Platform and Policies

Promoting a DNS market in a developing country

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Why Development?

• Dr Lisse and I predate Namibia’s Independence (1990)
• Eberhard is a Medical Doctor, I am an anthropologist
• 1995 We connected the country to the Internet
  – Motivation was post apartheid development
• ICANN initiative in Africa
  – 25 years of insights and ideas
  – A sense of what works and what does not work
Namibia: country of ‘twos’

• 2 times the size of California
  – 2.2 million people (2011 Census)
  – Lots of space
  – Never trust a Namibian when they say the drive is “not far”

• Two countries: Rich and Poor
  – Minority lives the life of Canada or Sweden
  – Majority lives the life of Sudan or the Congo
  – It is getting better
Namibia development

• Moderate success
  – Poverty ↓ by 45%; primary school attendance ↑ 95%; upper middle income country; growing middle class

• Mobile revolution
  – 96 subscriptions per 100 people
  – +/- 90% -- 95% network coverage
  – 260,000 internet users: FaceBook factor -- mobile
Who do we want to reach for DNS development?

• Namibia’s “Canadians and Swedes”?
• Namibia’s “middle class”?
• Namibia’s “Congolese and Sudanese”?
• Ideal is to reach all three
  – Different modalities for Registrars
    • ICANN Accredited: credit/debit card; language is English; limited local presence (+/- 25 ICANN Accredited)
    • Namibian accredited; cash payments; local language (explain the Internet); community presence (21 Namibian registrars)
Platform

• How do registrars link to .NA?

• Useful criteria:
  – Options: financial; operational; data security
  – Ease of use: Learning curve
  – Scalability: Registrar has room to grow
    • Web based logins to EPP

• We ended up choosing CoCCA Tools
  – Gives us the options needed to deal with different markets inside Namibia and different providers
Policies

• Foreign funds local
  – Two tiered priced structure; non-Namibians pay more, Namibians pay less; mirrors tourism sector

• Registrar accreditation
  – Minimal checks; Know Your Client in harmony with other legislation; contract, contract, contract

• Whois Accuracy
  – Admin contact: a real person, real email; promotes integrity of the ccTLD; harmony with legislation

• Transfers between registrars
  – Free; no constraints, no commercial considerations (sort it out amongst yourselves)
  – Promotes competition
This is what you get in a local market
DNS and Development

- Not a universal panacea
- Does not solve Digital Divide
- Can play a part in a larger process of ICT development
  - Infrastructure, legislation, market structure, policies, etc.
- Understanding African markets on a case by case basis
Questions?

- (Caveat)