



El futuro digital  
es de todos

MinTIC

# ccTLD .CO for Economic Reactivation in Colombia

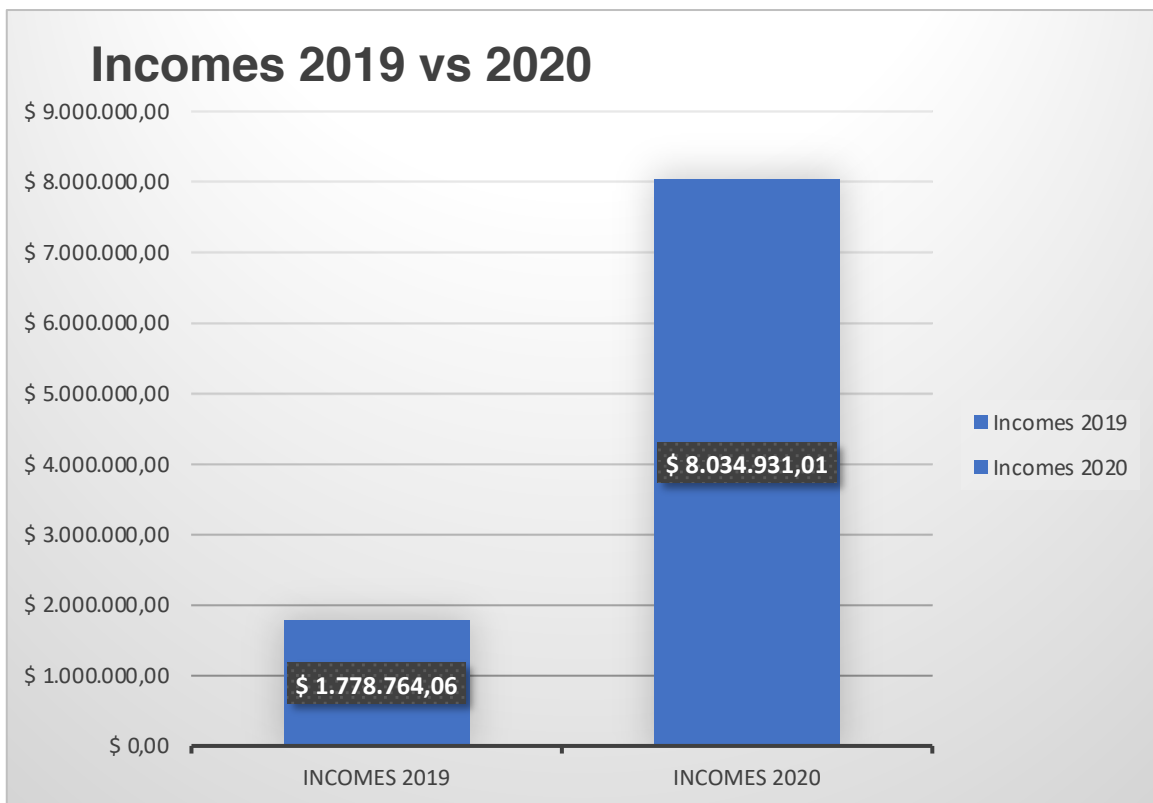
March 9, 2021

Más conectividad con sentido,  
transformación y empoderamiento  
digital para los colombianos

## ¿ What did we do in 2020?

1. **Incomes for a USD 8.2 millions**
2. **51.500 new ccTLD .CO registrations in Colombia**
3. **1´075.000 new international ccTLD .CO registrations**
4. **Total ccTLD .CO registrations, 2.764.911 until December 31, 2020**
5. **ccTLD .CO & internet governance strategy designed for Colombia**

# Incomes 2019 vs 2020



Fiscal Closing FUNTIC Economic Rights 2020 in USD	
Incomes 2019	\$ 1.778.764,06
Incomes 2020	\$ 8.034.931,01
Variation	452%

**Note:** The significant increase of 452% (2020) is basically due to the change in conditions in the administration of the .CO



## Strategy .CO domain and internet governance - Actions

01.

