

DNS Entrepreneurship Center in Egypt – DNS-EC

NTRA-ICANN Partnership

Background

Develop the domain name industry ecosystem in
Africa and the Middle East (*ICANN Regional
Strategies*)

Internet Ecosystem in Egypt (Q2'14)

- Population: ~87 million (+8 million abroad)
- Young population: 25% between the age of 18-29
- Facebook: 19.5 Million users (~24% of all Facebook users in the Arab region)*
- Mobile broadband: 3.8 million subscribers
- ADSL: 2.9 million subscribers
- Internet users: 44.5 million users
- Mobile Subscribers: 102 million subscribers

*[<http://www.arabsocialmediareport.com/Facebook/LineChart.aspx>]

DNS market in Egypt (to-date)

- Domain name registrations under .eg: 7,132
- IDN registrations under مصر.: 1,996
- No ICANN accredited registrars
- No gTLDs submissions from the country
- Involved in 2 new gTLDs applications through the League of Arab States

The Project

- Establish a DNS Entrepreneurship Center (DNS-EC) to foster the DNS sector in Africa and the Middle East
- Partners: The National Telecommunication Regulatory Authority of Egypt (NTRA) and ICANN
- Location: Egypt

Why Egypt

- Bridge between Africa and the Middle East
- One of the largest Internet markets in Africa and the Middle East
- Richness of skilled human resources

Vision

The repository for DNS knowledge and expertise
in Africa and the Middle East

Mission

Develop a robust and healthy domain name ecosystem in Africa and the Middle East

NTRA/ICANN Partnership

- Agreement signed at ICANN London
<https://www.icann.org/en/system/files/files/ntra-mou-23jun14-en.pdf>
- NTRA incubates the Center during the founding phase and provides training facilities in partnership with local parties (ITI, ...)
- ICANN provides expertise to build local capacities
- Training courses available to qualified candidates from Africa and the Middle East

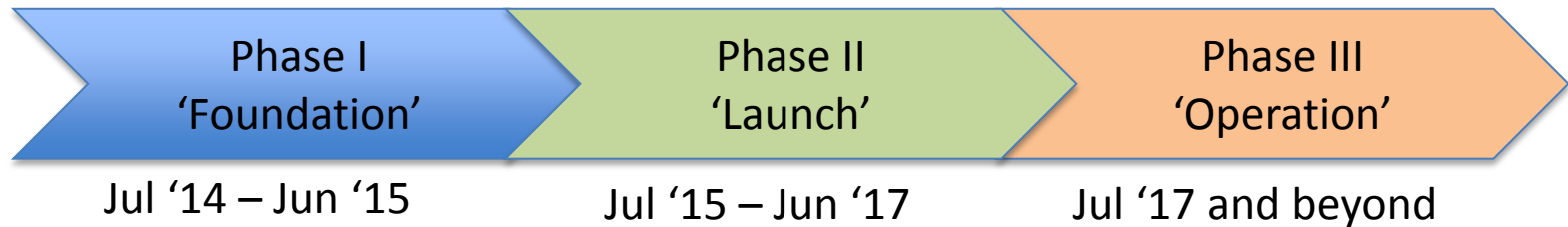
Scope

- Foster the DNS sector
- Develop related industries
- Provide 3 main services
 - Professional training and capacity building
 - Consultancy services
 - Technical operations

Phases

- Preparatory Phase (June 2014)
 - Partnership announcement
 - Signing of MoU

Phases



- Develop capacities necessary for the establishment of DNS-EC
- Programs cover various DNS technical, policy, and business aspects

- DNS-EC launched as an independent entity
- Training and consultation services in Africa and the Middle East

- Lend expertise and knowledge across Africa and the Middle East
- Possibility of assuming a DNS operational role

Professional Training and Capacity Building

- Develop and certify local expertise
 - In DNS **technical** operations of registries and registrars
 - In domain name **policies**
 - In domain name **business** aspects
- Improve basic DNS awareness and education for policy makers and law enforcement
- Help in making DNS informational material available in key languages in Africa and the Middle East
- Lend expertise to Africa and the Middle East to support the DNS industry in the region

