

One Internet. Our Internet



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Governance, Social Media Report 2013



Where We are



Arabic Content Online

- Arabic Content Online (less 2. %)
- development of Arabic content remain expensive and time-consuming
- Arabic content is growing
- Arabic Social Media content is growing

We are Online

- Internet Demographics are changing
- 2.7 billion internet users, the next billion internet users will be non-English speaker
- 421 million Middle East population (3.6 %)
- 125 Million Internet Users in the Middle East
- Mobile Internet growth
- GGC countries (UAE, Qatar, ..etc) highly ranked globally for Network/Infrastructure Readiness

* Source : Internet World Status



Empowered

- Soci-economic impact of Social Media
- Facebook users in the Arab 55 million (June 2013)
- UAE the highest Facebook penetration rate in the region with Jordan (41%), Lebanon and Qatar
- Saudi Arabia has 1.9 active twitter users, half of Region active users
- Youtube : in Middle East 285 million videos viewed per day, 2 hours uploaded per minute

* Source : Dubai School of Governance, Social Media Report 2013

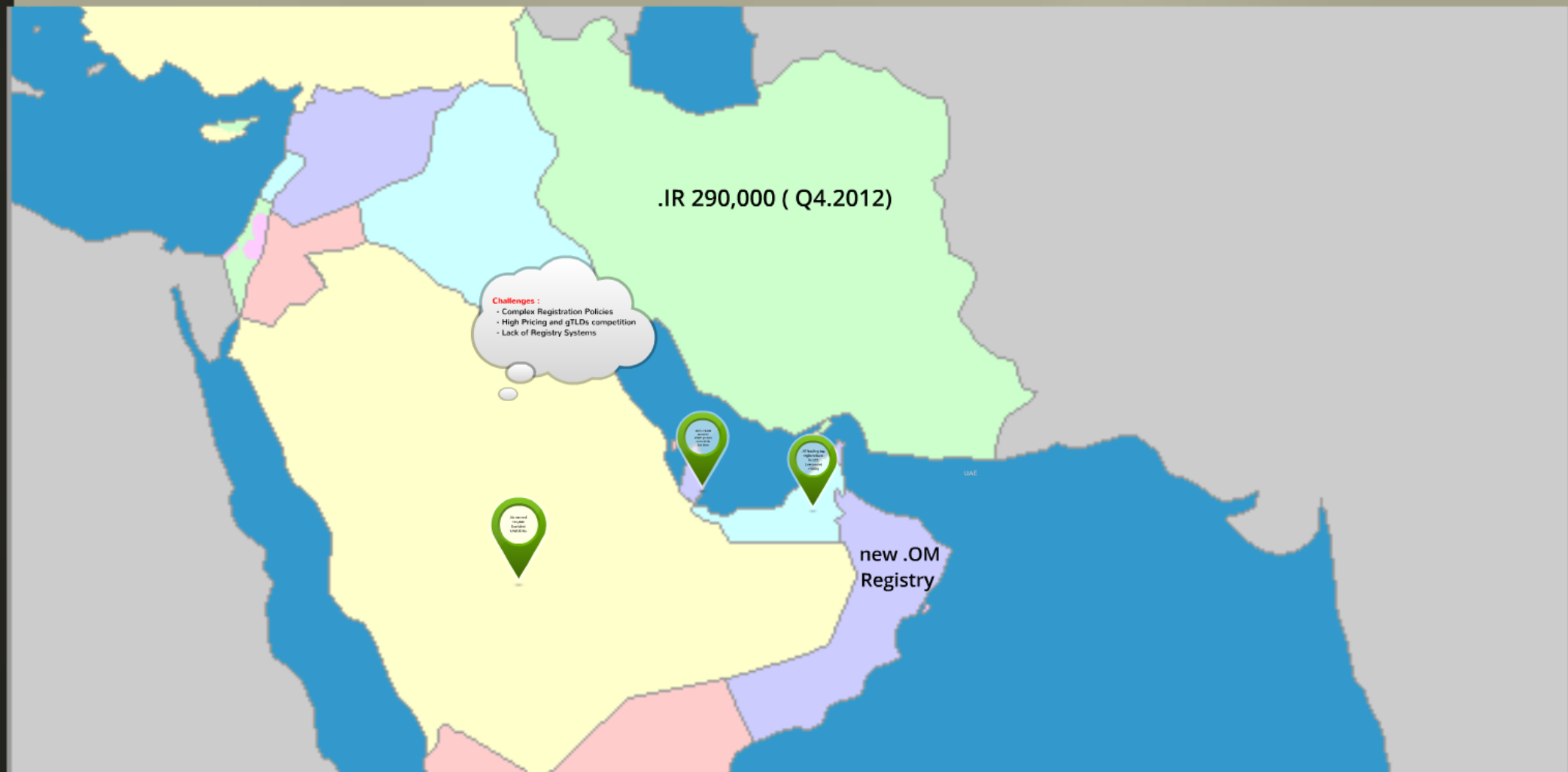


Global DNS Industry

- 265 million domains registered in Q3.2013
- 10% grows on Domains Registrations
(Q4.2012 - Q4.2013)
- 120 million ccTLD Domain Registrations by Q3.2013
- 1,300 of ICANN Accredited Registrars
- 76 Registrars in the Middle East Region
(4 Registrars from UAE, 1 Jordan, 1 Kuwait,
1 Morocco)

