



A Hybrid Registry Model for African ccTLDs

MARCH 2016, ICANN-55, MARRAKECH

Neil Dundas
neil@dns.business

African Market Opportunities

THE MARKET POTENTIAL OF THE AFRICAN REGION MUST NOT BE UNDERESTIMATED



- Population: close to 1,2 billion
- Internet Users: over 330 million (29% penetration)
- Facebook Accounts: close to 125 million

Source: www.internetworldstats.com

- 54 ccTLDs collectively account for approximately 1,5-million domains.
- Total domain market is unknown, but a reasonable estimate would add a further 1,5-million gTLDs?
- ICANN has commissioned a study on the Africa DNS Market. This is currently underway.
- Currently not a large market, but it is resilient and seeing rapid growth.

African Market Opportunities – cont.

THE MARKET POTENTIAL OF THE AFRICAN REGION MUST NOT BE UNDERESTIMATED



- 5 – 10 ‘active’ ICANN Registrars on the continent.
- Approximately 1,000 formal resellers (400 in ZA alone)
- A significant portion of these resellers are reselling domains via EU and US based Registrar platforms.

Observations:

- Limited participation of African ccTLD operators in the local and regional domain name market (and its potential future growth).
- The influence in the African domain name value chain rests with the resellers as a collective.

Participation of the **African** ccTLD

THE LIMITED PARTICIPTION OF THE AFRICAN CCTLD IN THE DOMAIN NAME MARKET



- With few exceptions, demand for local ccTLDs has been poor, resulting in the market seeking viable alternatives.
- Reasons include:
 - Cumbersome and uncompetitive policies (eligibility criteria and pricing),
 - Questionable operational reliability and standards,
 - Inability to development and retain relevant skills,
 - Etc.
- This has inadvertently created an opportunity for gTLDs to flourish in Africa, to the detriment of local ccTLDs, underpinned by a resilient and growing local reseller and registrant community.

Participation of the **African** ccTLD

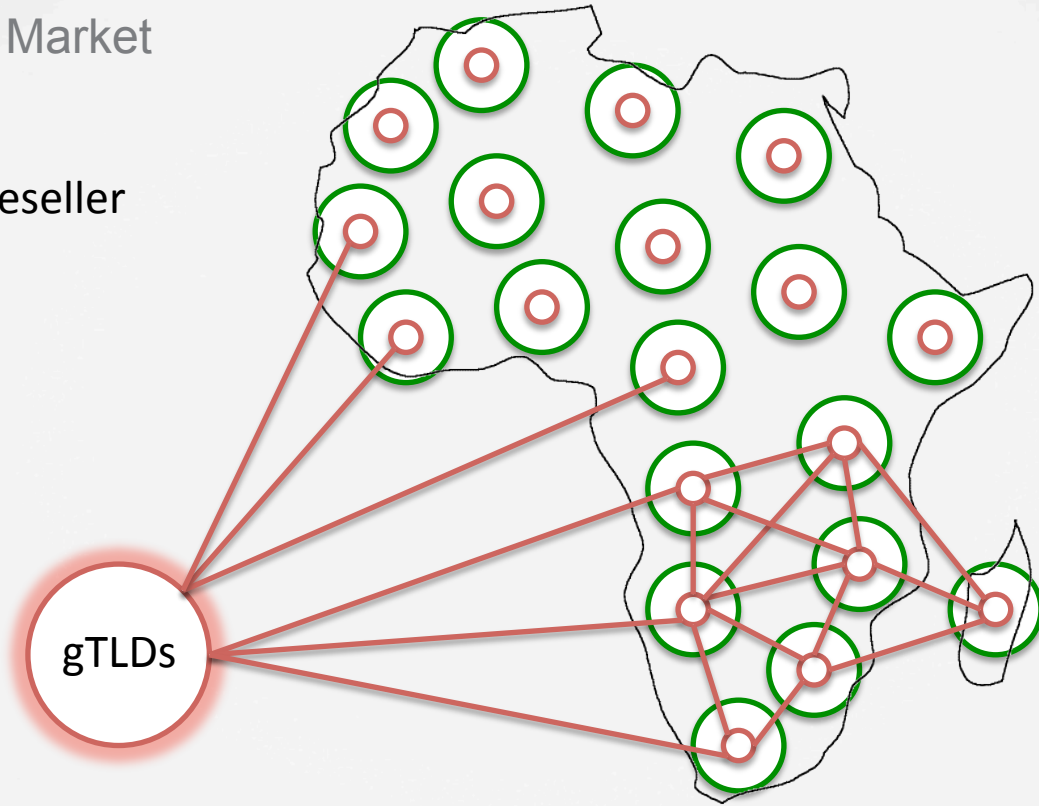
AFRICAN CCTLDs MUST ADAPT TO GROW THEIR RELEVANCE

