DNS ENTREPRENEURSHIP CENTER
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ASSESSING AND STRENGTHENING THE DOMAIN NAME INDUSTRY

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AGENDA

Regional DNS Industry

Challenges & Opportunities

Strengthening the Industry

In the Region

DOMAIN NAME INDUSTRY

Verisign's latest domain name industry brief (Q2 2017)

Top 3 ccTLDs by number of reported domains

.cn with 21.4 million

.de with 16.2 million

.uk with 10.7 million

What do they have in common?

WHAT ABOUT THE DIGITAL ECONOMY IN THE REGION?

❑ Online retail spending is very low, only about two percent of all retail spent today is made online

❑ The MENA e-commerce market is experiencing rapid growth

❑ The region has the lowest account penetration, with only 17.7% of adults reporting a formal account

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WHAT ABOUT THE DIGITAL ECONOMY IN THE REGION?

❑ GCC has the potential of being the fastest growing e-commerce region

❑ Big e-commerce companies entering the Middle East market

❑ Amazon acquires souq.com paying $580 million in cash for souq.Souq.com acquires Wing.ae, which connects merchants with delivery courier

❑ E-commerce contributes by just 0.4% to the GDP of the GCC which is 4 - 8 times lower than comparable markets

SMES & E-COMMERCE

❑ Most of the SME's in the region are not online

❑ 7 percent of Egyptian SMBs have online presence

❑ 18 percent of UAE SMBs have online presence

❑ 37 percent of Turkey SMB's have online presence

ELEMENTS TO CONSIDER

Elements to Consider

- ❑ Access is mainly via mobile devices

- ❑ Domain name registration mainly takes place where local hosting industry and web development sector exists
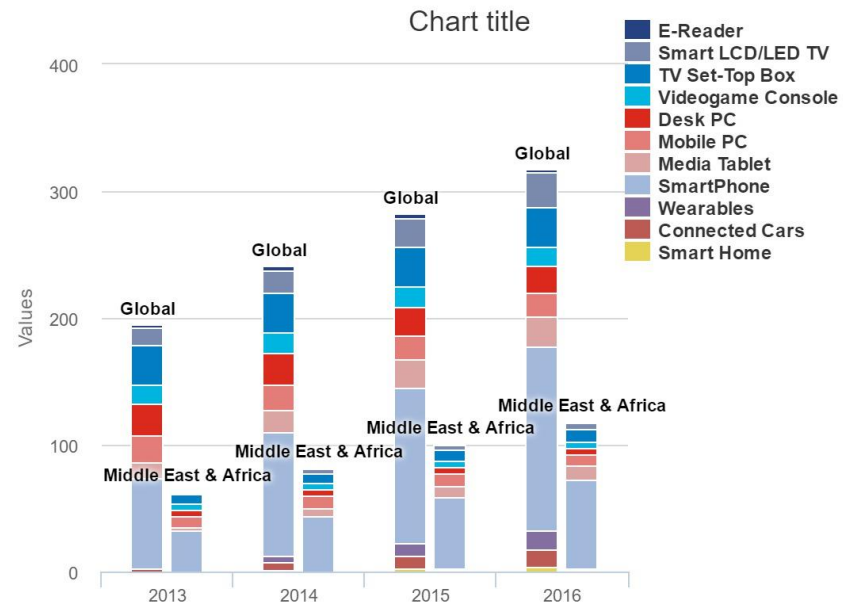
OPPORTUNITIES

❑ Digital economy is growing in the region

❑ Many countries from the region realized the importance to digitally transform their countries

❑ Young population

❑ 56% Internet penetration in the region with some GCC countries like UAE with more than 90% Internet penetration rates

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CHALLENGES

- ❑ Internet accessibility and affordability in some of the countries of the MENA region

- ❑ Local hosting & Local content

- ❑ Lack of IXPs

- ❑ Financial inclusion

- ❑ Customers trust

DOMAIN NAMES FROM THE POINT OF VIEW OF .EG

Opportunities:
- ❑ High availability of the names which is considered a market privilege
- ❑ The annual subscription fees are very reasonable and competitive compared to gTLD subscriptions
- ❑ The online existence via a website is more trusted than a page on Facebook.

Challenges:
- ❑ The popularity and domination of social media is considered a strong competitor because, it easily enables the online existence, there are no required subscription and/or procedures.
- ❑ Lack of awareness among the local market regarding the DNS industry and its importance. The number of the domain names registered under .com in Egypt is an evidence for that.
- ❑ Lack of e-content in most of the Arab and Middle Eastern countries leads to a lack of online presence and results in being just consumers

DOMAIN NAMES FROM THE POINT OF VIEW OF .TN

Opportunities:

❑ The liberalization and the reforms of .tn aiming to create local businesses,

❑ reinforce the national identity,

❑ create an added value and

❑ enhance the content

Challenges:

❑ Implementing a marketing strategy

❑ Providing online sales

❑ Providing packaged offers (domain name +service) and

❑ Offering professional services

DOMAIN NAMES FROM THE POINT OF VIEW OF .MA

Opportunities:

❑ Providing workshops on the deployment of DNSSEC for .ma registrars and users administrating their own networks

❑ Raising awareness of the users about the importance of the deployment of DNSSEC

❑ Opening the registration of IDNs under .ma

Challenges:

❑ Promoting .ma

❑ Deploying DNSSEC on all domain names under .ma

STRENGTHENING THE MARKET GOVERNMENTS

❑ Work on developing the skills of the population

❑ Provide digital government services – content in local language

❑ Promote financial inclusion

❑ Set regulations and laws that encourage online use, trading and innovation

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STRENGTHENING THE MARKET GOVERNMENTS

- ❑ Ensure the security of the networks
- ❑ Help in providing affordable and accessible Internet
- ❑ Encourage local hosting of the data
- ❑ Encourage competition
- ❑ Encourage the SMEs to have an online presence

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STRENGTHENING THE MARKET REGISTRIES & REGISTRARS

❑ Open registration policies

❑ Effective Dispute resolution mechanisms

❑ Deploy effective security measures

❑ Various payment methods

❑ Registrars identify winners and invest accordingly

STRENGTHENING THE MARKET

Collaboration

All Stakeholders must be involved governments, private sector, technical sector and civil society

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SOURCES

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- ❑ Digital Middle East: Transforming the region into a leading digital economy – Mckinsey

- ❑ Connected consumer index accessed at: http://connected-consumer.gfk.com/connected-consumer-index/?no_cache=1

- ❑ Souq's Latest Acquisition Could Give Middle East Ecommerce a Boost accessed at: https://www.emarketer.com/Article/Souqs-Latest-Acquisition-Could-Give-Middle-East-Ecommerce-Boost/1016435

QUESTIONS?

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