

Switching Nigerians to .ng ccTLD

A Multi stakeholder Approach To Growing ng.ccTLD

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NiRA-Background

- * .ng is Nigeria identity on the internet.
- * This important national resource is managed by Nigeria Internet Registration Association (NIRA)
- * .NG domain was previously managed by a Government agency.
- * The Nigeria Internet Registration Association (NiRA) was founded on March 23, 2005 as a stakeholder-led organisation, charged with the management of the nation's Country Code Top Level Domain Name (ccTLD), .ng
- * Our Current Executive President is Mrs Mary Uduma who heads the 9 members executive board and Dr. Odeyemi, Chairman, 9 Members BOT.

.ng Current Stats

- * .ng currently has the following extensions.

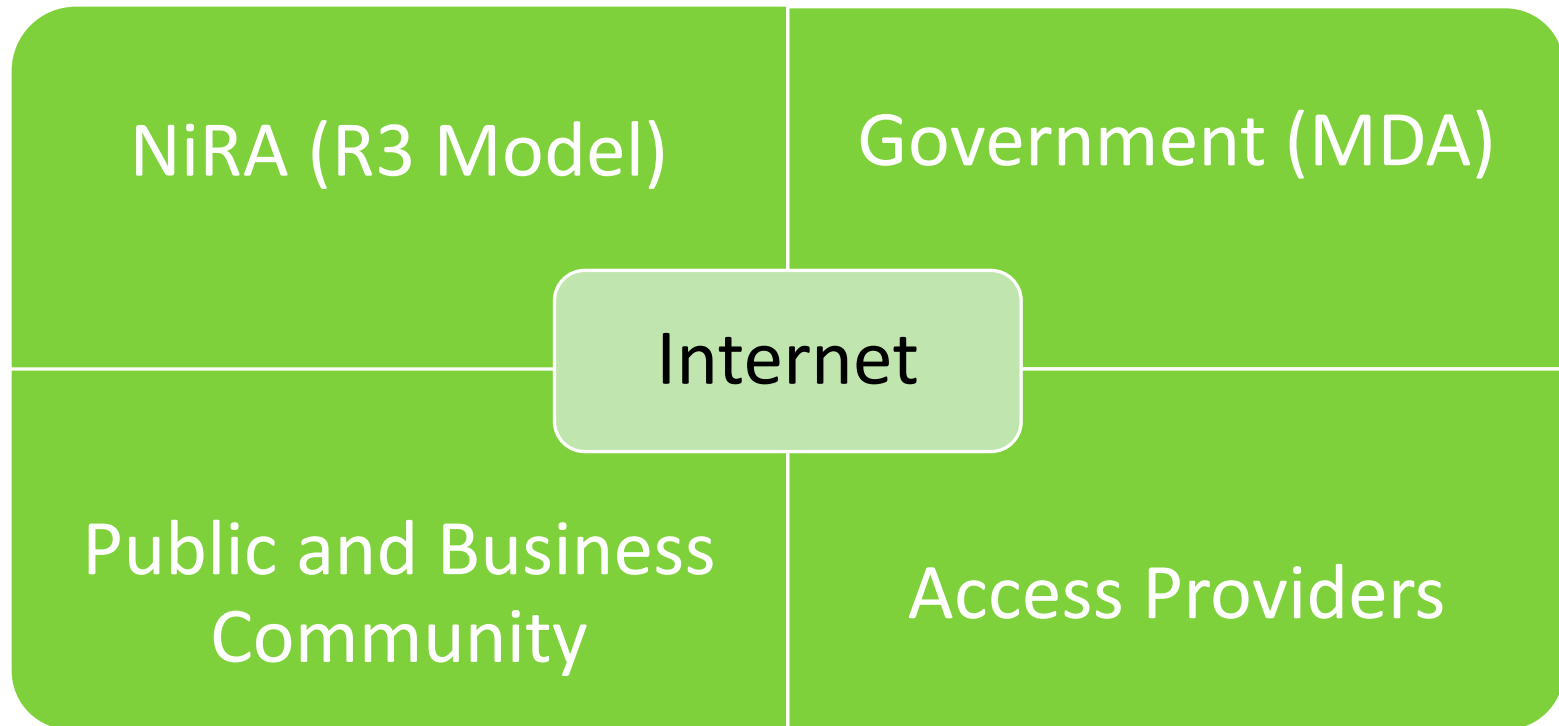
.ng	com.ng
	edu.ng
	gov.ng
	mil.ng
	net.ng
	org.ng
	sch.ng
	mobi.ng
	name.ng