Settlement of contract  
019 of 2009

04.

Public Policy  
Management

07.

Stakeholder Relations

10.

Promotion, positioning  
& ownership of Sello  
.CO

02.

Operation of .CO  
domain (Contract 016  
of 2020)

05.

Cultural  
Transformation &  
Regionalization

08.

Knowledge  
Management

11.

Cybersecurity

03.

International  
Relationship

06.

Control agencies &  
other authorities

09.

Innovations &  
Entrepreneurship

12.

Businesses Id  
Associates with  
Dominio .CO

**TOWARDS A PUBLIC POLICY ON INTERNET GOVERNANCE & .CO DOMAIN**

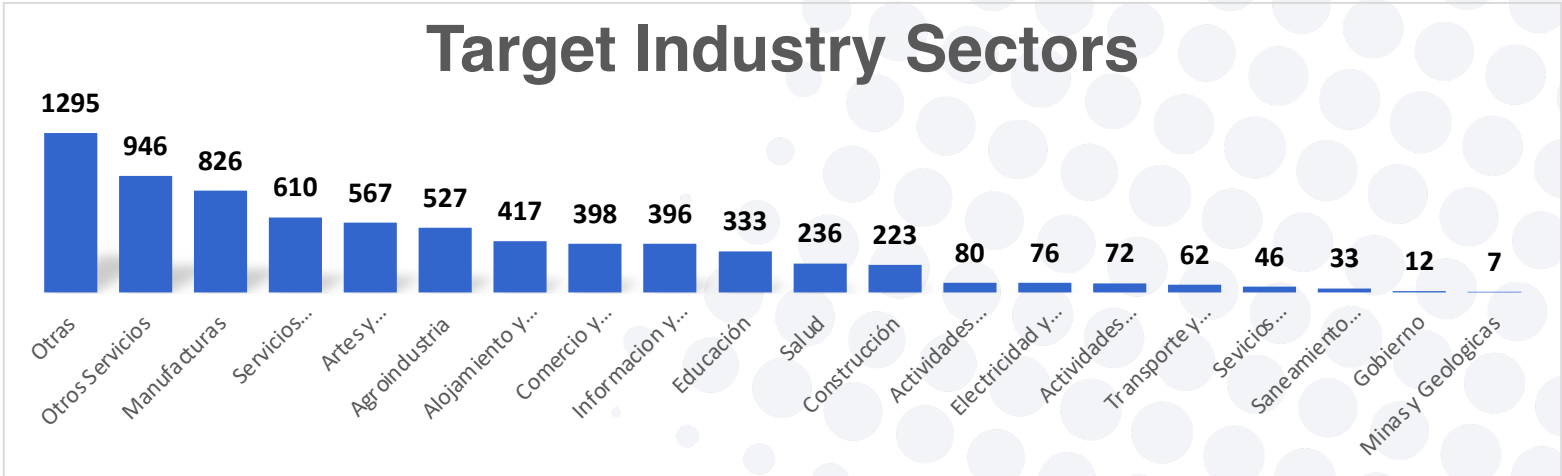
**Sense Connectivity; Education + Talent, Digital Transformation , Communication**



# 100.000 .CO domains 2021

- a) 50.000 .CO domains: 50.000 payment gateway for small, medium companies, entrepreneurs in Colombia.
- b) 50.000 .CO domains: entrepreneurs (women), orange economy entrepreneurship, formalization, business fairs, others industries.

