



## Media Release

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### **Major Shakeup of Indonesian Website Domain Listings Announced, with a New Domain Now Available**

**JAKARTA, February 7, 2014** – In a major change to Indonesia’s website and domain listings, the Indonesian Domain Name Registry (PANDI), a non-profit organization jointly formed by the Indonesian internet community and Indonesian government in 2006, announced that a shorter *.id* domain listing has been approved and will be rolled out over the coming months. PANDI will lead and manage this new registration process.

The announcement has serious implications for companies with interests in Indonesia. Owners of Indonesian trademarks and companies that currently hold domain listings in Indonesia, such as *co.id*, are entitled to priority registration as these domains will soon be joined by the single *.id* domain listing. Companies that do not register for the new *.id* domain listing during the designated PANDI priority periods, which end April 17<sup>th</sup>, 2014 for trademark holders and June 13<sup>th</sup>, 2014 for holders of current Indonesian website domains, will leave the domain open to anyone that is willing and able to purchase and register the domain. The domain would then become their legal property, and any company or trademark holder that wants in the future to secure the domain would face a potentially arduous and uncertain process in attempting to reacquire the domain from the registered holder.

**Director and Head of Creative and Content at Edelman Indonesia, Matthew Ooley**, stated that this new development in Indonesia’s web space had serious commercial and reputational implications for companies operating in the country.

“The launch of the *anything.id* domain presents companies with an opportunity to enhance both their online presence and brand protection strategy in Indonesia by securing early

registration of relevant *.id* domain names. Unfortunately, Indonesia continues to experience problems with cybersquatting, and the launch also provides unsavory characters with an opportunity to unethically obtain these domain names.”

PANDI’s launch of this new domain reflects its desire to simplify the current system with a simpler and shorter domain. Currently, there are 11 country code second-level domains (ccSLDs) available in Indonesia (such as *co.id*, *biz.id*, *or.id*, *go.id*), which were determined to have bred confusion among both companies and users. PANDI believes that this new domain system should address this confusion and make the process simpler.

Commenting on the legal implications involved and the best way companies and trademark holders can safeguard their brands, **Andrew Diamond, foreign legal consultant at Januar Jahja & Partners**, a boutique intellectual property law firm based in Jakarta, remarked on the legal implications and process.

“Resolving domain name disputes in Indonesia can be costly, time-consuming and unpredictable. Interested parties are therefore advised to limit their exposure to these types of situations by proactively registering desired *.id* domain names based upon their Indonesian trademark registration during the Sunrise Period, or upon their preexisting second-level domain names during the Grandfather Period. Regardless of the priority period, non-Indonesian parties interested in securing a *.id* domain name will need to appoint a local Indonesian agent and follow the administrative process as set by PANDI, which includes the submission of various legal forms and documents.”

Over the coming months, the new domain system will be rolled out. There are three separate domain registration periods: Sunrise, Grandfather and Landrush. After these three registration periods, availability will open on a ‘first come, first serve’ basis starting August 17<sup>th</sup>, 2014.

For all companies and trademark holders operating in Indonesia, this change to the Indonesian internet domain registration system will be marked with interest. Although there are a number of new domain names opening up on a global level with customized domain name endings, the specific country domains *co.id* and *.id* are important, as both will be strongly associated with corporate entities and trademark holders.

Companies that fail to register within the designated period may find their company name or trademark domain held by another private entity or citizen, creating the possibility of a complex and costly process in retroactively purchasing the domain name from them. There is also the possibility that private entities or citizens may capitalize on the opportunity to purchase the domains with the malicious aim of causing damage and reputational harm to the company brand or trademark, or even using the company's brand for the purposes of a criminal scam.

Edelman Indonesia is partnering with Januar Jahja & Partners to prepare our clients for this change by advising them on how they can proactively register their company name or brand under the new .id domain. It is vital that companies and trademark holders take heed of this new change to safeguard their brands and reputation, avoiding a potentially complex and costly scenario in acquiring the domain in the future. Edelman Indonesia and Januar Jahja & Partners are available to offer consultation and help prospective clients navigate this complex issue.

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***About Edelman in Indonesia - WINNERS:** Gold for Best Digital Agency in Indonesia and Bronze for Best Creative Agency in Indonesia at the 2013 Campaign Asia Awards; Gold Sabre Award for Financial and Professional Services at the Holmes Report's 2013 Asia-Pacific SABRE Awards; and was named 2012 Financial PR Firm of the Year for Indonesia by Corporate INTL magazine and 2011 three-time International Business Awards winner for best consumer marketing, best tech PR and best country promotion campaigns. With over 140 full-time employees, Edelman is Indonesia's largest public relations firm, offering its clients services through five key divisions: Corporate & Public affairs (including financial PR), Digital (social media PR and digital content production), brands (integrated marketing solutions), Health and Human Services (healthcare PR; NGO services, community relations and employee engagement services), Research and client services. For more information, visit [www.edelman.co.id](http://www.edelman.co.id)*

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**About Januar Jahja & Partners** - *Januar Jahja & Partners (JJP) is a boutique intellectual property law firm based in Jakarta, Indonesia. Established in 1986, JJP is both highly experienced in and highly regarded for its work across all aspects of intellectual property law in Indonesia, including trademark and patent prosecution as well as IP-related litigation and other contentious matters. Named IP Enforcement Law Firm of the Year in Indonesia by Corporate INTL's 2013 Legal Awards, Januar Jahja & Partners has been lauded for its IP practice by such publications as Legal 500, WTR 1000, Asialaw Profiles, and Chamber Asia-Pacific. JJP is proud to provide legal services and counsel to well-known international businesses and leading Indonesian companies alike. For more information, visit [www.jahja.com](http://www.jahja.com).*