



ICANN | 54

Dublin



18-22 OCTOBER 2015





Middle East Strategy Updates

ICANN Dublin | 19 October 2015

Agenda

1

Update on the
Middle East
Strategy

2

Domain Names
Industry
Development in the
Middle East

3

Updates on the TF-
AIDN

4

Current and Future
Work on the
Strategy

5

Q&A

Update on the Middle East Strategy

Baher Esmat, ICANN

Two Years Down the Road

- Task Force on Arabic Script IDNs (TF-AIDN)
- Middle East DNS Forum
- Middle East and Adjoining Countries School on IG (MEAC-SIG)
- The DNS Entrepreneurship Center (DNS-EC)
- DNS Study for the Middle East
- Summary report <https://www.icann.org/news/blog/the-middle-east-strategy-two-years-later>

Regional Meetings



- Middle East DNS Forum
- Turkey DNS Forum

- MEAC School on Internet Governance
- Pakistan School on Internet Governance



DNS Entrepreneurship Center (DNS-EC)

- **Vision:** A repository for DNS knowledge and expertise in Africa and the Middle East
- **Mission:** Develop a robust and healthy domain name ecosystem in Africa and the Middle East
- Established in partnership between ICANN and Egypt's Telecommunication Regulatory Authority (NTRA)
- ICANN through partnerships with regional and international experts provides training and mentoring programs
- NTRA incubates DNS-EC during the start-up phase and provides training facilities



Scope



July 2014 – June 2015

July 2015 – June 2017

July 2017 and Beyond

Phase 1

Develop capacities necessary for the establishment of the DNS-EC

Programs cover various Technical, Policy, and Business aspects

Phase 2

Start up DNS-EC; develop business plan and seek partnerships

Participate in training activities

Phase 3

Lend expertise and knowledge across Africa and the Middle East

Possibility of assuming a DNS operational role

Activities and Partners

Workshop	Dates
DNS Business Development	March 28 – April 2
DNS Business Best Practices	April 6-9
DNS Operations and DNSSEC TtT	April 26-29
DNS Operations and DNSSEC	July 27-30
SWOT Roadshow for Tunisia DNS Market	October 8-9
SWOT Roadshow for Qatar DNS Market	October 11-12



Roadshows



Cairo



Tunis



Dubai



Doha

Middle East DNS Study

- The goal is to study the domain name industry ecosystem in the region, identify its challenges and potential, and come out with a set of recommendations on how it can grow and develop
- Consists of facts, analysis of data, and conclusions and recommendations
- Draft posted for public comments
<https://www.icann.org/news/announcement-2015-10-14-en>
- Final report expected to be published in November 2015

WEBSITES IN THE REGION

English dominates as the language of web content in the region.



The region has a full range of web content – news, entertainment, educational, retail, governmental and blogs

- Some countries in the region struggle with basic Internet infrastructure

INTERNET INFRASTRUCTURE AND USAGE



of users in the region spend



or fewer per day online

- Internet literacy is still low because of sociological, cultural and political factors

- The market for hosting services in the region is weak.