Consultancy Services

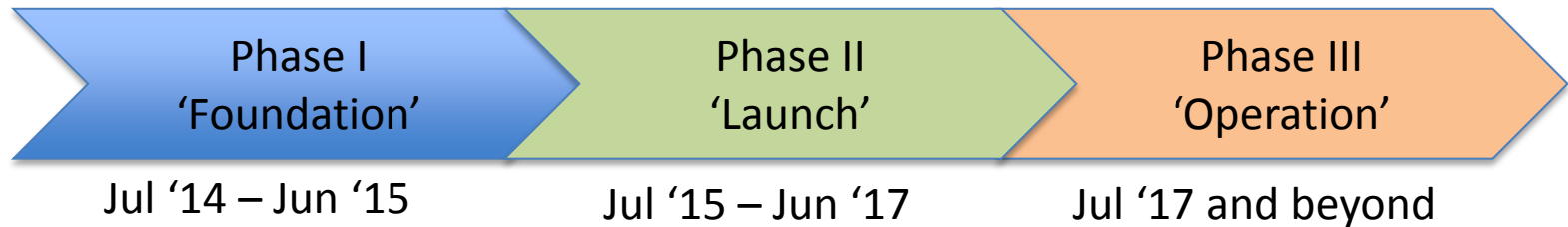
- Provide consultancy services in Africa and the Middle East
 - In domain names technical operations
 - In DNS registries and registrars business
 - For future gTLD applications
 - In DNSSEC and other DNS security related issues
 - In setting of domain names policies
- Assist in creation of:
 - Local registrars
 - ICANN accredited registrars
 - Future gTLD registries

Technical Operations

Where needed, assist in:

- Developing DNS infrastructure in the region
- Revamping and reviving ccTLDs in the region
- Operating and administering new gTLDs

Outcomes



- Complete training programs
- Distinct trainees obtain fellowships
- Complete foundation process of DNS-EC

- 3-year strategic plan
- Curriculum and education materials
- Training and consultation services in Africa and the Middle East

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- Other (TBD)

Training Tracks

- Technical Track
 - Registry operations
 - Secure registry operations / DNSSEC
 - Virtualized machines
- Business Track
 - Registry / Registrar models
 - Business models and marketing strategies
 - Registration policies
 - Dispute resolution

Trainees Skills

Technical Track

- UNIX and/or Linux System Administration experience
- Knowledge of TCP/IP protocols and layer 2 and layer 3 networking
- An understanding of network and systems security basics

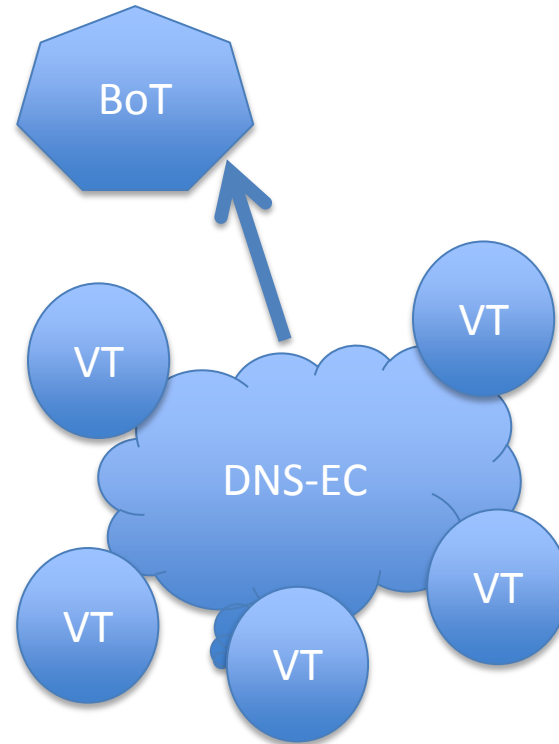
Business Track

- Business development
- Product development and branding
- Digital marketing
- Consultancy in Internet business innovation and strategy
- Financing and legal issues

