CREATING DOMESTIC VISIBILITY FOR THE .NG BRAND

PRESENTED BY:

NIGERIA INTERNET REGISTRATION ASSOCIATION (NiRA)

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Outline

- A Brief on Nigeria Internet Registration Association
- Technical Advancement
- Pricing Strategies
- Corporate Social Responsibility (NiRA Academy, NKF, .ng Awards)
- Strategic Advertisement
- Sponsorship and Collaboration
- Branding of local companies
- Conclusion

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Nigeria Internet Registration Association (NiRA)

- Registry for .ng Internet Domain Names and maintains the database of domains names registered in the .ng ccTLD

- The National Information Technology Development Agency (NITDA) coordinated the management of .ng ccTLD to NiRA

- Founded in March 23rd, 2005 as a Stakeholder-led Organization

- Operates a 3R model of operation (Registry/Registrar/Registrant)

- Driven by Policies

- Sixty Five (65) NiRA Accredited Registrars (both foreign and Nigerian companies) as at October 2018

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Nigeria Internet Registration Association (NiRA)

- NiRA and .ng ccTLD is well known at continental and international level for many years

- NiRA had always participated at international events like:
  - ICANN (The Internet Corporation for Assigned Names and Numbers)
  - AfTLD (Africa Top Level Domain Organization)
  - AFRINIC (African Network Information Centre)
  - WAIGF (African Network Information Centre)
  - IGF (Internet Governance Forum)
  - AFIGF (African Internet Governance Forum)
  - ISOC (Internet Society), etc.

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Nigeria Internet Registration Association (NiRA)

- But we observed that NiRA and .ng ccTLD didn't resonate at the same level locally

- The rate of the adoption of .ng was not so high

- NiRA re-strategized and decided to focus and drive adoption of .ng domain names locally

- Increased drive for registrar accreditation

- Embark on awareness creation of .ng domain names

- Embark on ensuring availability of the registry infrastructure

- Embark on policy formulation and enforcement

- Embark on price review

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Strategies for creating domestic visibility on .ng brand

Corporate Social Responsibility

Technical Advancement

Pricing Strategies

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Strategic Advertisement

Sponsorship & Collaboration

Branding of Local companies

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Technical Advancement

- Resilient registry software

- Governed by policies

- Deployment of Ganeti cluster environment

  - The infrastructure provides high availability, reliability and redundancy

  - This would invariably ensure business continuity and disaster recovery of the registry

- Embarked on recruitment of additional staff

- Highly trained staff

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Corporate Social Responsibility

- NiRA Academy – 2014
  - Serves as a Special Purpose Vehicle for NiRA
  - Deepens knowledge of the Domain Name System (DNS) Industry through skill acquisition and capacity building.
  - Conducts free training sessions for stakeholders (registrars, resellers, developers, media, students, etc.)
  - Breed local DNS Entrepreneurs
  - Collaborates to provide capacity building on DNS ancillary activities

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Corporate Social Responsibility

- Ndukwe Kalu Foundation – 2014
  - Non-profit and non-political organization
  - Established by NiRA stakeholders at the 5th Annual General Meeting
  - Promotes safe Internet; Girl-child Online protection

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Corporate Social Responsibility

- .ng Awards
  - Promote achievements and innovation of Nigerian Internet initiatives
  - Acknowledges organizations and/or individuals whose online activity using the .ng domain name is outstanding
  - NiRA E-library – 2018
    - Free public electronic library
    - Provides Internet for stakeholders

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Corporate Social Responsibility

- .ng Media College
  - Targeted at media practitioners
  - encourages creativity and discourse on Domain Name Industry in Nigeria
  - Enlightens and provides free capacity building to the media on the relevance of domain name industry

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Corporate Social Responsibility

- Internship Programmes
  - Provides internship opportunities for university students and graduates under the National Youth Service Corporation (NYSC) scheme
  - Provides endowment for best graduating students in selected institution of higher learning

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Branding of Local companies

- Encourages branding with the .ng logo

- Encourages NiRA Accredited Registrars to put the .ng logo on their website

PASS.NG

AFRILUXE.com.ng

REVLON

379

JiJi.ng

hotels.ng
The Biggest Hotel Booking Agency in Nigeria

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Sponsorship & Collaboration

- Strategic collaboration with NITDA in adoption of .ng domain names at government level

- Sponsorship at annual ICT events
  - Nigeria Internet Governance Forum (NIGF)
  - Information and Communication Technology and Telecommunications industry (ICTEL EXPO)
  - Nigeria Association of Computer Science Students (NACOSS)
  - The Nigeria Computer Society (NCS)
  - The Computer Professionals (Registration Council of) Nigeria (CPN)
  - Nigeria Network Operators Group (ngNOG), etc.