36 States Codes		
ab.gov.ng ab.sch.ng	oy.gov.ng oy.sch.ng	zm.gov.ng zm.sch.ng

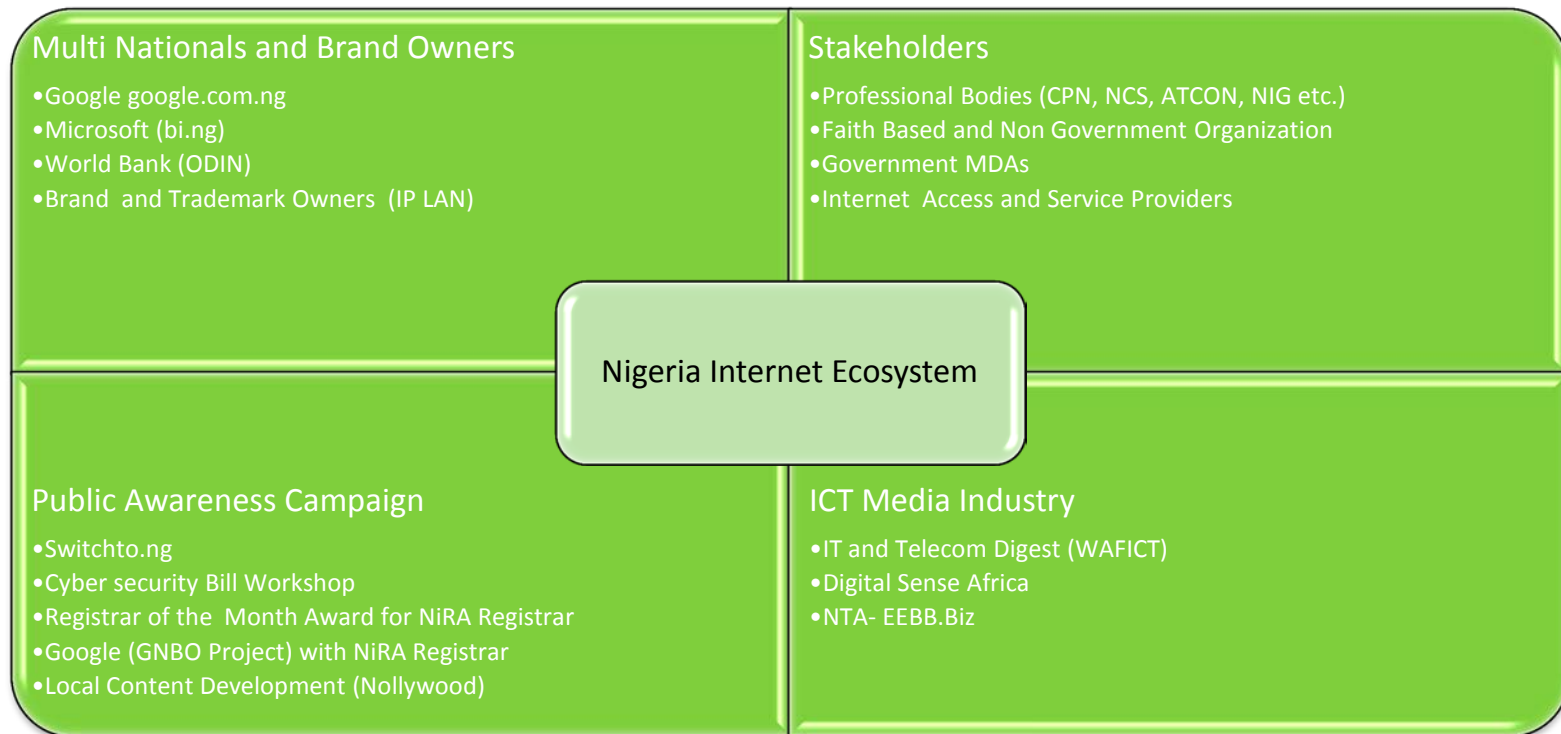
Currently Total Domain = approx. 25,000

Premium Domains : 28 names registered

Nigeria Internet Ecosystem



Building the Nigerian Internet Ecosystems



Approaches to .ng Growth



Switchto.ng- Awareness

- * **Switchto.ng** is the theme of a nationwide campaign workshop in collaboration with NITDA under the Ministry of Communication Technology.
- * The workshop events will take place all over the Six Geo-political zones of Nigeria.
- * The platform is designed to afford all NiRA Accredited Registrars to provide information to the public and Government MDAs about how to register domains under the .ng ccTLD.
- * To exchange information between the public and NiRA/NITDA about the .ng policies, regulations and events.
- * Workshop has a dedicated website at <http://www.switchto.ng>

Value Proposition to Registrant

- .NG (like our currency Naira and +234 for country code) is the official ICANN approved ccTLD for Nigeria
- **Availability of Names** is better on the .ng ccTLD than on the gTLDs like .com, .org.
- **Branding and Geo targeting** of local content to the Nigerian market
- **Security** – Our primary DNS servers are secured and locally managed with multiple Any cast servers located around the world.
- **Whois Query** can reveal the identity of domain owner to alert on DNS abuse and fraud.

Value Proposition to Multi Nationals

- * NIRA mindful of the unique opportunity its ccTLD name presents With a TLD as .ng, Nigeria's country code assumes a global significance for many words by coupling of the TLD with any of the vowels of the English language. **i.e. Fishi.ng**
- * NIRA intends to exploit these potentials to continue to make .ng a global registry irrespective of the entry of new gTLDs
- * The uniqueness of the .ng ccTLD has seen firms like Google, Microsoft Domain Developers Fund taking up **googli.ng**; **bi.ng**; et cetera since the Second Level was opened up.

Government Policy Thrust

Job Creation

- * Creation of Ministry of Communication Technology
- * Licensing of Additional Broadband Provider (>400 Gb/s Cable System from Glo-1, Main One, SAT-3, and WASC)
- * Additional Spectrum Auctions
- * Local Content
- * Job Creation
- * Cyber security Policy Document and Cyber Security Bill in Final Draft

Summary and Conclusion

- * A multi stake approach is working in building the .ng ccTLD
- * Government Role is critical for .ng ccTLD adoption
- * Nigerians is addressing the Advance Fee Fraud and other cyber crime through cyber Security Bill