

Domain Names As Easy As 123.sg *Fully Numeric Domain Names Can Soon Be Used*

Internet users can soon look up website addresses easily with just numbers, and website owners can use their favourite numbers as their website addresses. This is because pure numeric domain names will be introduced by the Singapore Network Information Centre (SGNIC) to link websites to businesses, organisations and even personal pages.

While alphanumeric domain names already exist, (eg, www.in2015.sg), fully numeric ones like www.123.sg have not been allowed till now. The restriction stemmed from the early days of the Internet, when there were concerns that pure numeric domain names (eg. 10203010.com) could be confused with Internet Protocol addresses (eg. 10.20.30.10), especially with the early operating systems and software used back then.

With the rapid advancement in technology, today's operating systems and software are more intelligent and resilient in differentiating and working between domain names and IP addresses. More registries around the world have also started to permit the use of pure numeric domain names, including China and South Korea.

SGNIC, the national registry for domain names, will now also allow pure numeric domain names in all the seven .sg categories (ie. .sg, .com.sg, .net.sg, .org.sg, .gov.sg, .edu.sg, .per.sg). The registration for pure numeric domain names will be phased accordingly:

- 05 November – 28 December 2007²: All qualifying applicants including businesses and individuals can register. Trademark¹ owners will get priority over other applicants. Example: A company with "123" as its trademark will get priority for 123.sg, or in any other .sg domain category.
- 18 January – 22 February 2008: Bidding process will take place during this period for domain names with multiple applications.
- 27 March 2008 onwards: General launch, with allocations on a first-come, first-served basis.

Desirable Domains

Just as there are prized car numbers and mobile phone numbers, domain names with certain numeric significance will also have a price premium attached to them. There are three such categories identified as platinum, golden and silver numeric domain names.

SGNIC general manager Lim Choon Sai said: “Pure numeric domain names are gaining popularity around the world, especially in places like China, Taiwan, Japan and South Korea.

“Amid these numeric domains are some number patterns that may be sought after because they have a familiar ring about them. Some might even be deemed as auspicious, especially within the Asian culture. These platinum, golden and silver domain names will join the spectrum of colourful website addresses that make up Singapore’s vibrant online scene. We are definitely looking forward to see some creative uses of numeric domains.”

Domain Types

(Note: X denotes digits from = 0-9, Y=0-9 excluding X)

Platinum	Golden	Silver	Ordinary
<ul style="list-style-type: none"> - Single-digit domain names - Takes the form 1.sg, 2.sg, 3.sg and so on. - Only 10 such domain names in each of the domain name categories. - Initial base bid of S\$40,000 	<ul style="list-style-type: none"> - Two- to 11-digit domain names - No fixed form, but generally has an easily-recognisable pattern like XX.sg, or XYXY.sg. - Some 4,300 Golden permutations. - Initial base bid of S\$1,000 	<ul style="list-style-type: none"> - Three- to 11-digit domain names - No fixed form, but it may bear a longer pattern like XXXXXY.sg, or XYXYXYXYX.sg - More than 12,000 Silver numeric domains available - Initial base bid of S\$600 	<ul style="list-style-type: none"> - Five- to 11-digit domain names - All other permutations of pure numeric domains - More than 100 billion pure numeric domains available. - Initial base bid of S\$200

Please refer to our website at www.sgnic.sg for more details.

ISSUED BY THE SINGAPORE NETWORK INFORMATION CENTRE

Notes to Editor:

- 1** Trademark owners need to be registered with the Intellectual Property Office of Singapore (IPOS).
- 2** After this period is closed, the remaining premium numbers (only refers to the Platinum, Golden and Silver numbers) not taken up will be reserved by SGNIC and subsequently released again for bidding at a later suitable time.

About Singapore Network Information Centre

The Singapore Network Information Centre (SGNIC) is a fully-owned subsidiary of the Infocommunications Development Authority of Singapore. SGNIC was set up in October 1995 with the main purpose of administering the Internet domain name space in Singapore. It is the central registry delegated by the Internet Corporation for Assigned Names and Numbers (ICANN) to administer domain name registrations under the '.sg' domain name. SGNIC collaborates with international, regional and local Internet communities to ensure a stabilised and efficient operation of the '.sg' domain name space in support of applications provided over the Internet.

