Growing the African Domain Name Industry

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Introduction

- Africa currently has a low domain name registration rate compared to other regions, representing an opportunity for growth.

- ccTLD registries play a crucial role in developing the domain industry in their countries

Current Status of African ccTLDs

Overview of existing African ccTLD registries
- Many established in the 1990s/early 2000s
- Varying levels of development and activity

• **Barriers to growth**
- Lack of registrar competition
- Limited local web hosting infrastructure
- Low internet penetration rates in parts of Africa

Models of Growth

Case studies of African ccTLDs that have achieved growth

- .za (South Africa): 1.9 million registrations
- .ke (Kenya): growth from 20,000 to over 160,000 since 2010
- Strategies used: marketing, reduced registration costs, registrar incentives

Global case studies

- Marketing strategies, registrar incentives, partnerships

Way forward & Recommendations

Increase local registrar competition

- Provide incentives for registrars to promote domain registration

Invest in marketing to local companies/entrepreneurs

Leverage partnerships with telecom providers, web hosting companies, etc.

Advocate for improved internet infrastructure

Support the local Internet community/ALS

How We Can Help?

Engage with your ccTLD registry

- Participate in the policy development
- Promote the use of the country's online identity

Conclusion

- Significant potential for growth of Africa's domain name industry

- ccTLD registries play an important role through partnerships, marketing, pricing strategies and developing local infrastructure

Thank You
شكراً جزيلاً
Merci
Asante
Dankie
Amesegënallô
Nagode
Abaraka
Djere dief
Ndiyabulela
Enkosi