



CONTESTED .AU DIRECT DOMAIN NAMES APPLICANTS FEEDBACK 2025

Summary Report

October 2025

Commercial in confidence

4,464 unique applicants for contested .au direct domain names were invited to take part in an online survey to provide feedback on how best to reach a resolution

- A total of 1,531 applicants took part in the survey, a very credible 34% response rate.
- Applicants with more than 1 contested domain could only take part once.
- To ensure everyone had a good opportunity to take part, 1 email invite and a reminder invite were sent over a 2 week period, from late August 2025.



Depending on their sense of urgency, applicants' preference is to reach a resolution based on the **earliest registration date** or to **continue with the current process**

		% Appealing	% Ranked #1	
1	Allocate contested names to the applicant with the earliest registration date	52%	36%	Preferred by those wanting a resolution 'next year'
2	Continue with the current approach for managing contested names	35%	29%	Preferred by those not wanting a resolution soon (5 or more years time)
3	Allocate contested names in an auction between the contesting parties	30%	15%	
4	Allocate contested names in a random draw between the contesting parties	18%	8%	
5	Remove the name from registration by any person permanently	16%	7%	
6	Make contested names available by general release to any persons with an Australian presence	14%	2%	
7	Allocate contested names in an auction open to any persons with an Australian presence	10%	1%	

When applicants desire a resolution:

- 35% Next year
- 21% 2 - 4 years
- 27% 5 or more years
- 15% Don't know

Open feedback from applicants provided some alternative options, and highlighted the need to avoid domain investors, while some were keen for mediation between parties

Exclude domain investors **16%**

Closest business name match **14%**

Offer to .com.au holders first **12%**

First to register their existing .au domain **11%**

Open mediation with other party **9%**

Earliest business registration **7%**



Questions? Please get in touch



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