

# Domain Tasting Overview



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# Definitions

- Add Grace Period
  - A Grace Period refers to a specified number of calendar days following a Registry operation in which a domain action may be reversed and a credit may be issued to a registrar.
  - AGP is typically the five day period following the initial registration of a domain name.
  - AGP appears as a contractual term in some, but not all gTLD registry agreements.
  - AGP allows for the correction of typos and other errors by registrants.

# Definitions

- Domain Tasting
  - Domain tasting is a monetisation practice employed by registrants to use the add-grace period to register domain names in order to test their profitability.
  - During this period, registrants conduct a cost-benefit analysis to determine if the tested domain names return enough traffic to offset the registration fee paid to the registry over the course of the registration period

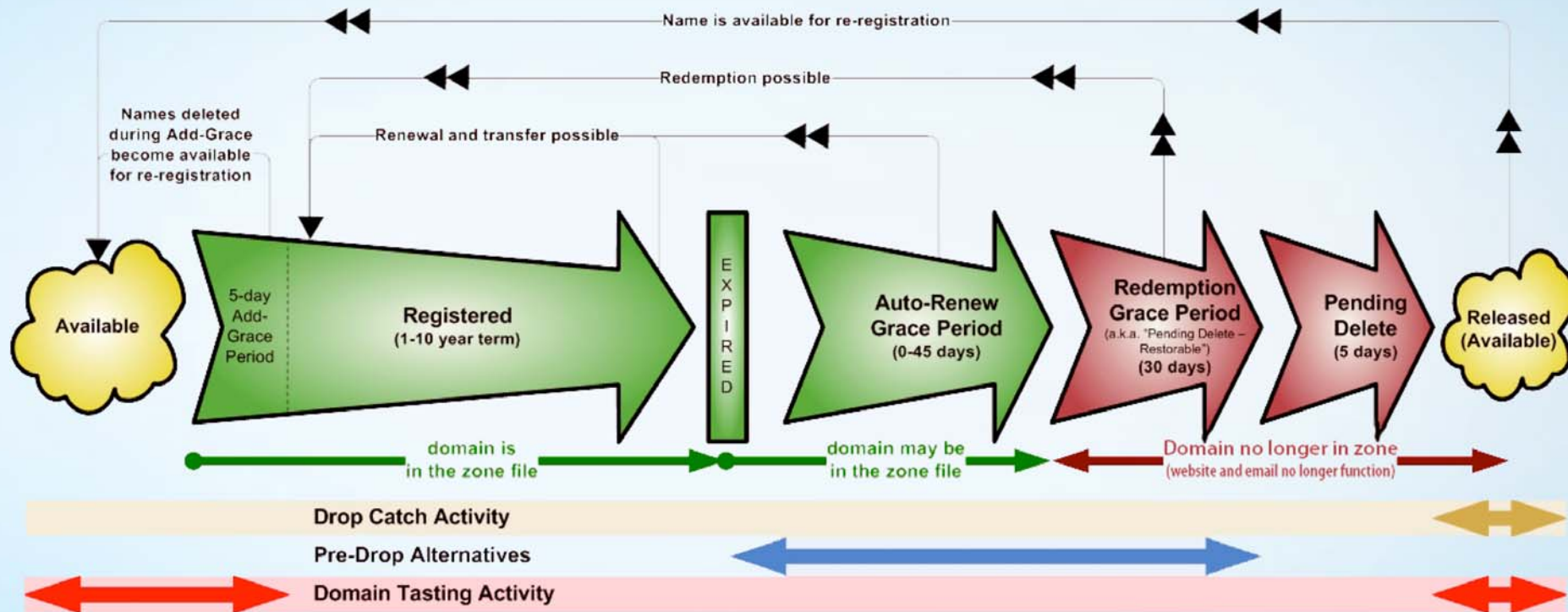
# Definitions

- **Parking Pages / Pay-per-Click (PPC)**
  - A variety of tools can be used by domain holders during the “tasting” period to assess the market value of a domain name and to generate revenue. During this period, the name may resolve to a ‘parking page’ that contains advertising and/or links determined to be relevant to the name or to certain associated search terms, for which the registrant has made pay-per-click arrangements with advertisers.

