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.

<table>
<thead>
<tr>
<th>.ng</th>
<th>com.ng</th>
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<tbody>
<tr>
<td></td>
<td>edu.ng</td>
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<tr>
<td></td>
<td>gov.ng</td>
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<tr>
<td></td>
<td>mil.ng</td>
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<td></td>
<td>net.ng</td>
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<td></td>
<td>org.ng</td>
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<td></td>
<td>sch.ng</td>
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<tr>
<td></td>
<td>mobi.ng</td>
</tr>
<tr>
<td></td>
<td>name.ng</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>36 States Codes</th>
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</thead>
<tbody>
<tr>
<td>ab.gov.ng</td>
</tr>
<tr>
<td>ab.sch.ng</td>
</tr>
<tr>
<td>oy.gov.ng</td>
</tr>
<tr>
<td>oy.sch.ng</td>
</tr>
<tr>
<td>zm.gov.ng</td>
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<tr>
<td>zm.sch.ng</td>
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Currently Total Domain = approx. 25,000

Premium Domains : 28 names registered
Nigeria Internet Ecosystem

NiRA (R3 Model)  Government (MDA)

Internet

Public and Business Community  Access Providers
Building the Nigerian Internet Ecosystems

Multi Nationals and Brand Owners
- Google google.com.ng
- Microsoft (bi.ng)
- World Bank (ODIN)
- Brand and Trademark Owners (IP LAN)

Stakeholders
- Professional Bodies (CPN, NCS, ATCON, NIG etc.)
- Faith Based and Non Government Organization
- Government MDAs
- Internet Access and Service Providers

Public Awareness Campaign
- Switchto.ng
- Cyber security Bill Workshop
- Registrar of the Month Award for NiRA Registrar
- Google (GNBO Project) with NiRA Registrar
- Local Content Development (Nollywood)

ICT Media Industry
- IT and Telecom Digest (WAFICT)
- Digital Sense Africa
- NTA-EEBB.Biz
Approaches to .ng Growth

Awareness

.ng Brand

Preferred by Nigerians
-prevalence of yahoo.com

Cost
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
.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.
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.
* 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