

“.cd prospective” – Bringing back its value where it belongs

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**Democratic
Republic
of Congo**

History/Background

- Population 60 Million,. Access to 9 Neighboring Countries, Population 150 Million;
- Large Markets with large city populations: Kinshasa 9 million; Lubumbashi 1.2 million;
- The reference network has being built - the backbone network of DRC and tested April 2011, through which all communications would flow within & connected to the world.
- Since delegation .CD in 1997 to end 2009
- Delegation was finally obtained on the 25th Feb. 2011
- Estimated domain (Feb. 2011 3600)

Planning

- To establish a new organization for .CD TLD
- To re-brand .CD as a trustable and brandable domain (e.g: music, Diplomatic environments)
- To grow .CD domain names aggressively
- Lower the price to make it affordable for ALL
- Invade the alternative need of buying a physical CD by accessing such data on allocated domain instead.

Key factors

- Trust (New organization, refine policies & Practices)
- Awareness (Re-branding, Advertising, Endorsement)
- Affordability (Price adjustment, Promotion)
- Accessible (Website, Registrar liaison, Media relation)
- Time to market (Before new gTLD launches)

Conclusion

- .CD ccTLD to make it among the successful ccTLD in the region
- Trust worthy in the industry by Registrars, Registrants, community, etc ...)
- Growth in number due to the significance of the domain
- Promote our local and International CD music industry



Questions?