

# “THE SOCIAL ROLE OF A ccTLD, GUARANTEE OF EVERLASTING SUCCESS”



WORKSHOP BY THE REGIONAL ccTLD ORGANISATIONS  
IGF BALI – 22 OCTOBER 2013



# “THE SOCIAL ROLE OF A ccTLD, GUARANTEE OF EVERLASTING SUCCESS”

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# WELCOME AND OPENING

- by Anne-Rachel Inné, AfriNIC

# THE FACTS BEHIND MULTISTAKEHOLDERISM

- by Peter Van Roste, CENTR



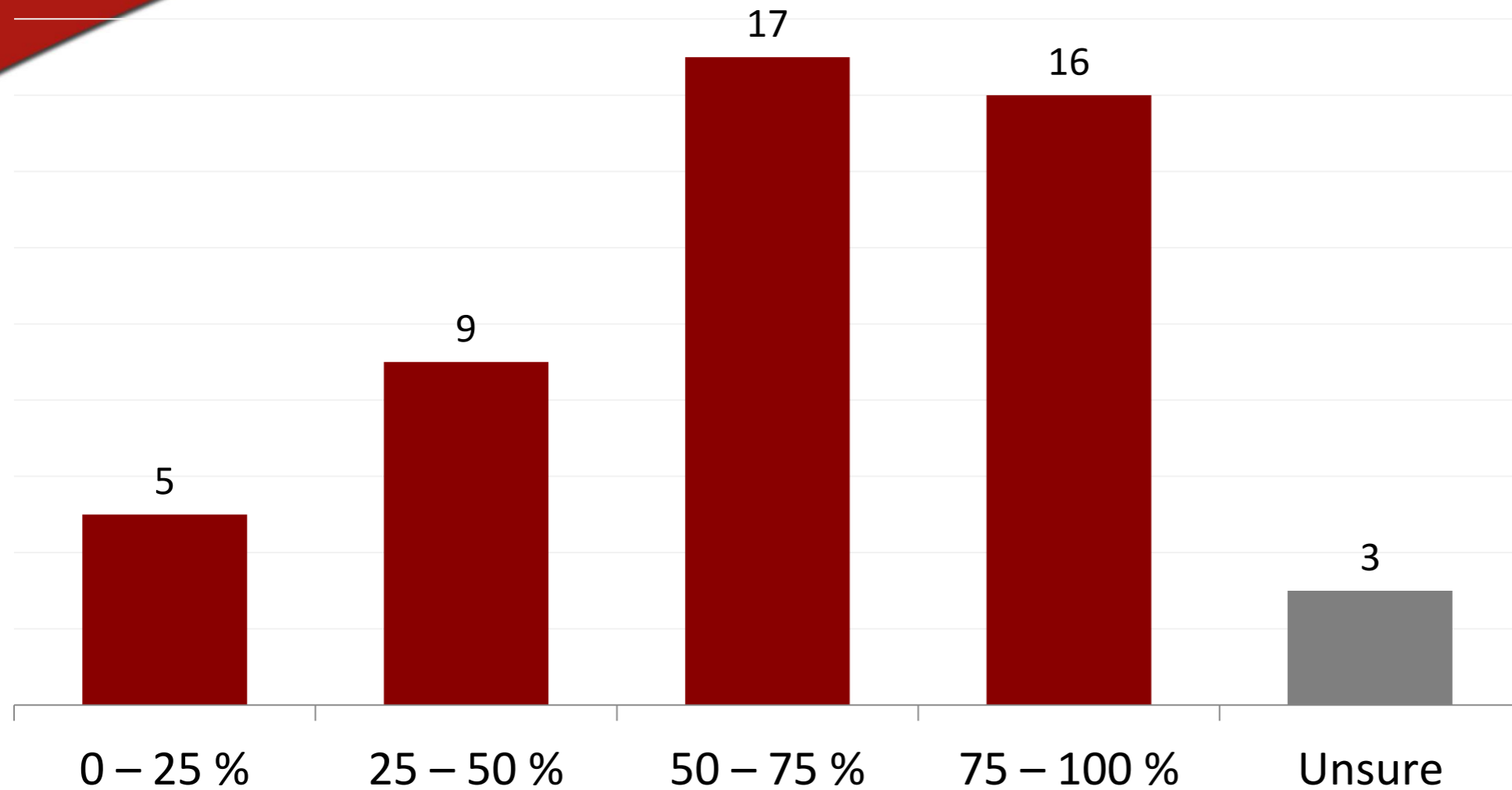
Council of European National  
Top Level Domain Registries