# Definitions

- Domain Kiting
  - Registrants may also use the AGP for continual registration, deletion, and re-registration of the same names in order to avoid paying the registration fees.
  - This practice is sometimes referred to as “domain kiting.” This term has been mistakenly used as being synonymous with domain tasting, but it refers to multiple and often consecutive tasting of the same domain name.
  - ICANN staff has received anecdotal reports that this type of activity is occurring, but does not currently have data to demonstrate definitively that domain kiting occurs or to what extent.

# Life-Cycle of a Typical gTLD Domain Name



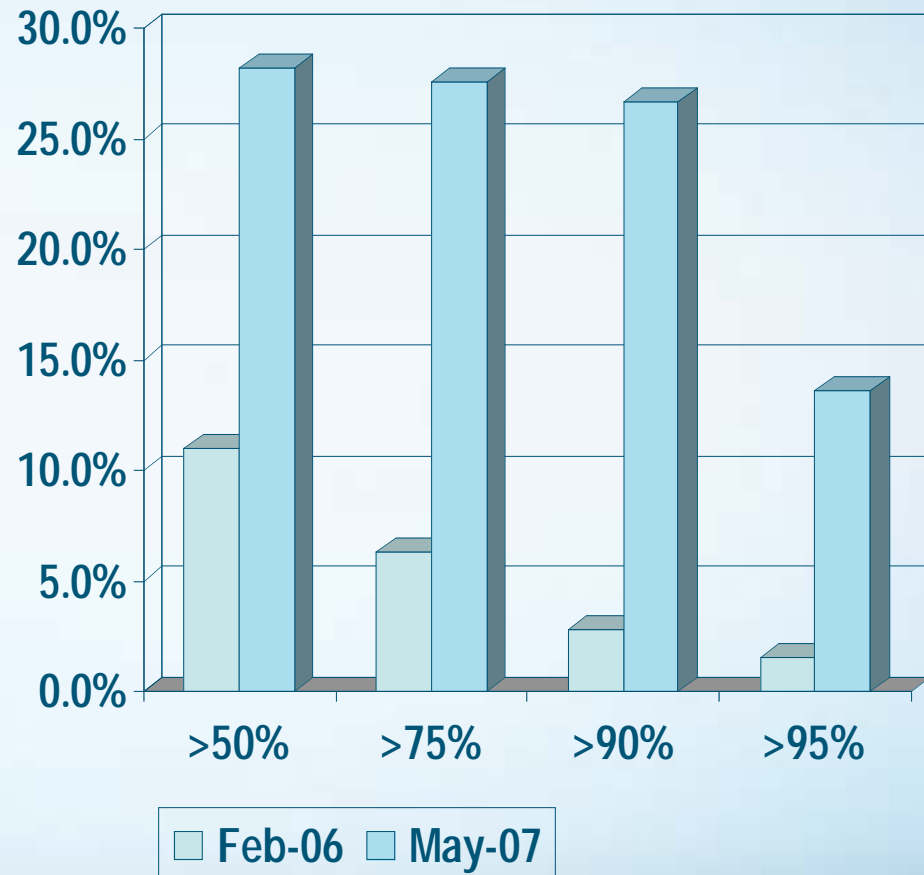
Some registrar activity post-expiration may not be reflected in the life cycle chart above.

# Registrars with High Delete Activity

Feb 2006 – May 2007



- Number of registrars grew 152% (527 → 802)
- Deletes grew 191% (2.49 M → 4.76 M)
- Registrars exceeding 50% deletes went from 11% to 28% of all registrars (58 → 226)



# Thank You