HOSTING



5% of the region's popular sites are hosted locally

- Legislation and regulation can affect users' choice of hosting country

EURid

LANGUAGE AND CONTENT

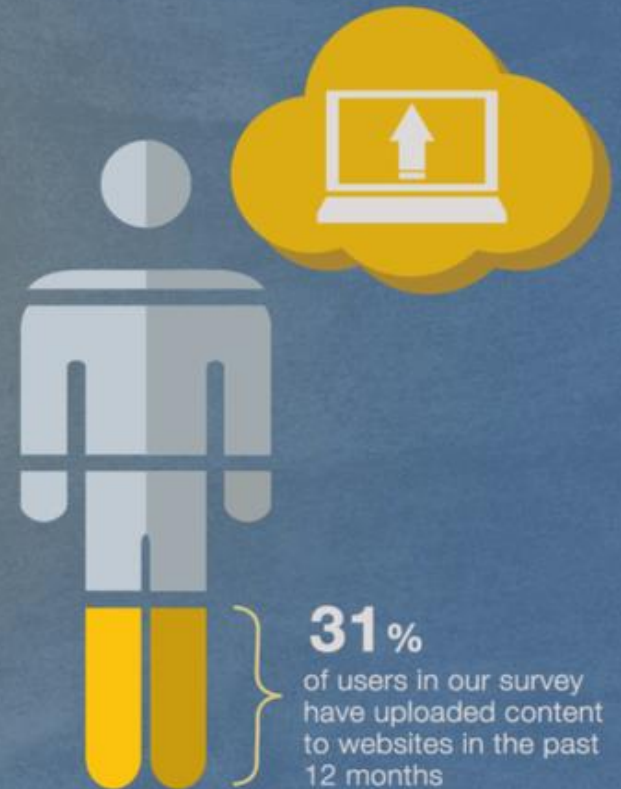


English and French remain key languages for a large part of the population

Users switch language online, according to context

Strong preference for using local languages (eg Arabic, Farsi, Urdu) when interacting with friends and government

Websites are preferred to social media when interacting with business and governments



EURid



REGISTRAR MARKET



Competition in local registrar markets is weak, resulting in poor choice and pricing for end users.



Most of the international registrars who have modern platforms for end-users are not present in the region. They are discouraged to include the region TLDs in their worldwide registration platforms because of the administrative barriers to register domain names. Requirements in local ccTLDs deter international registrars from participating in the markets.



Local registrars often complain about the lack of dialogue with the registry that remains impassive to the request for modernising the TLD management.



REGISTRANT MARKET



Domain names compete with much faster channels to be online such as social media.



Users complain about lack of local providers.



Most users couldn't name their registrar.



Most users said they didn't buy value add services when buying their domain.

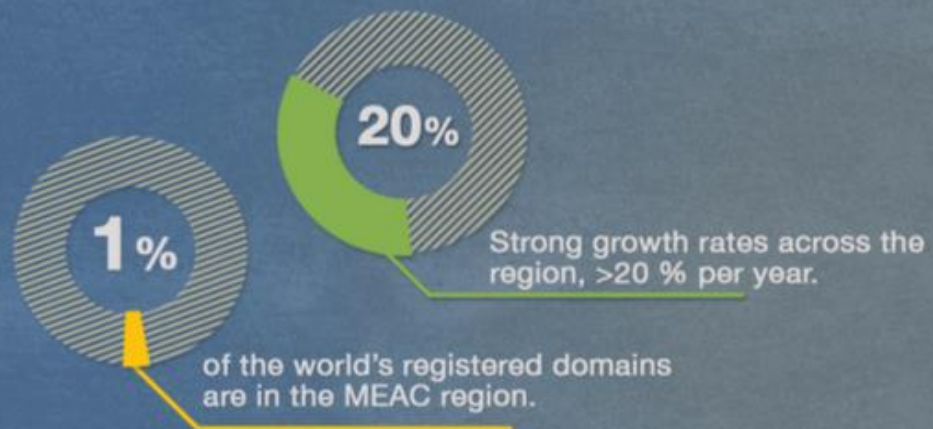


Choice of payment systems for registering domains is limited, and does not include innovative services for the unbanked.

EURid

DOMAINS

There are **2.9 million** domain names associated with the region in 2015.



21000
IDNs
across the region, of which half are under **.tr** (Turkey – Latin script).

Users from the region are more likely to do direct navigation than are global users.

Nearly all users check the domain name before clicking on search results.

REGISTRIES

Domain name penetration throughout the region is low.

- Only **3 ccTLDs** in the region have higher than **10 domains** per 1 000 inhabitants. Comparator countries have between **100 - 300 domains** per 1 000.

Most ccTLDs in the region remain confined to their territory with strict and/or complex policies and procedures both for registrar accreditation and for domain name registration.

- Historical facts that resulted in the delegation or re-delegation of the registry operator are still influencing ta healthy registry development

- There is clear lack of consistent and regular registry involvement in the international TLD environment, including the regional TLD organisations, which are the cradle of best practices.

EURid

TUESDAY 20 OCTOBER 2015

16.15 – 17.30 IST

Wicklow Hall 1

<https://meetings.icann.org/en/dublin54/schedule/tue-middle-east-dns>



Domain Name Industry Development in the Middle East

Thomas Barrett, EnCirca Inc.