**Total number of expected applications :** 150.000  
**Target:** 100.000 .CO domains  
**Average price for kit:** USD 68. price subject to “register” & purchasing time.  
**Average initiative value:** USD 8 millions

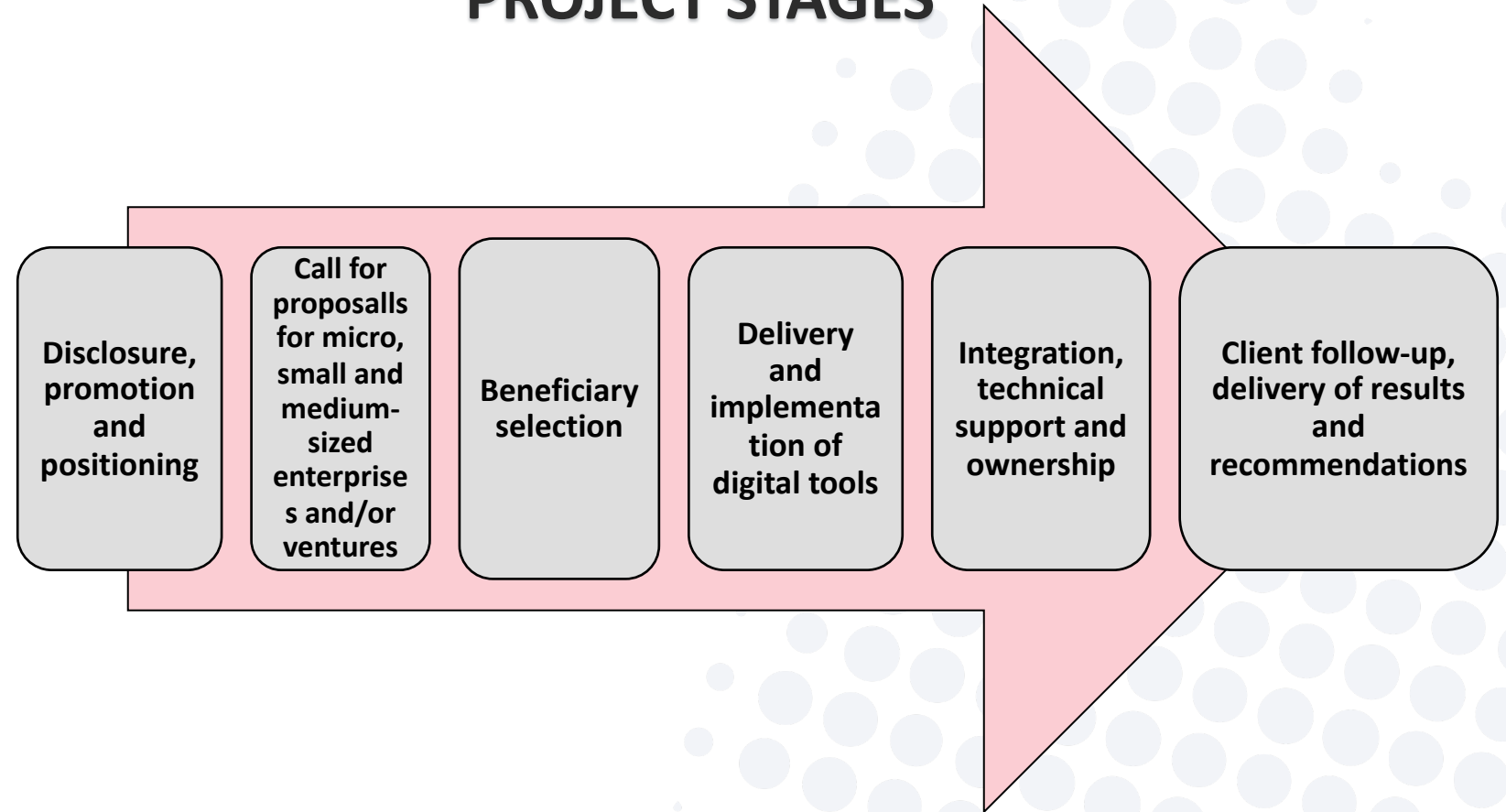


# ¿How do we will do it?



## Dominio .CO y Gobernanza de Internet

### PROJECT STAGES





# ¿What do we want to achieve?





# Thanks!

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