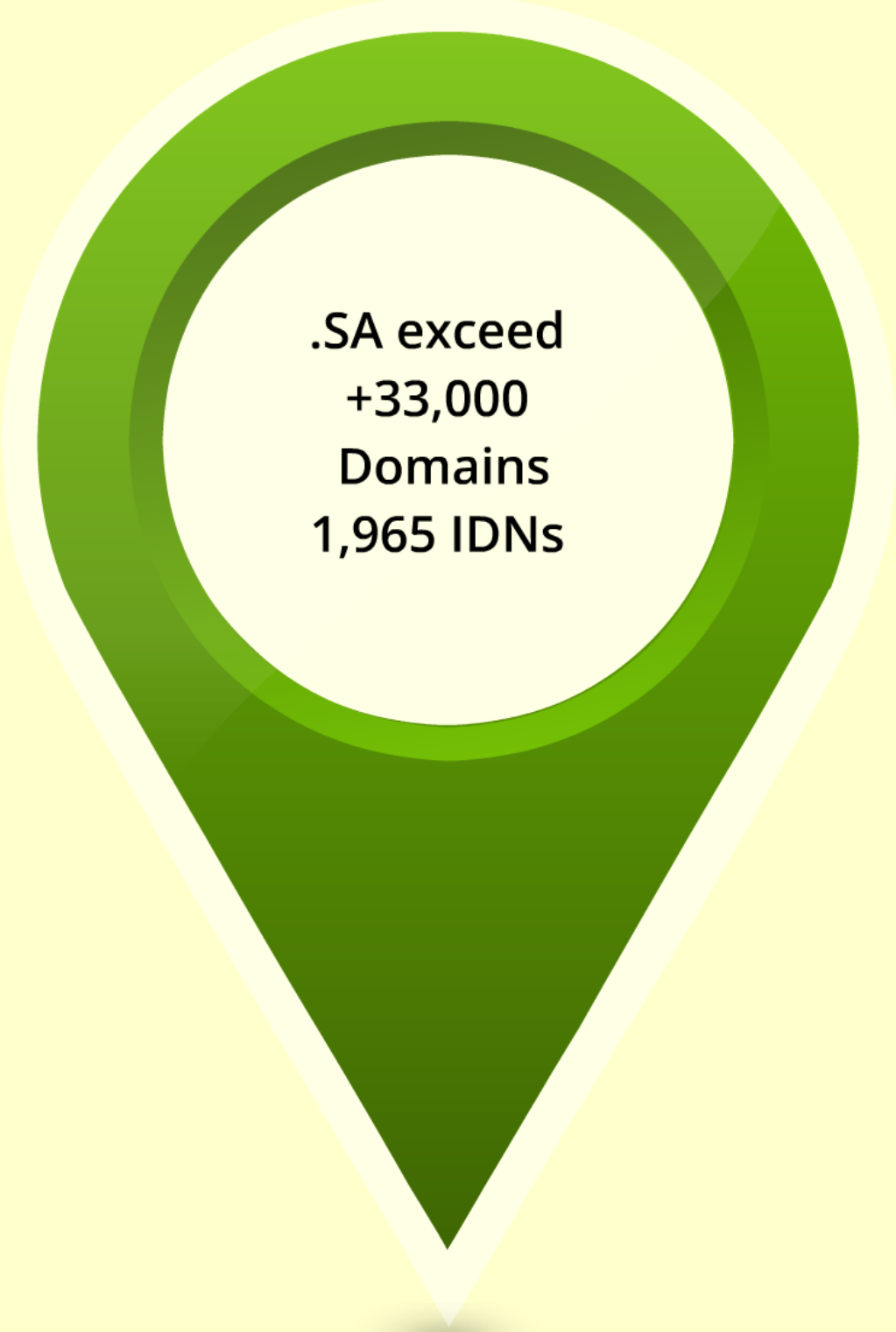


ME Country Codes Top Level Domains






.AE leading top
registrations
in GCC
(exceeded
+100k)

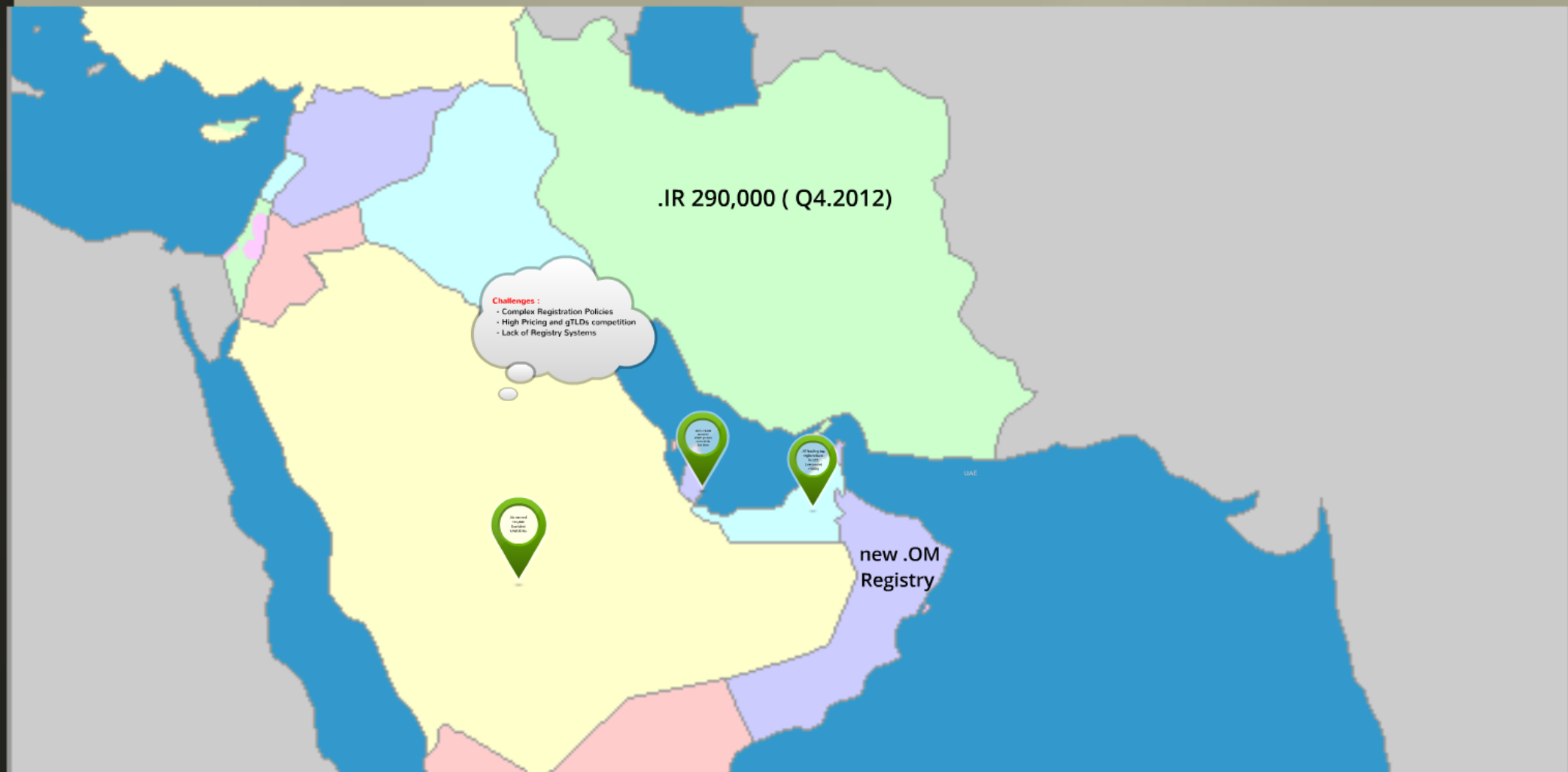
A large green location pin graphic with a white circular center. The pin is oriented vertically with the point at the bottom. The center circle contains text.

