# At-Large Workspace: Draft 2016 African Domain Name System Market Study

| Public Comment Close | Statement Name | Status | Assignee(s) | Call for Comments Open | Call for Comments Close | Vote Open | Vote Close | Date of Submission | Staff Contact and Email | Statement Number |
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| 05 May 2017 | Draft 2016 African Domain Name System Market Study | ADOPTED 14Y, 0N, 0A | Wafa Dahmani Zaafouri Seun Ojedeji | 25 April 2017 | 02 May 2017 | 03 May 2017 | 09 May 2017 | 03 May 2017 | Pierre Dandjinou Pierre.dandjinou@icann.org | AL-ALAC-ST-0517-01-01-EN |

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- Comments Forum

## Brief Overview

**Purpose:** The purpose of this public comment proceeding is to seek input and feedback from The Domain Name and Internet Community, interested parties and individuals on the draft 2016 African Domain Name System Market Study Report.

**Current Status:** The document is currently in its draft format. ICANN is seeking input from the community.

**Next Steps:** Feedback received will be incorporated into the draft report before the final Study Report is developed.

## Section I: Description, Explanation, and Purpose

On Nov 30, 2015, The Internet Corporation for Assigned Names and Numbers (ICANN) announced a Request for Proposal seeking a provider to conduct a study on the domain name industry in Africa. A consortium led by South Africa Communications Forum (SACF) was later selected to carry out the study.

The goal of this study is to identify and define the strengths and weaknesses in the industry ecosystem within the Africa region and develop recommendations on how to advance the industry and bring it closer to the opportunities available.

At a minimum, the study set to:

- Investigate the current state of the Internet and the domain name industry in the region
- Define best practices that have made an impact in domain name market growth
- Look at the broader ecosystem of the Internet infrastructure and online services and describe the impact of such elements on the overall evolution of the domain name industry
- Describe the business potential in the domain name industry in Africa, and
- Provide suggestions on how to develop the industry and what business models can be adopted in the entire industry chain.

This draft study report includes data, analysis, and recommendations.

## Section II: Background

Over 4 years ago, the African community met in Prague (ICANN 44) for a historic meeting chaired by Dr. Steve Crocker and then incoming President and CEO Fadi Chehade. The outcome was a new approach to Africa focused on:

- Developing a framework for ICANN's Africa strategy;
- Supporting stronger ICANN presence in Africa;
- Increasing Africa's participation in ICANN.

The meeting also resulted in the formation of a volunteer, nine-member African Working Group (dubbed Africa Strategy Working Group – ASWG), whose mission was to develop an African strategy. The group was motivated by the realization that Africa lacked commensurate participation in the ICANN ecosystem to compliment her emerging economies. This group developed the first 2012 – 2015 Africa Strategic Plan.

Subsequently, there has been much effort and goodwill in the implementation of this document, which largely focuses on capacity building and increasing awareness about ICANN, Internet governance issues, as well as building a sustainable DNS industry in Africa. ICANN also established its presence in Africa with three dedicated staff members.

However, ICANN received feedback from the community, showing the need for a review of the strategic plan and revisions to some of its objectives and key performance indicators (KPIs). It was imperative that our strategic plan evolve with the needs of the community, while also aligning with the current ICANN 2016-2020 strategic plan.

In response to this clear direction from our community, ICANN Africa team convened a special consultative session during the AFRINIC 21 in November 2014 in Mauritius. The meeting was attended by representatives from AFNOG, AFRINIC, AFTLD, GAC, AFRALO, AFICTA, NEPAD and African Registrars Association. At the end of the meeting, the revised ICANN Africa Strategic Plan Ver 2.0 [PDF, 502 KB] was born.

One of the key projects identified in the revised ICANN Africa Strategic Plan 2016-2020 [PDF, 502 KB] was to commit and conduct a study on the business feasibility of the growing DNSindustry in Africa (Page 16, Strategic Objective 15) and to commission an Observatory to develop new indices for DNS Industry growth in Africa. (Page 17, strategic Objective 16). This draft study is an effort to implement these objectives and further the Domain Name Market is Africa together in partnership with you, our community.

## Section III: Relevant Resources

- 2012 – 2015 ICANN Africa Strategic Plan
  http://www.afrinic.net/en/community/icann-aswg/strategy-matrix
- Revised 2016 – 2020 ICANN Africa Strategic Plan
  http://africanncommunity.org/africastrategy/fy16-fy20-plan/
- Request for Proposal: Study About the Domain Name System (DNS) Industry and Business in Africa (RFP Documents)
  https://community.icann.org/display/gseafrcawkspc/RFP+documents
- Draft 2016 African Domain Name System Market Study Report
  https://www.icann.org/en/system/files/files/draft-africa-dns-market-study-10mar17-en.pdf [PDF, 5.86 MB]

## Section IV: Additional Information

## Section V: Reports

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**FINAL VERSION TO BE SUBMITTED IF RATIFIED**

*The final version to be submitted, if the draft is ratified, will be placed here by upon completion of the vote.*

AL-ALAC-ST-0517-01-01-EN.pdf

## FINAL DRAFT VERSION TO BE VOTED UPON BY THE ALAC

*The final draft version to be voted upon by the ALAC will be placed here before the vote is to begin.*

The ALAC welcome the AFRICAN DNS study under ICANN strategy for Africa. It is key to understand the domain name industry issues in the region.

The results of the study are as expected. The domain name industry in Africa is influenced by a set of interdependent factors: The infrastructure, the prices, the management model (2R or 3R), the policies, and the digital awareness. Notably, the report indicates that 37 million USD revenue is generated from ccTLDs which then reaches over 51 million USD if gTLDs are included. What has been observed to be the norm is that people tend to acquire or register more gTLDs than ccTLDs. Even though that trend is changing, one should not expect a dramatic change as indicated in this report. We see the trend that ccTLDs becoming preferred TLDs for registration a good development and would suggest that the factors that caused this change be noted and improved upon.

The ALAC support the establishment of a DNS observatory to track changes in the use of DNS in Africa and to follow its evolution. Raising awareness is key to the DNS market evolution. Academics and governments should understand the specificities of raising the region awareness.

The report gives many inputs that should be translated into an action plan, relying on the potentials and key actors in the region. The action plan should be carried out in the collaboration with ICANN, ALAC/AFRALO outreach programme, AFRINIC, AFTLD, registries and registrars, the African Association of Universities (AAU), and so on.  The action plan would benefit from exchange programmes that facilitate expertise exchange between countries.

Last, the ALAC note that on this published report, the footer of every page contains the phrase "Africa Domain Name System (DNS) Market Study Draft Report, 12th January 2017, SACF." Based on the title of the report, this version was last updated on 10 March 2017. The footer text should be updated accordingly.

## FIRST DRAFT SUBMITTED

*The first draft submitted will be placed here before the call for comments begins.*

The ALAC welcomes the AFRICAN DNS study under ICANN strategy for AFRICA which is key to understand the domain name industry issues in the region

The results of the study are quite expected, domain name industry in AFRICA is a set of interdependent factors: The infrastructure, the prices, the management model (2R or 3R), policies and digital awareness with sufficient literacy.

The ALAC support the setting up of a DNS observatory to track changes in the use of DNS in AFRICA and follow its evolution.

However, raising awareness is key to the DNS market evolution and seen the specificities of the region awareness should be made at the academic and governmental level.

The report gives many inputs that should be translated by an action plan relying on the potential and key actors in the region in the collaboration with ICANN (ALAC outreach programme, AFRINIC, AFTLD, registries and registrars, the African union of universities….) and exchange programmes (expertise exchange between countries).