

## Measurement comes to .tel: TelStats launches in beta

**LONDON, United Kingdom – June 16, 2009** – Telnic Limited ([www.telnic.org](http://www.telnic.org)), the registry operator for the new communications-focused .tel top level domain (TLD), today announced that it had released TelStats, its free web traffic measurement service for owners of .tel domains, in beta.

“As .tel domains are not traditional web pages, until now it has not been possible to measure web traffic of a .tel domain,” said Henri Asseily, CTO and Chief Strategist at Telnic, “With the release of TelStats, .tel owners can now add the understanding of who is visiting them over the web as well as how they choose to contact them through the .tel.”

The new TelStats service, accessible from <https://telstats.nic.tel> enables .tel domain owners to access information on web visits to their .tel domains and import the data into their favourite analytics tools. .tel information has been logged since May 27<sup>th</sup> onwards and will be stored on a daily basis moving forward.

.tel owners can log in using the TelFriends credentials (gained from <http://telfriends.tel>) associated with the relevant domain to prevent unauthorized access and then select a period of time to measure. The system will retrieve all the .tel domain names associated with the TelFriends account, providing a log for one, multiple, or all .tel domains.

Analysis can be performed at times of days as well as over longer periods of time. The service is provided as with other Telnic offerings using open source code, enabling .tel owners to call the log script programmatically and feed it into their own front-end solutions.

The current version of the service is in beta, and logs are provided in the standard Apache log format that can be parsed by any web log analyzer to display the data graphically. The list of popular web analyzer tools is on wiki page referenced from the web form. These logs do not include traffic to the domain from Telnic and third-party applications looking up information directly in the DNS.

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### 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://www.telnic.org> or use <http://telnic.tel> for contact information.