.SA exceed
+33,000
Domains
1,965 IDNs



.QA is 19,000
domains
(150% growth
since 2010)
500 IDNs

ME Country Codes Top Level Domains



Challenges :

- Complex Registration Policies
- High Pricing and gTLDs competition
- Lack of Registry Systems

Arabic IDNs

- Arabic Script is used in the DNS since 2011 (Egypt, Saudi Arabia, Emirates, Qatar, Jordan, Tunis, Morocco, Algeria, Syria, Palestine)
- High expectations on the launch of Arabic domain names, but low registrations currently (e.g not exceed 10,000 domains)
- .RU top IDN registrations (890,000)
- Arabic IDN ccTLD Implementation Challenges :
 - Registration Policies Restrictions
 - Linguistic
 - Technical
 - Research and Development



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- Arabic New gTLD
- 15 Arabic Script new gTLDs
 - Arab proposed by League of Arab States
 - Morocco and Shabaka signed the Agreement

Internet is Changing

- Biggest Internet change since its inception
- 1,930 gTLDs Applications, xxx currently in the Root
- 116 IDN Applications (Arabic, Chinese, Cyrillic, ...)
- Geographic gTLDs (e.g Africa, Dubai, Doha, Joburg, ...)
- Brands gTLDs (e.g .Audi, .Nike, .canon,)
- Operator's gTLDs (e.g .Qtel, .Etisalat, .Mozaic, ...etc)



.موقع .شبكة .كيوتل .موزايك .
كاثوليك .عرب .بيتك .العليان
.اتصالات .بازار .ابوظبي
.موبايلي .همره .كوم .ارامكو

Arabic New gTLDs



- 15 Arabic Script new gTLDs
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- Mawqa and Shabaka signed ICANN Registry Agreement



Registries Growth

- Registries Adopting Registry/Registrar model (Competition and Choices)
- Marketing and Awareness (e.g Social Media and Mobile Apps)
- Supporting Entrepreneurs and Incubation centers
- e-Commerce and online trading



Registrars Business in ME

- 7 ICANN Accredited Registrars serving the Region :
 - Genious Communications (Morocco)
 - KuwaitNET (Kuwait)
 - Talal Abu Ghazala "Tagidomain" (Jordan)
 - Crazy Domains FZ LLC (UAE)
 - DM3 (UAE)
 - DreamScape Netwroks FZ LLC (UAE)
 - Etisalat (UAE)
- 1 ICANN Accredited Registrar in Pakistan (Packnic)
- Network Solutions provide IDN Registrations under .com (in Arabic)
- New gTLD expansion is a business opportunity (Branding and Trade marks protection)



