

## **Snap Up That Snazzy '.sg' Domain Name!**

### *SGNIC Launches Second-Level Domain Names Giving Consumers More Domain Name Options*

If you have always wanted a shorter, snazzier '.sg' domain name, you can soon apply for one. Previously, only third-level '.sg' domain names like xyz.com.sg could be registered in Singapore. Now, consumers both local and foreign have the added option to register for second-level '.sg' domain names like xyz.sg which are shorter and easier to remember.

The Singapore Network Information Centre (SGNIC) announced today that it will launch second-level '.sg' domain names on 15 September 2004. SGNIC's move is intended to create more choices and a vibrant Internet environment in Singapore through the expansion of '.sg' domain names. The move is in line with global Internet trends adopted by countries like Hong Kong, Japan, China and the US.

The launch of second-level '.sg' domain names will also see a simpler registration process. Unlike the registration process for third-level domain names, applicants for second-level domain names need not show documentary proof of their eligibility to apply. This is because second-level domains do not contain .com, .org, .net, etc. Foreign-based registrants minimally need only to designate a local contact, such as their local registrar, before they can register for a second-level '.sg' domain name.

SGNIC will implement the launch of second-level '.sg' domain names in two phases. Phase I or the Soft Launch will last from 15 September 2004 to 02 January 2005. During this phase, all registered trademark holders, well-known mark holders, government bodies and existing registrants will be given priority in that order, to register their names at the second-level. They can do this during the first six-weeks of Phase I known as the Sunrise Period. All applications received within this period will then be processed as a batch and not on a first-come-first-served basis. As such, interested parties need not rush to apply for a second-level domain name.

In Phase II or the General Launch period of implementation which starts from 03 January next year, applications for second-level domain names will be processed on a first-come-first-served basis. Please refer to the appended fact sheet for more details of the implementation plan.

Should there be competing applications by parties within the same priority group for the same domain name, SGNIC will allocate it via bidding. This applies for applications received during the Soft Launch period and will take into account the interests of all concerned.

Parties interested to register for second-level domain names may do so from 15 September with any of the seven SGNIC-accredited registrars<sup>1</sup>. For more information, please refer to the SGNIC website at [www.nic.net.sg](http://www.nic.net.sg).

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**ISSUED BY THE SINGAPORE NETWORK INFORMATION CENTRE PTE LTD**

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## Notes to Editors:

<sup>1</sup> The seven accredited commercial registrars are:

- [Adicio Pte Ltd](#)
- [Cybersite Pte Ltd](#)
- [IP Mirror Pte Ltd](#)
- [Pacific Internet Ltd](#)
- [SingNet Pte Ltd](#)
- [Vooju Pte Ltd](#)
- [Webvisions Pte Ltd](#)

## About Singapore Network Information Centre (SGNIC)

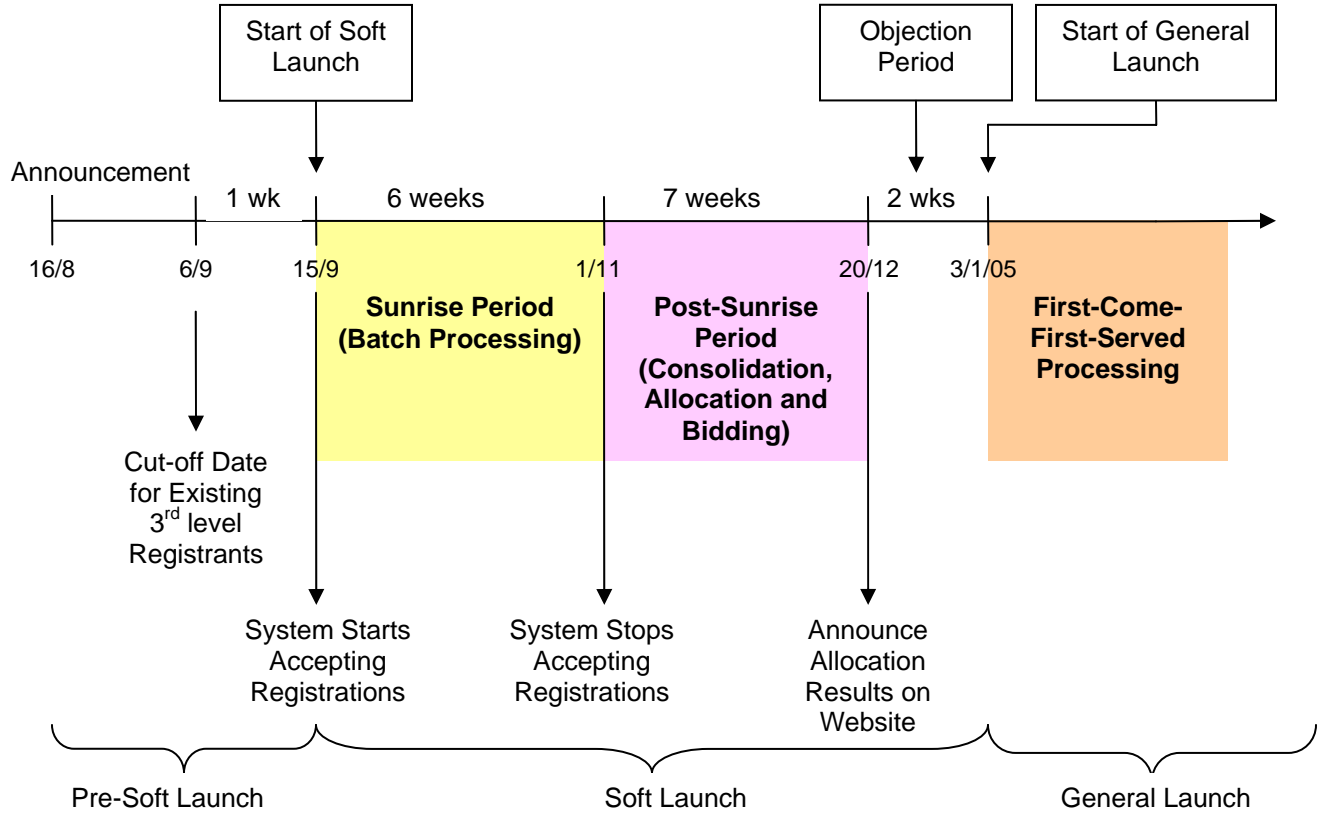
The Singapore Network Information Centre (SGNIC) is a fully owned subsidiary of the Infocomm Development Authority of Singapore. SGNIC was set up in October 1995 with the main purpose of administering the Internet domain name space in Singapore. It is the central registry delegated by the Internet Corporation for Assigned Names and Numbers (ICANN) to administer domain name registration under the '.sg' domain name. SGNIC collaborates with the 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:

|   |   |
|---|---|
| Ms Noraizah Zainal Abidin<br>c/o Infocomm Development Authority of Singapore<br>Tel: +65 6211-0273<br>Fax: +65 6211-2227<br>Email: <a href="mailto:noraizah@ida.gov.sg">noraizah@ida.gov.sg</a> | Ms Charlotte Ong<br>Pacific Internet Ltd<br>Tel: +65 6771-0707<br>Fax: +65 6774-1677<br>Email: <a href="mailto:charlotte.ong@pacific.net.sg">charlotte.ong@pacific.net.sg</a> |
| Mr Lye Chan Loy<br>Adicio Pte Ltd<br>Tel: +65 6441-8863<br>Fax: +65 6441-9902<br>Email: <a href="mailto:chanloy@adicio.net">chanloy@adicio.net</a>  | Ms Ooi Ying<br>SingNet Pte Ltd<br>Tel: +65 6838-2006<br>Fax: +65 6733-1350<br>Email: <a href="mailto:ooiying@singtel.com">ooiying@singtel.com</a>                             |
| Mr Tipp Chiam<br>Cybersite Pte Ltd<br>Tel: +65 6224-3770<br>Fax: +65 6227-8370<br>Email: <a href="mailto:tipp@cybersite.com.sg">tipp@cybersite.com.sg</a>                                       | Mr Edwin Tan<br>Vooju Pte Ltd<br>Tel: +65 6881-0310<br>Fax: +65 6881-0309<br>Email: <a href="mailto:edwin@vooju.com">edwin@vooju.com</a>                                      |
| Ms Tessa Lam<br>IP Mirror Pte Ltd<br>Tel: +65 6222-0105<br>Fax: +65 6222-0210<br>Email: <a href="mailto:tessa@ipmirror.com">tessa@ipmirror.com</a>  | Ms Rebecca Wan<br>Webvisions Pte Ltd<br>Tel: +65 6773-9383<br>Fax: +65 6773-9389<br>Email: <a href="mailto:rwan@webvisions.com">rwan@webvisions.com</a>                       |

# FACT SHEET: IMPLEMENTATION PLAN FOR SECOND LEVEL '.SG' DOMAIN NAMES

## I. IMPLEMENTATION TIMELINE



## II. LAUNCH SCHEDULE

| Milestones  |                     | Duration  | Activities  |
|---|---------------------|---|---|
| Cut off date / time to qualify as 'existing registrant' |                     | Till 5:00 pm on 6 Sep 2004                            | Applicants who register 3 <sup>rd</sup> level '.sg' domain names by this date will enjoy priority registration of 2 <sup>nd</sup> level '.sg' domain names during Sunrise Period. |
| Soft Launch   | Sunrise Period      | 12:00 noon on 15 Sep 2004 to 12:00 noon on 1 Nov 2004 | Applicants can start registering for 2 <sup>nd</sup> level '.sg' domain names.  |
|   | Post-Sunrise Period | 12:00 noon on 1 Nov 2004 to 12:00 noon on 20 Dec 2004 | SGNIC to consolidate, conduct bidding (if required) and allocate 2 <sup>nd</sup> level domain names.  |
|   | Allocation Results  | [5:00 pm] on 20 Dec 2004                              | SGNIC to announce allocation results of 2 <sup>nd</sup> level '.sg' domain names.   |
|   | Objection Period    | 12 noon on 21 Dec 2004 to 12 noon on 2 Jan 2005       | Applicants may submit their objection of SGNIC's allocation decision.   |
| General Launch  |                     | From 12:00 noon on 3 Jan 2005                         | First-come-first-served application process reinstated for all '.sg' domain name applications.  |

Note: SGNIC reserves the right to make changes to the above schedule with or without prior notice.