



# LEMON OR ORANGES

**HOW TO BECOME A SUCCESSFUL BODY  
UNDER PUBLIC SCRUTINY**

---

FOR AN OPEN, NEUTRAL, GLOBAL , SECURE AND SAFE  
INTERNET

# Who are we? ccTLD

- A country-code Top Level Domain Registry
- Not-for-profit organization (NGO)
- An authority that has the duty to serve the community in our country.
- A trustee of the top-level domain .il for both Israel and the global Internet community
- The organization that ensures a global, neutral, open, secure and safe Internet in Israel
- An organization that believes in enriching professional knowledge
- Representing the Israeli Internet community in international forums: ICANN, CENTR, ISOC
- We manage the Israeli Internet eXchange

# What we do...Internet Promotion and Regulation

- Represent the Israeli Chapter at the Internet Society
- Promote the internet within the Israeli society
  - Raising awareness of internet technology and the importance of its integration within the Israeli community.
  - Developing knowledge and disseminating it to the entire population.
  - Pooling resources in order to promote common objectives.
- Narrowing the digital gaps in Israel
- We are members in public and parliamentary committees

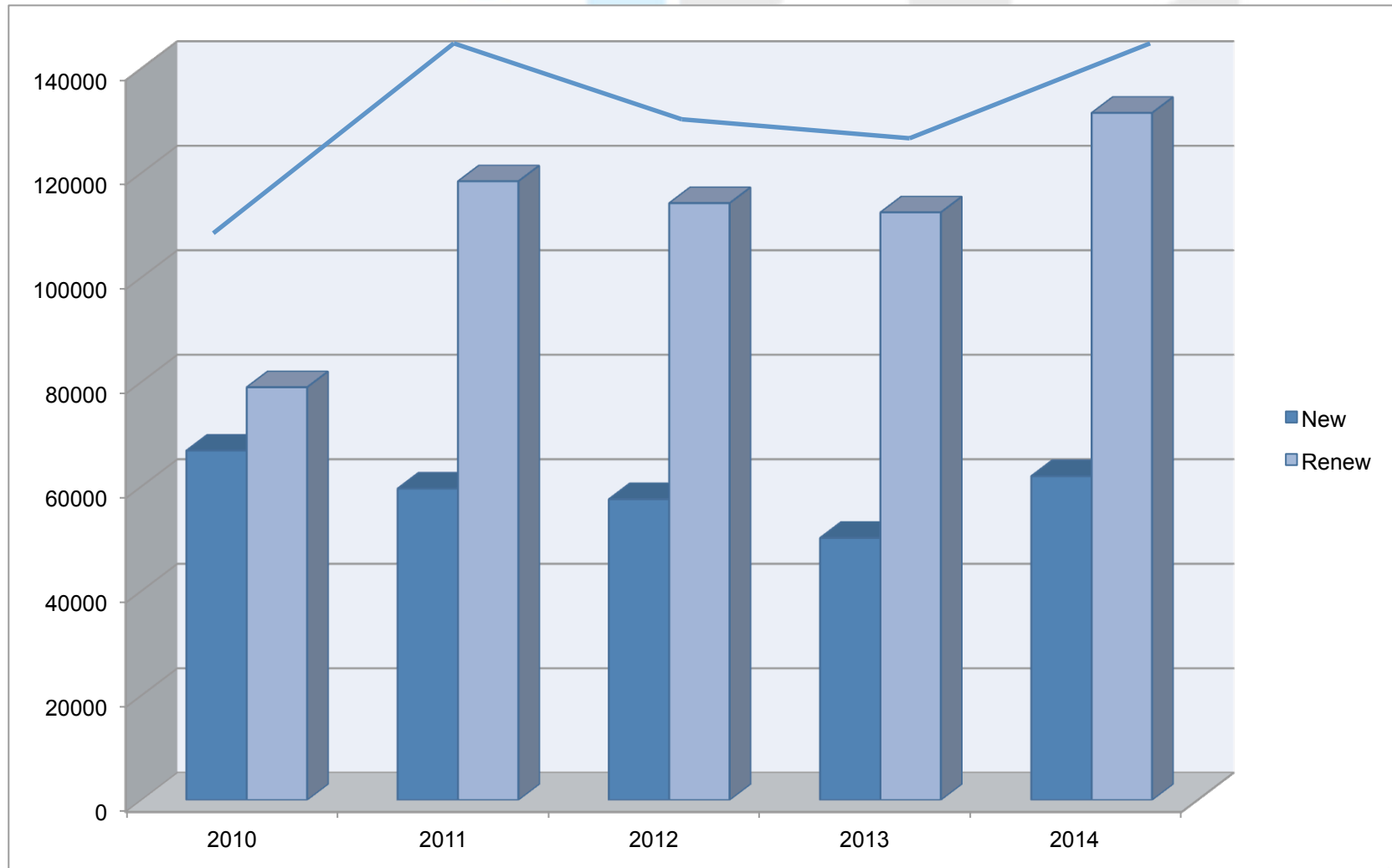
# The difficulties...

- No formal or governmental recognition
- Non-Profit organization that has money
- Resistance from our natural partners – registrars
- Small country
- Critical infrastructure
- Internal debates
- Competition with gTLD's
- Social networks as Facebook
- Only income - .il

# Our advantage

- Neutrality
- Knowledge
- Very experience and professional team
- Understanding of Israel needs – Cyber
- A very Technical community
- Nobody understands the Internet infrastructure as we do
- ccTLD and SEO
- Diversification

# The numbers...229,235 domain names



# What we did from 2013

- Improvement of our relationship with the registrars
- Involvement with the different offices at the government: Communications, Foreign Affairs, Education and Economy
- Transparency
- Choosing the direction and emphasis to and for the community
  - .il
  - E Commerce - SMB's
  - Safe.org.il

# Our campaign .il

- Motivating the public to build their identity online using .il





# Why .il

- Become a technological expert
  - Upgraded of all our systems
  - Became the consultants and leaders in cyber security
- Become a treasure of information
  - Partnership with the relevant official bodies - we became the “experts”
  - To provide relevant information and private business world
  - Provide accurate, unbiased on the Internet in Israel
- Become a leader
  - Registrars forum
  - Round tables

# Our campaign SMB's

- We lead a national process including training practices to promote e-commerce
- Cooperation with successful e-commerce companies:
  - Hi-tech
  - Electronics
  - Tourism
- Free meetings with the best ecommerce trainers

# Our campaign [safe.org.il](https://safe.org.il)

## **Do not share, Do not participate**



# The Net Challenge

- Privacy
- Net Addiction
- Cyber behavior



# 2014 - Statistics

- One of three children suffers from cyber bullying
- 25% of teenagers – exposed by a provocative picture
- Only 66% of the surfers – Report cyber bullying
- Only 40% if the adults feel safe in the Net
- More than **2300** direct calls to Safe hot line
- More that **25,000** visits - [SAFE.ORG.IL](http://SAFE.ORG.IL)
- **50%** of the callers are children

# SAFE.ORG.IL

## *Do not share, Do not Participate*

- Train the trainers: Parents, Teachers, Social Workers
- Training youth as ambassadors in their immediate Net Zone for Safe Browsing
- Hot Line 24/7
- Cooperation with Facebook, YouTube, Google, Twitter, Secret

# Questions?