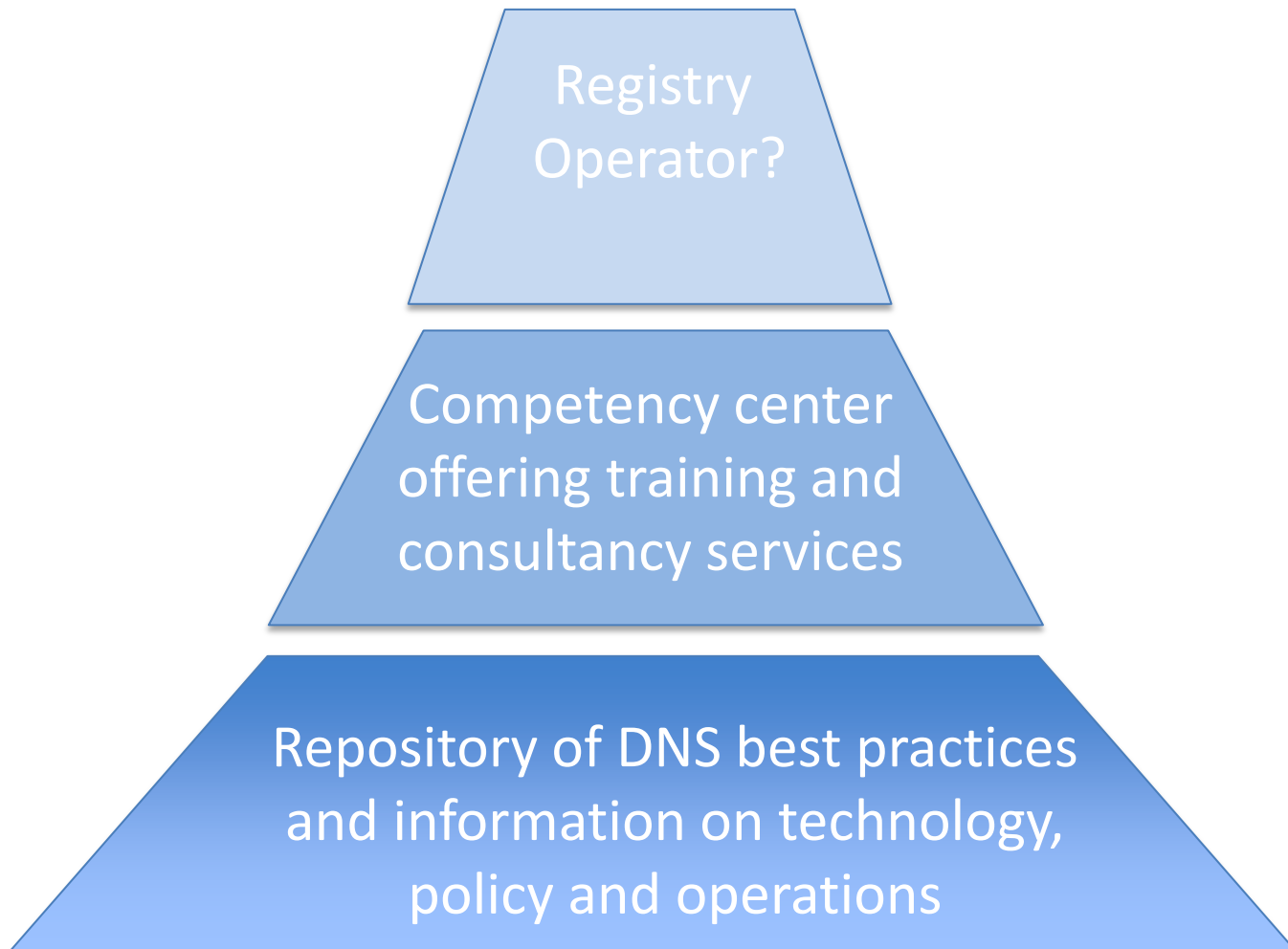
- Ability and desire to teach, including ability to talk and present in front of groups of people
- Willingness to use what is learned in this program to teach and mentor other people

