

.zadna

# **.za Awareness & Marketing Update**

20 August 2009

## .za Awareness

Awareness campaign about: .za domain

- Importance of having a domain name & website
- Importance of registering .za vs other domains
  - Legal implications of having a domain name
  - Intellectual property
  - Jurisdiction
- Domain name industry trends
- Resolution of domain name disputes

## .za Awareness

### Incremental awareness approach

- 1<sup>st</sup> level: media
  - Workshops, interviews, articles
- 2<sup>nd</sup> level: media & business
  - Workshops, breakfast/cocktail, road shows, publications
- 3<sup>rd</sup> level: media, business, stakeholders, users, public
  - Workshops, road shows, give-aways, promotions

## .za Market Survey

### Key focal points:

- No. of SAs with domain names in .za & abroad
- Factors influencing domain choice
- Impact of current pricing & registration pricing
- Customer attitudes towards .za vs other TLDs
- Understanding of importance of domain names
- Options the market requires in .za
- New gTLD awareness

## .za Market Survey

- Research report to be finalised in January 2010
- Basis for improvements:
  - Marketing & communications
  - Business processes
  - Affordable pricing
  - Registrar licensing

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**Thank you** 😊

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