For media clarifications, please contact:

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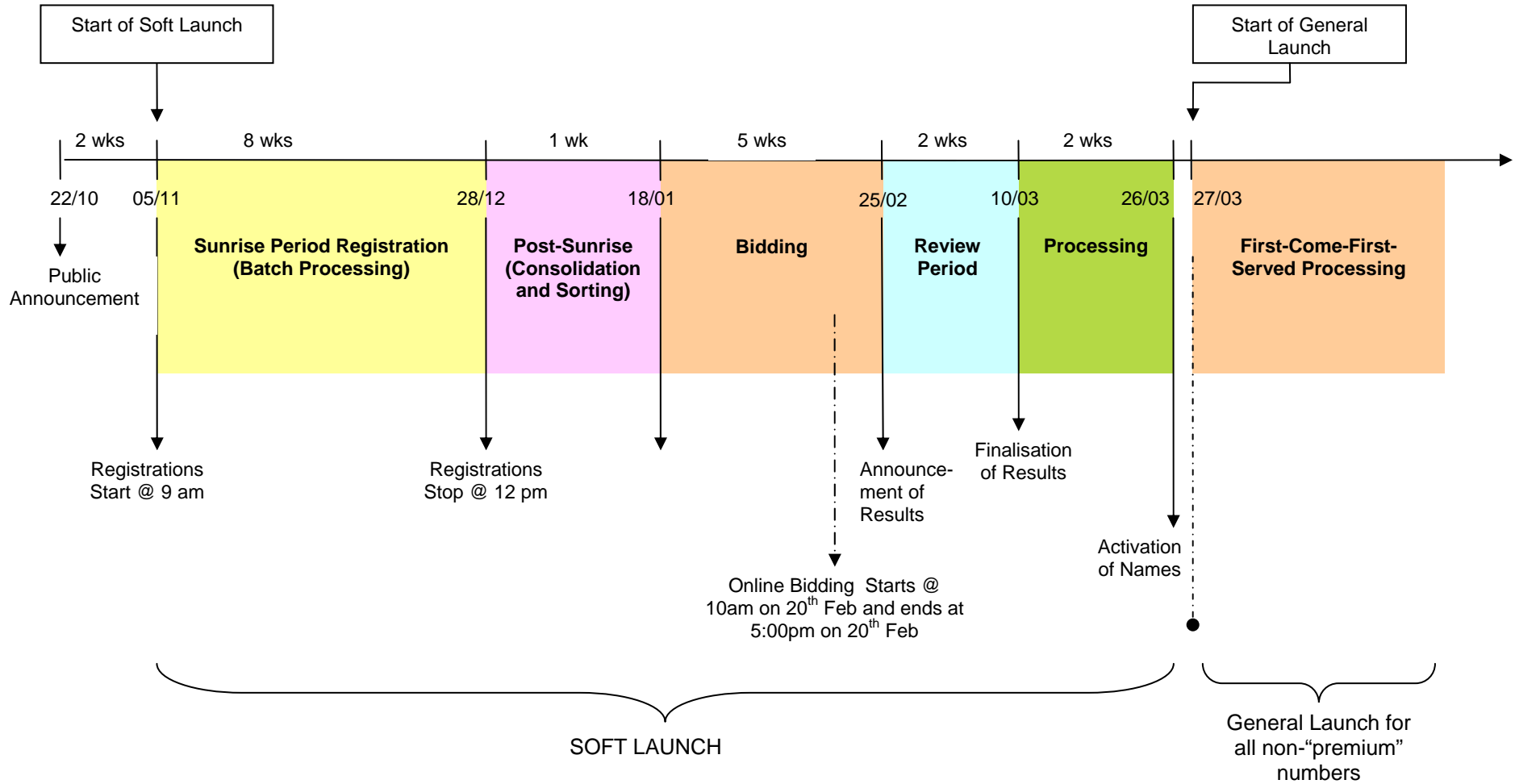
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ANNEX 1: SGNIC NUMERIC DOMAIN NAMES LAUNCH TIMELINE



Launch Schedule

Milestones		Duration	Activities
Soft Launch	Sunrise Registration	9:00am 05 Nov 07 (Mon) to 12:00pm 28 Dec 07 (Fri)	Acceptance of '.sg' numeric domain name applications. Registered number mark owners ² may claim priority over other qualifying applicants.
	Post Sunrise Consolidation and Sorting	9:00am 04 Jan 08 (Fri) to 6:00pm 17 Jan 08 (Thu)	Confirmation of bidding cases and letters sent out to bidders.
	Bidding Period	9.00am 18 Jan 08 (Fri) to 6:00pm 22 Feb 08 (Fri)	Bidders have 3 weeks of self-practise. Bidders have to go for a hands-on course. Actual online bidding day from 10:00am 20 Feb 08 to 5:00pm 20 Feb 08.
	Announcement of Results	12:00pm 25 Feb 08 (Mon)	Bidding results to be announced on website.
	Review Period	9:00am 25 Feb 08 (Mon) to 5:00pm 10 Mar 08 (Mon)	Acceptance of objections to bidding allocation results.
	Finalisation of Results and Processing	Till 26 Mar 08 (Wed)	Finalised domain names to be activated on 27 Mar 08
General Launch		From 9:00am on 27 Mar 08 (Thu)	Acceptance from public on first-come-first-served basis all non-"premium" numeric domain name applications