

# Encouraging DNSSEC Adaptation

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**.se**

# DNSSEC in .SE



Sep 2005	Signing of the .SE zone
Jan 2006	Soft launch with Friendly users
Feb 2007	Commercial launch

## Signed Domains:

Dec 2009	2,066
Dec 2010	4,299
Dec 2011	166,041
Sep 2012	141,129
Dec 2012	350,000 (plan)

Sep 2012 56 of 147 .SE Registrars can add and change DS-records (remove is mandatory).

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# What hasn't worked



- **2007 – 2010, Strategy:** Get end users to understand customer value (create end user demand)
- Additional service
- Save all, train all
- Focus on registrants and some target groups
- System adaptations

# What has worked



- **2011, Changed our strategy:** essential upgrading of infrastructure
- How: Registrars want's to make money. Provide a business case for registrars!
- .SE are the HUB in the LIC (DNS reference group, close contact with ISP's and registrars)
- System adaptations (Atomia/PowerDNS)
- Money from the Government

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