

Globalization strategy for the ccTLD .cv



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ccTLD .cv is the domain name representing Cabo Verde



ccTLD .cv history

- The ccTLD.cv has existed since 1996, with isecmar.cv being the first domain registered under .cv.
- From January 2007, administrative management was transferred to ARME, and the first Rules for the registration of .cv were published.
- In May 2010, the Official Launch of the Information System for the management of .cv domains (SiDNS .cv) was carried out.
- This system allows online management by users and internal management by our services, as well as automatic verification and technical delegation of .cv domains.



ccTLD .cv

- ❑ Considering that the general rules for registering domains worldwide have evolved significantly.
- ❑ In 2014 the government decided that there was a need to make this registration even faster.
- ❑ The liberalization of the registration of .cv domain names allows users to register any .cv domain



ccTLD .cv

- Meantime we realized that .cv could be a very appealing ccTLD, since it is straitly connected with curriculum vitae (resumée)
- ARME contracted a company to create a Business Plan to have the best strategy for globalizing the .cv domain registration.



Business Plan ccTLD .cv

The Business Plan provided ARME two choices:

- the possibility of seeking direct funding and self-investing in building the capacity to launch the .cv domain on the international market, or,
- alternatively, the possibility of contracting a partner willing to invest the necessary funds and share the profits with that partner.



Globalization ccTLD .cv

- In 2023 ARME signed a contract with WhoGoHost to join ARME in the implementation of the globalization strategy for .cv domains.
- According to the contract, among other assignments, WhoGoHost must:
 - Provide and operate the .cv domain management server
 - Ensure that the ccTLD.cv DNS service provides a high degree of robustness and accessibility through a user-friendly platform
 - Keep the WHOIS system operational and up to date
 - Develop and distribute EPP (Extensible Provisioning Protocol) software to registrars



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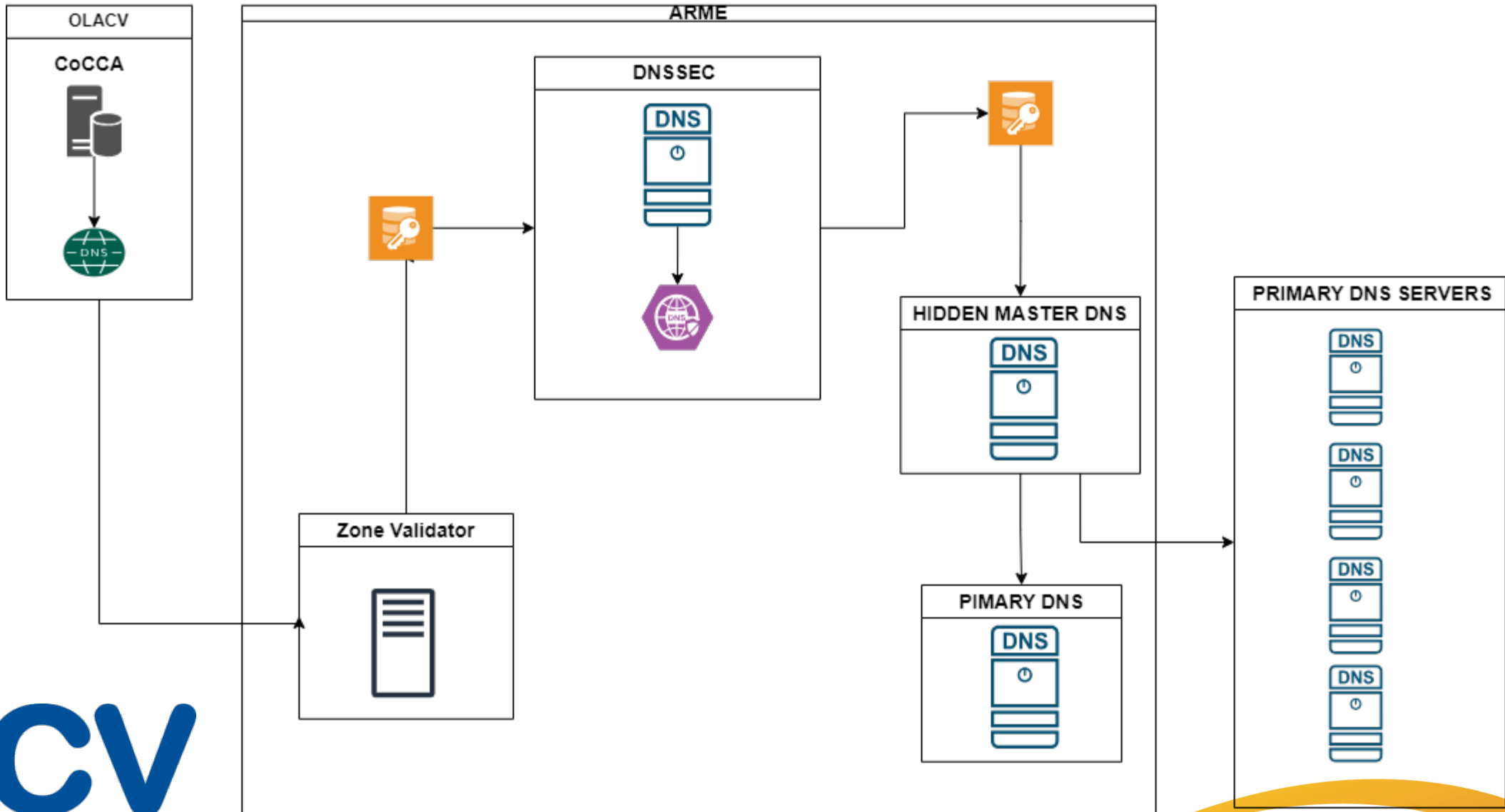
romario.cv  donald.cv 

Register yourname.cv with your choice domain registrar



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Conclusion

- We hope that the whole process will be completed by March and that the globalization of .cv will be a reality, and that the profits generated by this liberalization will contribute to Cape Verde's digital development.
- It will be a challenge, a different but, in our perspective, better path to put .cv in the world map.





Obrigada=Thank You

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