

Client : **MYNIC Berhad**  
Publication : **New Straits Times – Tech & U**  
Date : **Monday 24 September 2007**  
Title : **Shorter Net addresses 2LD domain names**

Type : **Client News**  
Page : **C7**

# Shorter Net addresses 2LD domain names

By **Rozana Sani**

**W**Henever the .my Internet domain name is mentioned, people generally assume it comes under one of the seven .my domain categories, namely .com.my, .net.my, .org.my, .gov.my, .edu.my, .mil.my, and .name.my.

Soon organisations and individuals in Malaysia can have shorter addresses on the Internet with the availability of second level domain (2LD) domain names.

What this means, according to domain name administrator MyNIC Berhad's director Shariya Haniz Zulkifli, is that organisations and individuals could then have domain names such as batik.my, ali.my or sports.my as the addresses for their Web sites on the Net.

"Domain names are making a shift from category centric to general addressing. Many nations worldwide have begun the introduction of 2LD names as a step towards opening up

a simple and easy-to-recall addressing system with shorter domain names.

"Our initiative to offer this new service is to ensure Malaysia is at par with the rest of the world," she said in Seri Kembangan recently.

Shariya said MyNIC's move to offer the 2LDs to the public is also in line with the expanding Web world and the influx of businesses on the Internet that demands a unique identity to be noticed.

Further on to that, with companies diversifying and opening up multiple operations, a generic identity would be more appropriate.

"The 2LD will offer a simple and memorable addressing service that voids the boundaries of industries when looking at a business non-activity. The .my addressing service provided by MyNIC will offer Malaysians a chance to create and operate a local unique identity globally," she added.

The registration for the 2LD is being implemented in two phases by MyNIC.

Phase I will function to assist existing registrants to apply for an equivalent 2LD (from www.ali.com.my to www.ali.my) while Phase II will be open for new registrants to apply for their identity.

"MyNIC is launching its 2LD service starting with the Priority Entry period from 9am, Nov 1 till 5pm, Dec 31. Only existing third level '.my' domain name registrants will qualify to register the equivalent second-level domain name during the Priority Entry period subject to specified terms and conditions.

"All third-level domain names registered up to 5pm, Oct 26 and are active at the point of application of second-level domain name are eligible for the Priority Entry period," said Shariya.

All .gov.my domain names are reserved and the equivalent second level is not available for registration by non-government entities.

For details, visit [www.mynic.net.my](http://www.mynic.net.my).