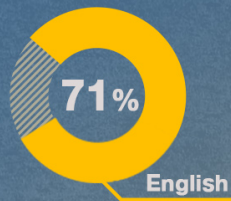


WEBSITES IN THE REGION

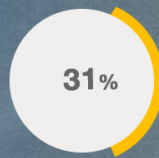
English dominates as the language of web content in the region.



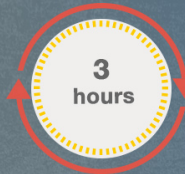
The region has a full range of web content – news, entertainment, educational, retail, governmental and blogs

INTERNET INFRASTRUCTURE AND USAGE

- Some countries in the region struggle with basic Internet infrastructure



of users in the region spend

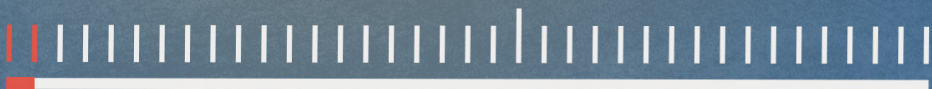


or fewer per day online

- Internet literacy is still low because of sociological, cultural and political factors

HOSTING

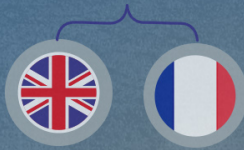
- The market for hosting services in the region is weak.



5% of the region's popular sites are hosted locally

- Legislation and regulation can affect users' choice of hosting country

LANGUAGE AND CONTENT



English and French remain key languages for a large part of the population

Users switch language online, according to context

Strong preference for using local languages (eg Arabic, Farsi, Urdu) when interacting with friends and government

Websites are preferred to social media when interacting with business and governments



31% of users in our survey have uploaded content to websites in the past 12 months

EURid



REGISTRAR MARKET



Competition in local registrar markets is weak, resulting in poor choice and pricing for end users.



Most of the international registrars who have modern platforms for end-users are not present in the region. They are discouraged to include the region TLDs in their worldwide registration platforms because of the administrative barriers to register domain names. Requirements in local ccTLDs deter international registrars from participating in the markets.



Local registrars often complain about the lack of dialogue with the registry that remains impassive to the request for modernising the TLD management.



REGISTRANT MARKET



Domain names compete with much faster channels to be online such as social media.



Users complain about lack of local providers.



Most users couldn't name their registrar.



Most users said they didn't buy value add services when buying their domain.



Choice of payment systems for registering domains is limited, and does not include innovative services for the unbanked.

EURid

DOMAINS

There are **2.9 million** domain names associated with the region in 2015.



21000 IDNs across the region, of which half are under **.tr** (Turkey – Latin script).

Users from the region are more likely to do direct navigation than are global users.

Nearly all users check the domain name before clicking on search results.

REGISTRIES

Domain name penetration throughout the region is low. Only **3 ccTLDs** in the region have higher than **10 domains** per 1 000 inhabitants. Comparator countries have between **100 - 300 domains** per **1 000**.

Most ccTLDs in the region remain confined to their territory with strict and/or complex policies and procedures both for registrar accreditation and for domain name registration.