DNS-EC Workshops

- DNS-EC - Cairo, Egypt
 - ✓ DNS Business Development Workshop – March, 2015
 - ✓ Registry Best Practices Workshop – March, 2015
 - ✓ DNS Operation and DNSSEC Workshop, July, 2015
- DNS-EC Roadshow - SWOT Workshop for National DNS Markets
 - ✓ Tunis, Tunisia – October, 2015
 - ✓ Doha, Qatar – October, 2015
 - ✓ Muscat, Oman - TBA
- Future
 - ✓ Legal Workshop - TBA
 - ✓ Train the Trainer - TBA

DNS Business Development Workshop – 5 days

- DNS Business and Policy Overview
- DNS Industry Overview
- DNS Business Development Overview
- DNS Operations Overview
- DNS New Business Considerations

- Instructors
 - ✓ Thomas Barrett – EnCirca Registrar
 - ✓ Michele Neylon - Blacknight Solutions

Registry Best Practices Workshop - 4 days

- Registry policies and procedures
- Registry-registrar relations
- Marketing and communication activities
- Registry social responsibility and business continuity

- Instructors
 - ✓ Giovanni Sepia - EURid Registry
 - ✓ Emily Taylor – Emily Taylor Internet Research

DNS Operation and DNSSEC Workshop - 4 days

- Topics covered included:
 - ✓ DNS Concepts
 - ✓ Root Servers, Authoritative Servers, Recursive Servers (include Labs)
 - ✓ DNS Server and Resolver configurations (includes Labs)
 - ✓ Setting up and Configuring Domains (include Labs)
 - ✓ Forward and Reverse DNS Configurations (include Labs)
 - ✓ DNS debugging tools and Utilities (include Labs)
 - ✓ DNS Troubleshooting (include Labs)
 - ✓ DNS and IPv6
 - ✓ DNS Security Overview
 - ✓ Protecting DNS Servers and Data

DNS Operation and DNSSEC Workshop

- ✓ Transaction Signatures (TSIG) - (include Labs)
- ✓ DNS Security Extensions (DNSSEC)
- ✓ Configuring DNSSEC and Securing Zones - (include Labs)
- ✓ Troubleshooting DNSSEC - (include Labs)
- ✓ DNSSEC Key management and Key rollovers
- Instructors
 - ✓ Chamseddine Riahi – ATI, Tunisia
 - ✓ Adel Riyad – NTRA, Egypt
 - ✓ Champika Wijayatunga - ICANN

SWOT Workshop for National DNS Markets - 2 days

Objective: Have attendees conduct SWOT assessment of their ccTLD Registry and formulate TOWS strategic options for their ccTLD Registry

Agenda Overview

- ccTLDs co-existing in new TLD Environment
- SWOT Overview
- .BIO SWOT Example
- SWOT Brainstorming for ccTLD
- .ME 2015 SWOT and Marketing Plan
- TOWS Overview
- TOWS Brainstorming for ccTLD

SWOT Workshop for National DNS Markets

- DNS-EC Roadshow
 - ✓ Tunis, Tunisia, October 8-9
 - ✓ Doha, Qatar, October 11-12
 - ✓ Muscat, Oman, TBA

- Instructors
 - Thomas Barrett, EnCirca Registrar
 - Stéphane Van Gelder, StartingDot Registry

What is SWOT and TOWS?



- Strengths (internal)
- Weaknesses (internal)
- Opportunities (external)
- Threats (external)



“TOWS”

What is the SWOT Process?

- SWOT examines external opportunities and threats that may have a business impact:
 - ✓ market and consumer trends
 - ✓ changes in technology
 - ✓ laws
 - ✓ and competition
- SWOT also focuses on the internal strengths and weaknesses of:
 - ✓ you
 - ✓ your staff
 - ✓ your products
 - ✓ and your business

What is the TOWS Process?

- Strengths and Opportunities (SO)
 - ✓ How can you use your strengths to take advantage of the opportunities?
- Strengths and Threats (ST)
 - ✓ How can you take advantage of your strengths to avoid real and potential threats
- Weaknesses and Opportunities (WO)
 - ✓ How can you use your opportunities to overcome the weaknesses you are experiencing?
- Weaknesses and Threats (WT)
 - ✓ How can you minimize your weaknesses and avoid threats?