# The Social Role of ccTLDs Survey Results

Peter VAN ROSTE – IGF – Bali – 23 October 2013

# ccTLD Market Shares

Market share within country (Number ccTLDs per Category )



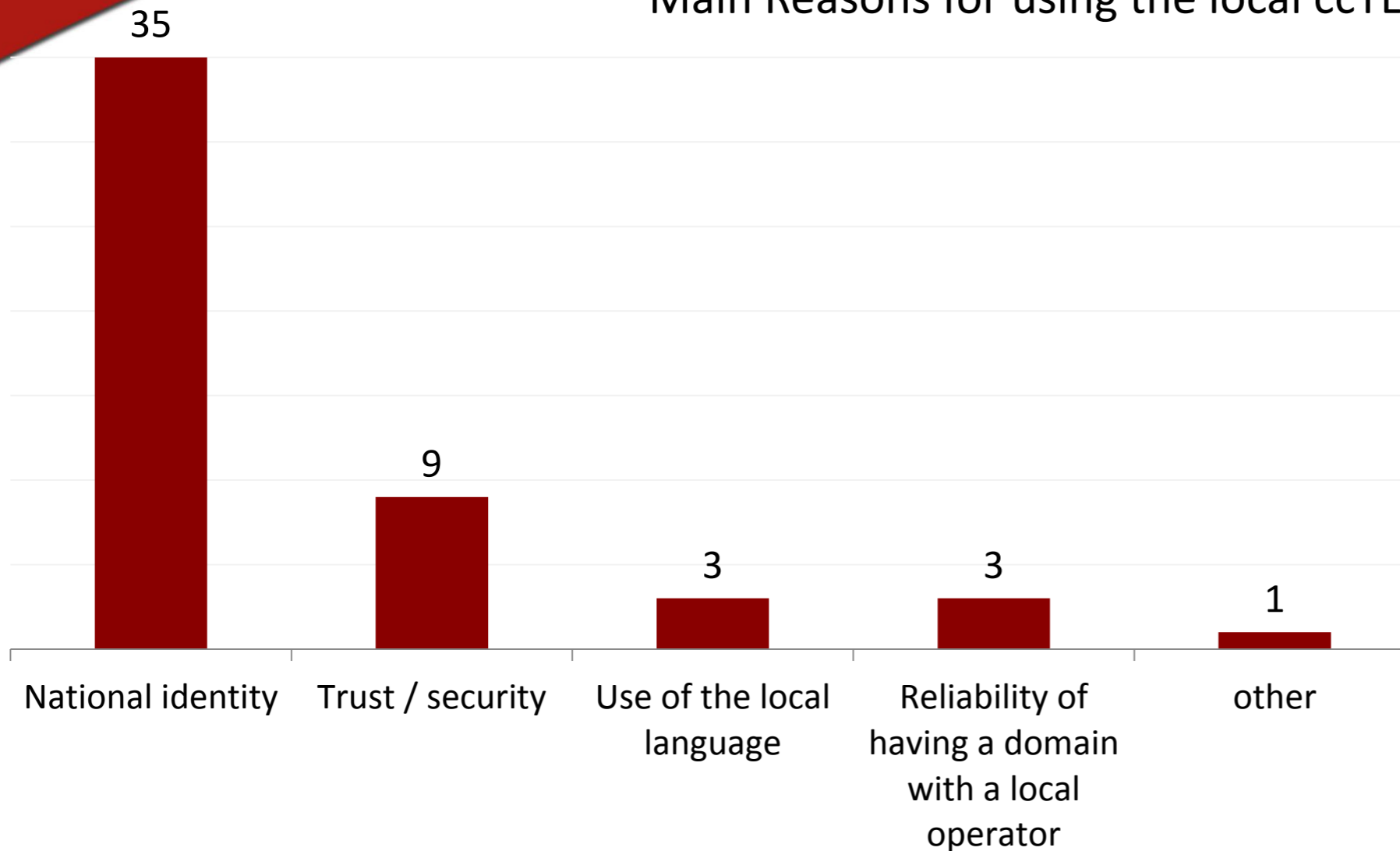
Sample: 50 ccTLDs  
Source: CENTR, LACTLD