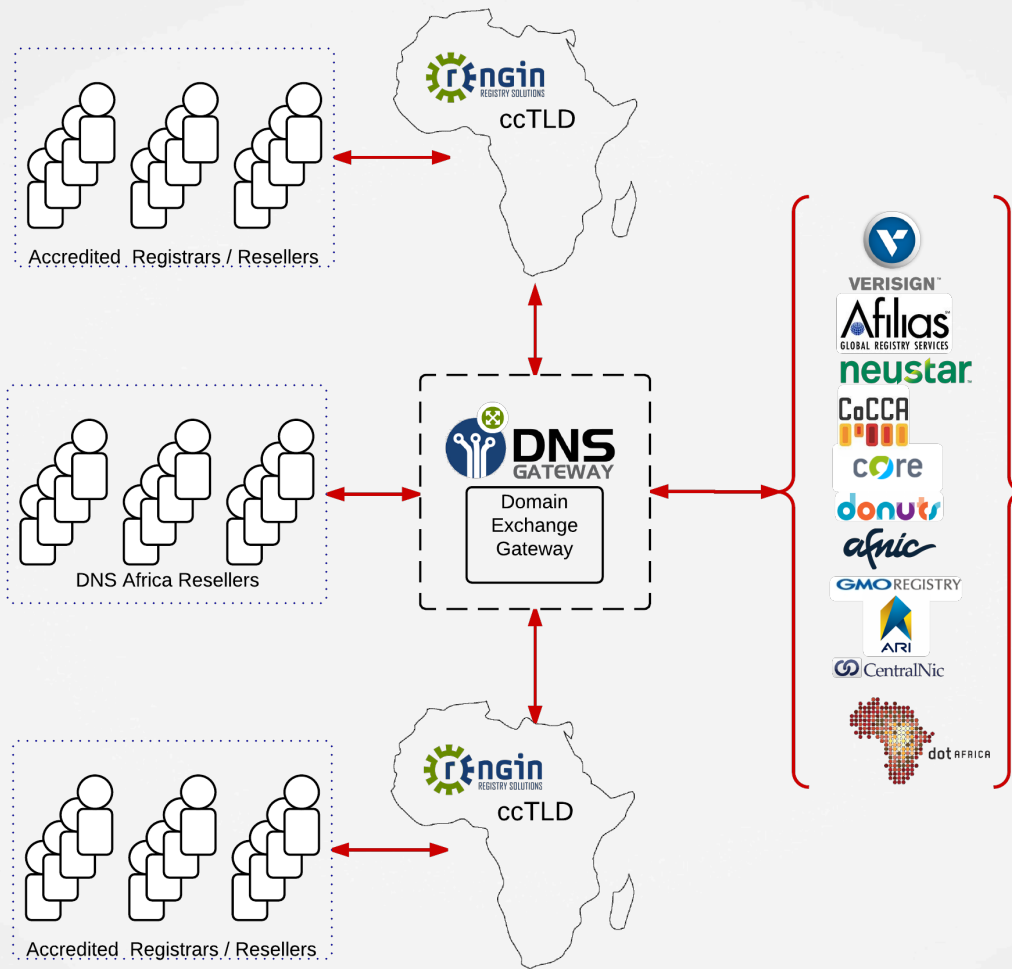


- Even though the stalwart gTLDs, such as .com, .net and .org, remain very popular, the introduction of hundreds of new gTLDs has not helped the plight of the African ccTLD operator.
- There are also opportunities, including .africa.
- Whilst improving the competitiveness of their own ccTLD products, African ccTLD operators should also explore ways of participating more meaningfully in the local domain name value chain.
- Constantly Re-assess and adapt their business models.

Africa DNS Market

- Registry & Reseller





Get in Touch

www.DNS.business



+27 11 568 2800



info@dns.business



[@dns_za](https://twitter.com/dns_za)