TOWS Matrix

TOWS Strategic Alternatives Matrix

	External Opportunities (O) 1. 2. 3. 4.	External Threats (T) 1. 2. 3. 4.
Internal Strengths (S) 1. 2. 3. 4.	SO <i>"Maxi-Maxi" Strategy</i> Strategies that use strengths to maximize opportunities .	ST <i>"Maxi-Mini" Strategy</i> Strategies that use strengths to minimize threats .
Internal Weaknesses (W) 1. 2. 3. 4.	WO <i>"Mini-Maxi" Strategy</i> Strategies that minimize weaknesses by taking advantage of opportunities .	WT <i>"Mini-Mini" Strategy</i> Strategies that minimize weaknesses and avoid threats .

Roadshow Summary

- Workshop format enabled focus to be tailored to specific ccTLD
 - ✓ Attendee-generated content specific to ccTLD
 - ✓ Potential business strategies identified for ccTLD Registry
- Potential service for future development
 - ✓ Essential input to business strategy is insight to current usage
 - ✓ Tool: Data analysis of end-user usage patterns in ccTLD

Updates on the TF-AIDN

Nabil Benamar, Member of the TF-AIDN

Community Driven Way Forward

- Creation and oversight by community based Middle East Strategy Working Group (MESWG)
<https://community.icann.org/display/MES/MESWG+Members>

TF-AIDN Objectives

- Arabic Script Label Generation Ruleset (LGR) for the Root Zone
- Second level LGRs for the Arabic script
- Arabic script Internationalized Registration Data
- Universal acceptability of Arabic script IDNs
- Technical challenges around registration of Arabic script IDNs
- Operational software for registry and registrar operations
- DNS security matters related to Arabic script IDNs
- Technical training material around Arabic script IDNs

Membership

- Currently **33 members** – applications still being received
- From **18 countries** – Algeria, Australia, Bahrain, Egypt, Ethiopia, Germany, Iran, Jordan, Lebanon, Malaysia, Morocco, Pakistan, Palestine, Saudi Arabia, Sudan, U.A.E., U.K., U.S.A.
- Members of **nine language communities using Arabic script** – Arabic, Malay, Saraiki, Sindhi, Pashto, Persian, Punjabi, Torwali, Urdu, with further **expertise** in use of Arabic script from East Asia, South Asia, Middle East, Maghreb countries and Africa
- Coming from **diverse disciplines** – academia (linguistics and technical), registries, registrars, national and regional policy bodies, community based organizations, technical community

Arabic Script TLDs Assigned or Delegated

1. الجزائر
2. عمان
3. ايران
4. امارات
5. بازار
6. باكستان
7. الاردن
8. بهارت
9. المغرب
10. السعودية
11. سودان
12. مليسيا
13. شبكة
14. سورية
15. تونس
16. مصر
17. قطر
18. فلسطين
19. عراق
20. بازار
21. موقع

Method of Work

- Open call for each Work Item within TF-AIDN
- Volunteers develop the work item
- Work item presented for TF-AIDN for discussion
- Work item finalized with consensus
- Discussion within TF-AIDN archived at public list
- All teleconferences recorded and posted at public wiki page of TF-AIDN under MESWG wiki page

Next steps:

- Arabic script LGR for the second level (started)
- Journal paper about LGR (subgroup of TF-AIDNs)
- Universal acceptance of Arabic IDNs

A world map where the continents are defined by a complex network of white dots and thin white lines, set against a solid orange background. The dots represent nodes and the lines represent connections, creating a digital or network-like appearance of the globe.

Current and Future Work on the Strategy

Fahd Batayneh, ICANN

Future Work

- TF-AIDN to tackle LGR at the second level, as well as Universal Acceptance of Arabic Script IDNs
- Continue to organize regional meetings
- Continue outreach activities with wider Internet community outside the DNS industry
- Gain more regional visibility through more media coverage and attendance of relevant fora
- Approach more partners to join forces with the DNS-EC

Questions?!



Thank you!

Email: meswg@icann.org

Website: <http://icann.org/>



twitter.com/icann
twitter.com/icann_ar



[gplus.to/icann](https://plus.google.com/icann)



facebook.com/icannorg



weibo.com/ICANNorg



linkedin.com/company/icann



flickr.com/photos/icann



youtube.com/user/icannnews



slideshare.net/icannpresentations