35% of ccTLDs estimate their TLD to have between 50-75% of the market share within their country

A further 31% believe it is within the 75-100% range

# Why use the local ccTLD?

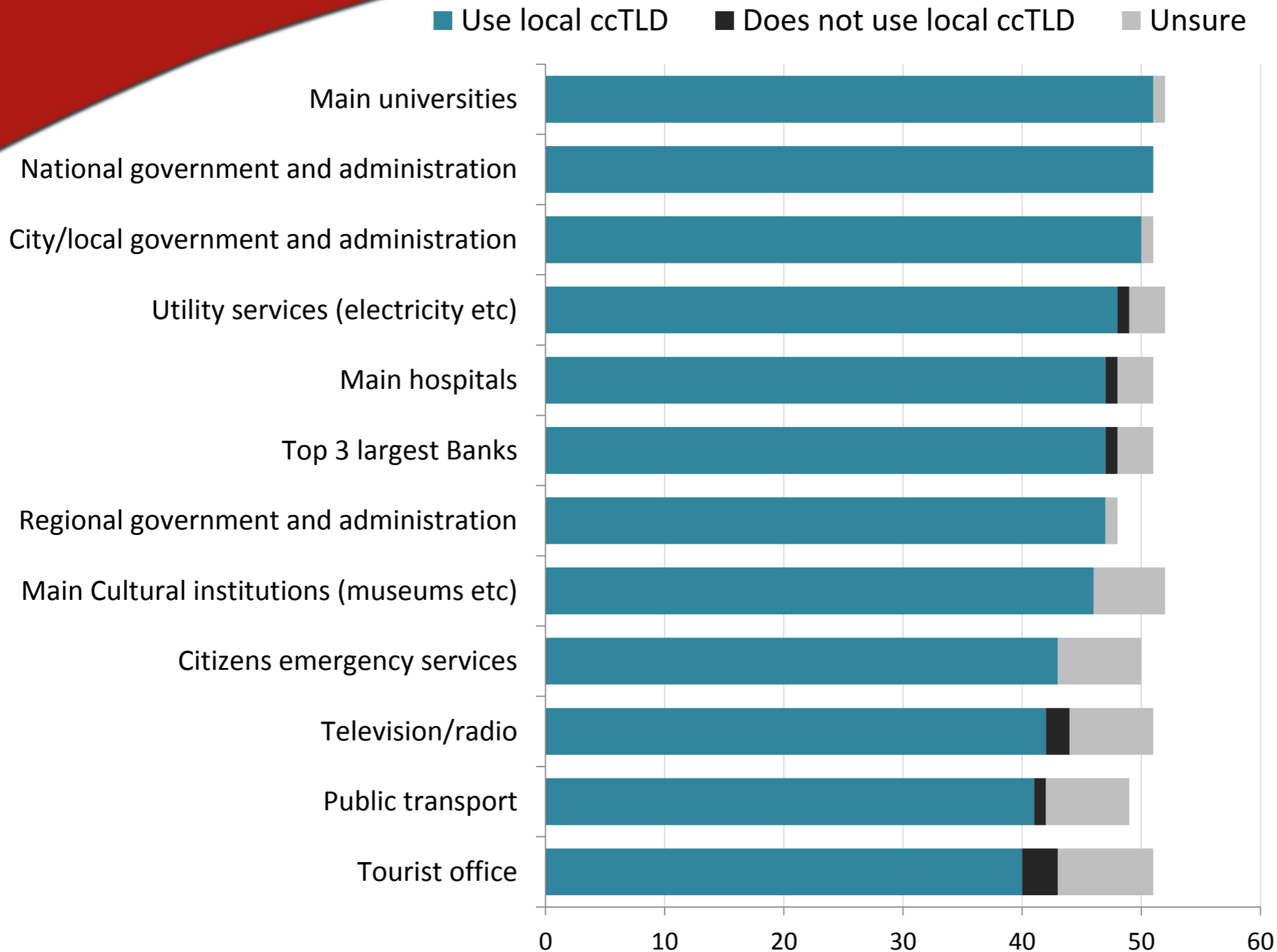
Main Reasons for using the local ccTLD



According to ccTLD operators, the main reasons why domain name holders choose the local ccTLD is because of **‘national identity’**

