.za Awareness & Marketing Update

20 August 2009
.za Awareness

Awareness campaign about: .za domain

• Importance of having a domain name & website
• Importance of registering .za vs other domains
  – Legal implications of having a domain name
  – Intellectual property
  – Jurisdiction
• Domain name industry trends
• Resolution of domain name disputes
.za Awareness

Incremental awareness approach

• 1\textsuperscript{st} level: media
  – Workshops, interviews, articles

• 2\textsuperscript{nd} level: media & business
  – Workshops, breakfast/cocktail, road shows, publications

• 3\textsuperscript{rd} level: media, business, stakeholders, users, public
  – Workshops, road shows, give-aways, promotions
.za Market Survey

Key focal points:

• No. of SAs with domain names in .za & abroad
• Factors influencing domain choice
• Impact of current pricing & registration pricing
• Customer attitudes towards .za vs other TLDs
• Understanding of importance of domain names
• Options the market requires in .za
• New gTLD awareness
.za Market Survey

• Research report to be finalised in January 2010

• Basis for improvements:
  – Marketing & communications
  – Business processes
  – Affordable pricing
  – Registrar licensing
Thank you😊

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