



Telnic announces new advertising record for .tel domains

TORONTO, Canada – 14th August, 2009 – Telnic Limited (<http://telnic.org>), the registry operator for the new communications-focused .tel top level domain (TLD), today announced at Domain Convergence that it will shortly be delivering a new solution for text-based advertising listings for the .tel domain, enabling .tel domain owners to use more traditional and measurable domain monetization techniques.

“Whilst .tel domains provide new ways of generating revenue through the support and optimization of premium rate telephone numbers, software downloads, ringtones and competition-based formats, we recognized that those used to traditional monetization methods still felt somewhat restricted,” said Henri Asseily, CTO and Chief Strategist at Telnic Limited. “We have therefore enabled .tel owners to include clearly identifiable, text-based sponsored advertising links. In this way, we maintain the clear purpose of a .tel domain as a single point of contact whilst also meeting the requirements for monetization across all internet-enabled devices.”

The solution has been to introduce a special sub-type of a text (TXT) record with a '.tad' suffix. This is stored in a special folder within the .tel domain. This record contains the title, label, description and URI to use in the advertisement, as well as display settings which enable the domain owner to position the advert in their chosen place on the page (top, bottom or right) when the content is delivered to the proxy page.

When the proxy loads a .tel domain, it checks the format and settings of the adverts and displays them accordingly.

More information can be found in the Developers Guide, sections 4.3 and 5.5 onwards, which will be released on Monday 17th August and accessible from <http://dev.telnic.org/docs/devguide.pdf>. For more information about .tel domains, please visit <http://telnic.org>.

- ENDS -

About Telnic Limited

Founded in 2000, Telnic Limited is the UK-based Registry Operator and Sponsoring Organization for the new .tel sponsored top level domain (sTLD). Telnic’s backend registry services are provided by NeuStar. For more information, please visit <http://telnic.org> or use <http://telnic.tel> for contact information.

Primary Contact: Justin Hayward, Communications Director, Telnic Limited: +44 7825 438786, <http://justin.tel>