Structure

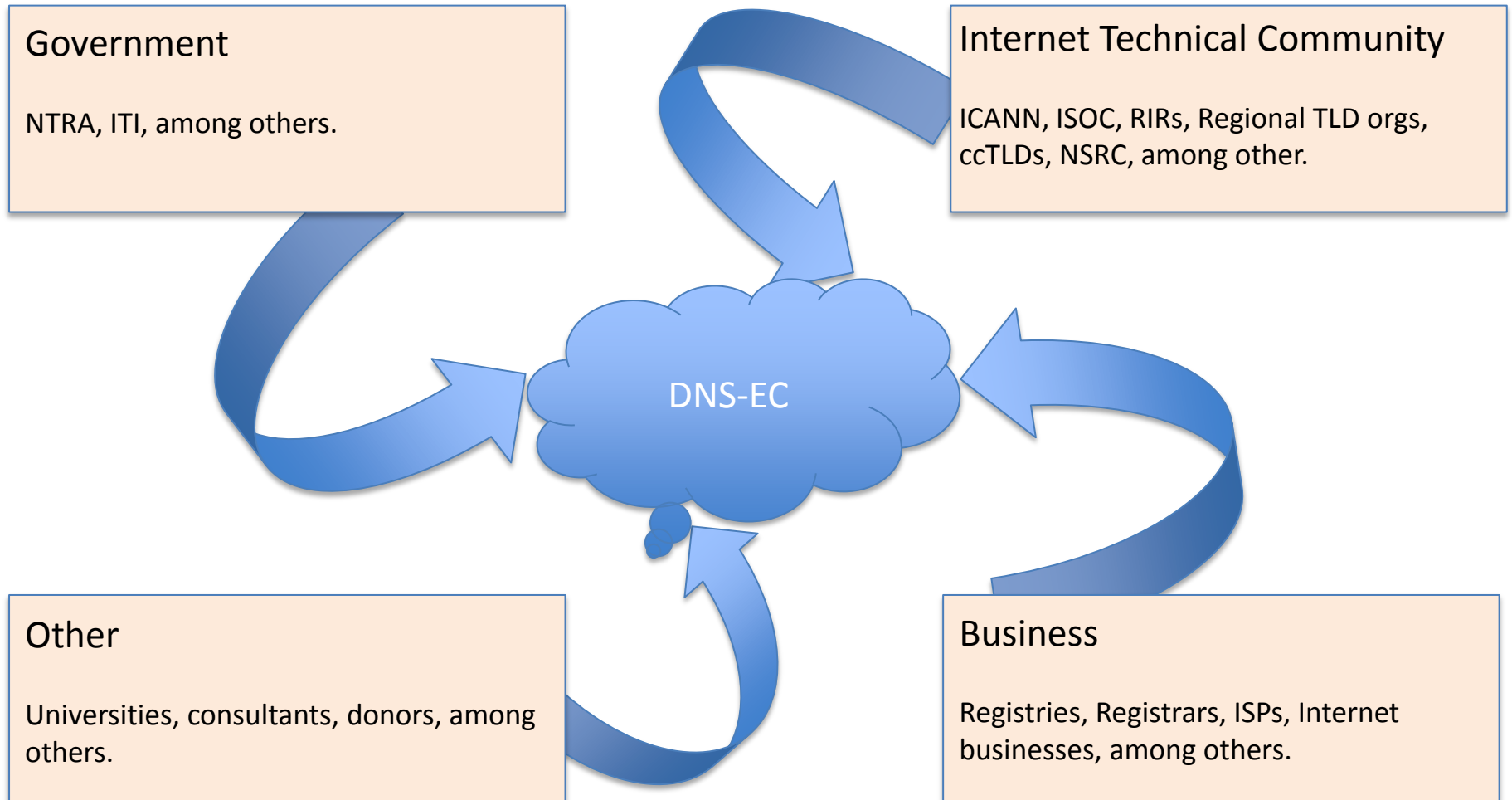
- Lean organization
- Board of trustees (BoT)
 - A multi-stakeholder Board
- Human resources are mix of:
 - Full-time staff
 - Two main functions to start with:
 - 1) Business development;
 - 2) Technical training
 - Virtual teams (VT)
 - From all over the region



Business Model



Partners



Work Underway & Next Steps

- Reach out to potential partners and discuss possible roles
- Raise awareness among local/regional stakeholders and seek support from industry
- Finalize details of Phase I in relation to training programs, selection criteria for trainees, timelines, etc.
- Kick-start training programs

Questions