Arabic Content Growth

- Arabic Content applications growth
- Support Arabization initiatives (e.g Taghreedat.com)



The Future



**THANK YOU
SHUKRAN**

Sorry This application does not support Arabic / English

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Action

- Internet Tech (ICTF, W3C)
- Policy Development (ICM, ICN)
- Creation and (MSE) DMSP

DNS Industry Development

- ccTLD Registrar Referrals (Clear, Easy, Quick, Efficient)
- Flexible Registrar on-boarding
- Competitive Pricing
- Monitoring and Assessment (Product focused and use of Social Media)
- Integration with Certified Services
- Security and Trust (DNSSEC, Registry Security, ... and

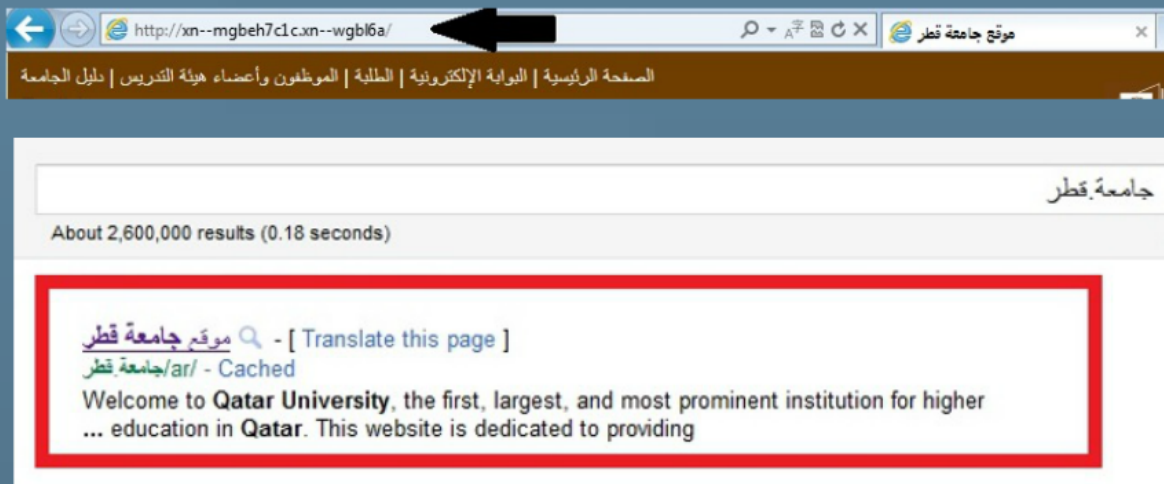
Research and Development

- Multi-Stakeholders R&D Collaboration (Academia, Tech, Government, Innovation center...)
- Global Acceptance of Arabic Domains (Government Support)



Research and Development

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(Academia, Tech, Government, incubation center,...)
- Global Acceptance of Arabic Domains
Browsers Support
IDN Email (IETF)
Social Media and Mobile Apps.
Customer Awareness and Support (e. Hosting)



DNS Industry Development

- ccTLD Registries Reforms
(Open, Easy, Quick, Efficient)
- Flexible Registrars on-boarding
- Competitive Pricing
- Marketing and Awareness
(Product Focused and use of Social Media)
- Integration with Content Services
- Security and Trust
(DNSSEC, Registry Security, ...etc)



Active Engagement

- Internet Technical Standards Development (IETF, W3C, IAB, ICANN, ISOC ...)
- Policy Development (IDNs, new gTLDs, ccTLDs,...) (ICANN ccNSO, gNSO, GAC, ...)
- Creation and Coordination on Regional Fora (ME DNSF, Arab INET, Arab IGF, ME Strategy, ...)





THANK YOU SHUKRAN

Sorry This application Dose not Support Arabic !!

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Middle East DNS Forum



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