

AusRegistry International selected as Registry Services Provider for .film

Melbourne, Australia – 1st July 2009 – The Film Registry Inc. has announced the selection of AusRegistry International as their Registry Services Provider for the .film Top Level Domain.

The .film Top Level Domain will be an exclusive home on the internet for films and movie content and will be restricted to official owners of film titles and registered industry professionals. It will provide an intuitive and easy to navigate domain name system, will help to preserve the legacy of film libraries in perpetuity and will address film piracy and online copyright infringement. Instead of having to compromise on domain names such as movietitle-themovie.com, for example, distributors will soon be able to use intuitive and trusted domain names such as movietitle.film.

Sloan Gaon, CEO of The Film Registry, Inc. said, “we are excited about the .film opportunity and believe it will revolutionize the way in which films are not only represented on the internet, but will also facilitate a streamlined online experience for industry members and consumers alike. The .film namespace is the final shove that pushes the cinematic industry fully into the digital age. AusRegistry International are the ideal technical partners for .film as they have proven systems, a great team of highly skilled and experienced professionals and a flexible approach that we believe will be crucial in ensuring the success of this new domain space.”

Adrian Kinderis, CEO of AusRegistry International said, “I’m delighted that The Film Registry Inc. has selected AusRegistry International to be the Registry Services Provider for the new .film domain space. The .film space is one of the most exciting new Top Level Domains that we’re working with and we’re happy that work is already well advanced on the application that is expected to be submitted to ICANN early next year. A significant amount of planning is required to ensure that a new Top Level Domain will be a success and I would suggest to all other prospective new Top Level Domain applicants that they should be ramping up their efforts as time really now is of the essence.”

About AusRegistry International

AusRegistry International is a wholly owned subsidiary of AusRegistry Pty Ltd, the current Registry Operator for the .au ccTLD. The organisation was formed to leverage AusRegistry’s DNS expertise and infrastructure and to provide the platform for the innovative usage of this technology in the provision of ‘World’s Best Practice’ Domain Name Registry Services globally.

AusRegistry International has most recently deployed their Registry software in the United Arab Emirates for the .ae ccTLD and has a proven and credible track record in providing a wide range of technical and advisory services for the full spectrum of TLD Regulators and Registry Operators.

About The Film Registry, Inc.

The Film Registry Inc. has been collaborating with industry-wide strategic partners since 2005 to investigate appropriate policy and management structure for the .film namespace.

As such the .film namespace will provide brand protection and simplified marketing on the internet for all theatrical releases enabling an end to user confusion. Additionally, the .film namespace allows

current and future digital consumer delivery mechanisms to function simply, for example, digital delivery of movie titles to consumers through <http://netflix.movietitle.film>.
www.thefilmregistry.com

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