

PACIFIC ISLANDS REPORT

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TUVALU'S 'DOT-TV' DOMAIN FACES UNCERTAIN FUTURE

Generic domain names have reduced value

WELLINGTON, New Zealand (RNZI, Oct. 31, 2010) - An Internet consultant says he expects the value of Tuvalu's domain code ".tv" to diminish with the emergence of more generic domain names.

[PIR editor's note: The domain name .tv is the Internet country code generally used or reserved for a country, a sovereign state, or a dependent territory.]

Tuvalu's government is trying to negotiate a greater share of revenue from the company to whom it leases control of Dot-TV, Verisign.

VeriSign pays Tuvalu around US\$3 million a year in a deal due to expire in 2016.

But Keith Davidson, a global consultant for Internet NZ, says there are a number of new top-level domains emerging which could reduce the value of Dot-TV names.

"Perhaps the argument might be to open up the registry at a fixed lower cost and go for a considerably larger number of domain names rather than fewer names at premium prices. Certainly, going forward with the new top level domains coming, it's hard to see sensible debate around the concept of premium priced names."

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