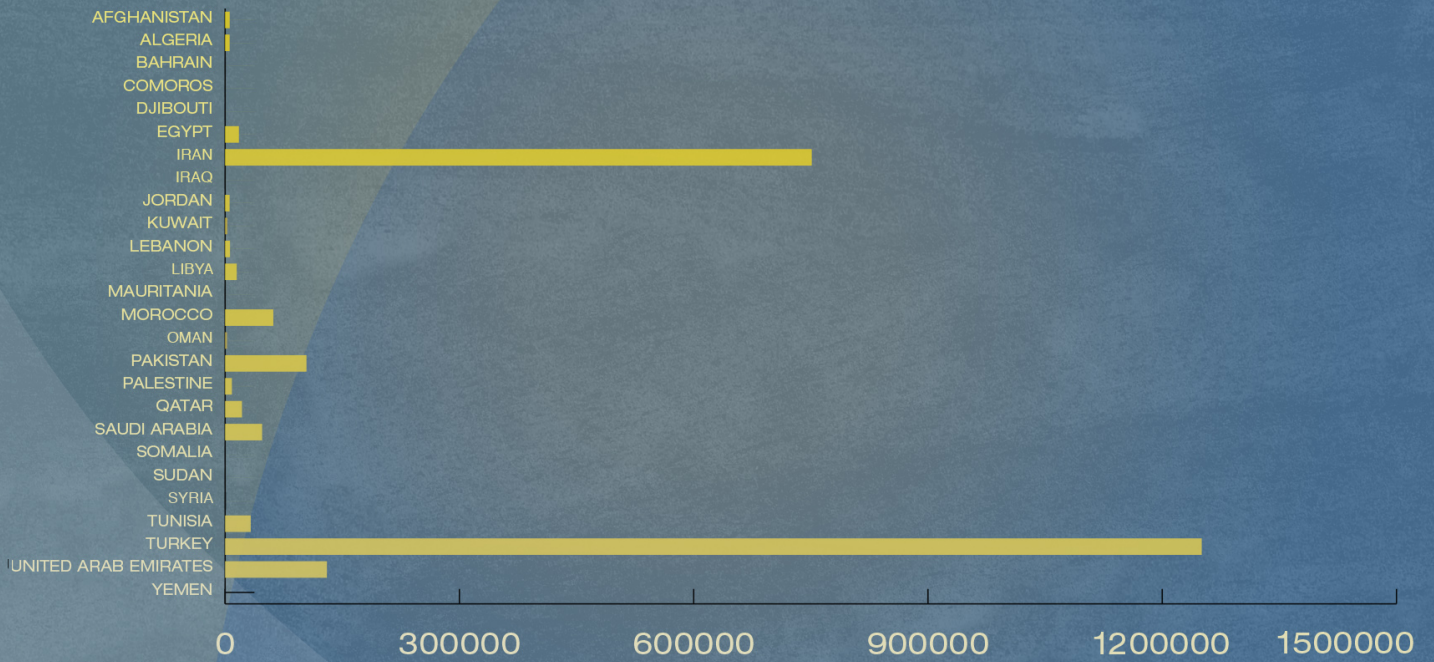
Historical facts that resulted in the delegation or redelegation of the registry operator are still influencing a healthy registry development

There is clear lack of consistent and regular registry involvement in the international TLD environment, including the regional TLD organisations, which are the cradle of best practices.

MEAC STUDY



DOMAIN NAME REGISTRATIONS BY COUNTRY, 2015



RECOMMENDATIONS

FOR THE WIDER INTERNET ECOSYSTEM

- Basic Internet access issues need to be given priority.
- All stakeholders need to work on strengthening local hosting markets.
- A focus on ways to enhance local language content will benefit at least 50 per cent of users who prefer to use their local languages online.
- Policies and investment should focus on supporting ecommerce.

FOR THE DOMAIN NAME MARKET

- There is room for diversity in business models and registry structure.
- Local TLD operators need to set a clear strategy and measurable goals.
- Liberalising policies, making them more accessible and lowering fees – as well as make them more transparent and linear – can drive growth, but a sustained approach is needed.
- Establishing a strong circle of trust with all local and possibly international stakeholders is of paramount importance for TLD operators.
- Enhancing registry automation and opening to international registrars is essential to ensure long-term growth.
- Rebranding a local TLD can support a change in policy and revitalise the TLD.
- Participation in ccTLD regional organisations or DNS Centres benefits emerging registries.
- Improving IDN literacy and benefits. Registry operators should also design plans to cooperate with service providers for facilitating the IDN universal acceptance as other registries have done (e.g., KISA for .한국).
- Registrar relationships are key (in a mixed or registry-registrar model). Consider starter programmes and incentives to on-board new registrars at local level.
- International registrars can intensify local competition, lowering retail prices and improving uptake.
- Testimonials, registrar marketing schemes and online marketing can all improve uptake.
- Enhancing the TLD registry role in supporting the local communities and providing Internet education can be effective both for profiling the TLD manager and for strengthening the links with the primary end-users. Actions producing a naming charter for government (eg .tn) can help promote the TLD at institutional levels.
- Registrars should consider promoting domain names together with add-on products (e.g., forwarding services, services designed to assist customers in building websites).