

Developing a local domain name industry

freedom

Why domains matter

They are a starting point for all online businesses

They give people and companies an identity

They boost the demand for hosting and web services

They get people online

The problem with domains

1- People don't understand domains

Domain? Hosting? Website?

2- Competition is fierce

Because the internet makes the world flat

3- Domain Registrar (alone) is not a profitable business

Because margins on domains are too small

Strategy as a Registry / Regulator

1- Awareness & educating on domain usage

-> increasing the demand

2- Facilitating the creation of domain registrars

-> increasing the supply

3- Technical and Business support to domain registrars

-> sustainable development

Increasing the demand

What to do with domain names?

Website, short URL, Vanity URL, Business card, Email, CV, location card...

Who can use domain names? Who to engage?

Businesses (all sizes), individuals, clubs, education, government, app makers, consultants...

Increasing the supply

Understanding the Economy of the domain registrar

Domain + Hosting

Domain + Hosting + Website

Domain + IP service

Breaking the barriers: Anyone can be a registrar

University, Cyber Café, Public administration, IP Lawyers,
Web designers, ISPs...

Sustainable sector development

Domains are about service quality & stability

From the Registrar to the end-user

From the Registry to the Registrar

Domains must be easy and accessible

Easy registration procedure & instant activation

Minimum accreditation requirements

Lowest possible price & free domains

Thank you

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