har en ambisiøs plan for de neste ti årene. Å bringe internett til hele verden er en viktig del av den. Det de ikke sier så høyt, er at de har tenkt å bli det eneste internettet folk bruker innen den tid.



Providing information to start-ups



Domain, company name and trademark – in one search



Domain name

- your internet address



mycoolcompany.no

Show result (1)



Company name

- your company's official name



mycoolcompany

Show result (1)



Trademark

- your exclusive rights to a name or a logo



mycoolcompany

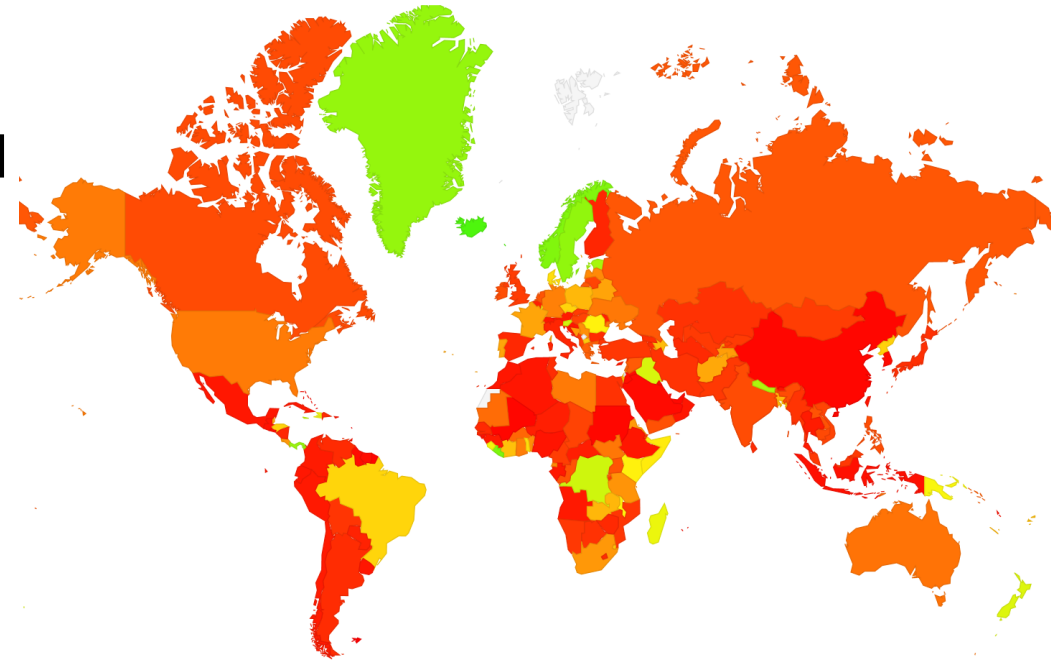
Show result (1)



A safe and secure Internet

Securing the infrastructure

- > DNSSEC
 - .no: 56% domains secured
 - Norway: validation 73%
- > NIS-directive
- > GDPR: Protecting personal data while ensuring transparency



- There is something we don't like on the Internet!

- > Increase in actors that want to block domains or IP-addresses in order to stop illegal or unwanted activity on the Internet

Fersk kjennelse: The Pirate Bay blokkeres i Norge

Sikkerhetsanalytiker i VG: – Ingen tro på at det stopper den ulovlige fildelingen

Piratpartiet: – Feil ende å begynne i

Økokrim stanser Popcorn Time

Tar beslag i det norske domstolnettverket

KrF vil stille krav om pornofilter

Barn og unge blir i stadig større grad påvirket av porno på internett, mener KrF. Nå vil partiet innføre krav om pornofilter som sperrer tilgangen til slike sider.



Pressure to regulate content by acting upon the infrastructure



- > Takedown at source is always most effective, but taking down the address is sometimes the only available action to local authorities
- > Proportionality: extensive use of takedowns at infrastructure level damages the value of DNS for everyone

Some important cases in Norway...

- > 2008-2009: e-zone.no etc. (Supreme Court Decision)
 - Registering a domain name confers a right of use that can be seized
 - «Norid does not undertake any control of the content of websites; nor does it have any mandate to react to websites that may appear to violate the law; it is up to the police and the judicial system to do this»
- > 2016: popcorn-time.no (Not yet resolved)
 - Økokrim seizes the right of use to the domain - the subscription is transferred to the police for the duration of the case
 - «If a domain registration is forfeited, the domain will be transferred to Norid. (...) The domain name will then return to Norid's domain name pool, to subsequently, after a possible quarantine period, be available to the public again»



Thank you

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