- Collaboration at ICT events
  - eNigeria
  - Gulf Information Technology Exhibition (GITEX)
  - Cyber Security Awareness campaign
  - Taking your business online
  - Hosting and Domain Resellership

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Strategic Advertisement

- NiRA enewsletter
- Circulation of news materials and circulars to media houses
- Public Bus adverts
- Branded .ng T-shirts
- Customized calendar
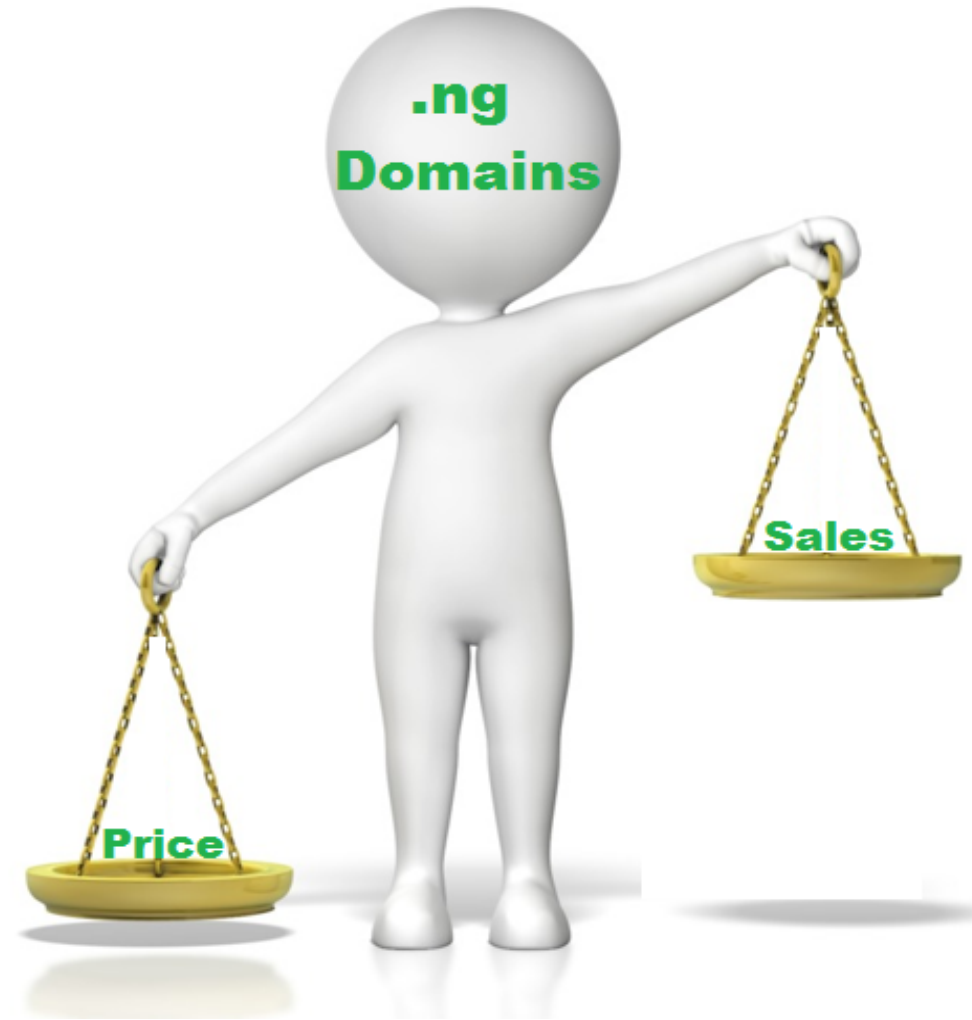- Customized Souvenirs
- Fliers, etc.

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Price Reduction Strategies

- Development and implementation of a price charter

- Auction of premium domains

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Conclusion

- NiRA is committed to the development of more effective strategies and innovation that would increase the adoption of the .ng domain names in the cyberspace.

- NiRA would continue to be involved with ICT activities that promote the domain name industry.

- NiRA will continue to collaborate with stakeholders to deepen the awareness and adoption of .ng domain names.
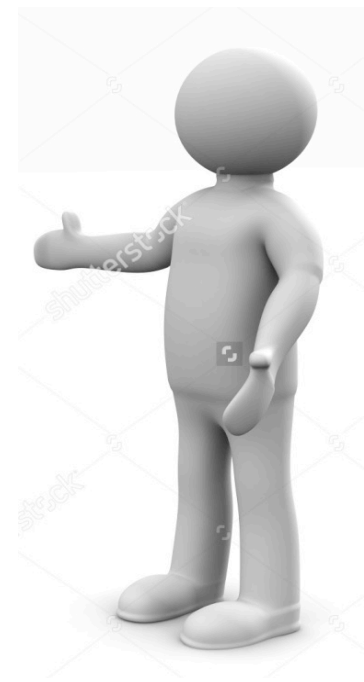
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We **connect** you to the world
the .ng domain registry
www.nira.org.ng

For more Information, Visit www.nira.org.ng
Alternatively contact NiRA Secretariat at 8, Funsho Williams Avenue, Iponri, Surulere, Lagos.

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