Sample: 51 ccTLDs  
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# Who's using the local ccTLD?



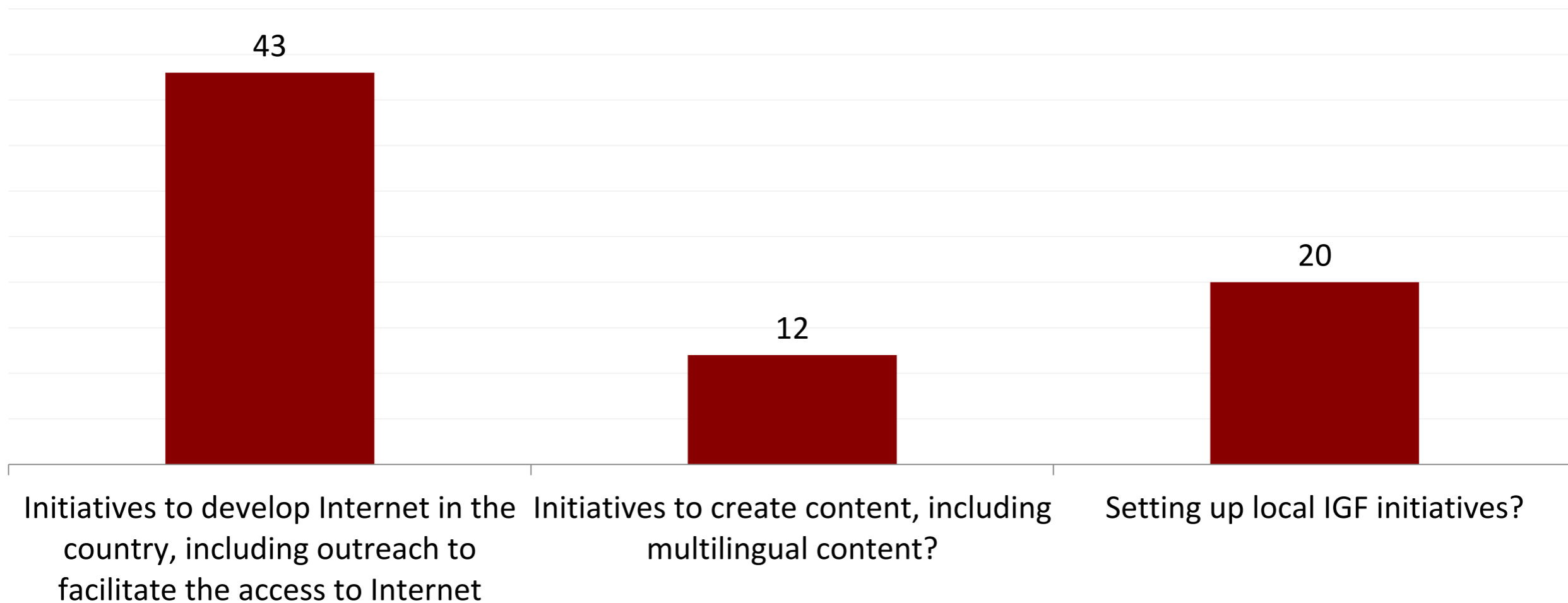
In each category, the local ccTLD is being used in most cases



# What activities are ccTLD Registries' involved with



In each category, the local ccTLD is being used in most cases



Peter Van Roste

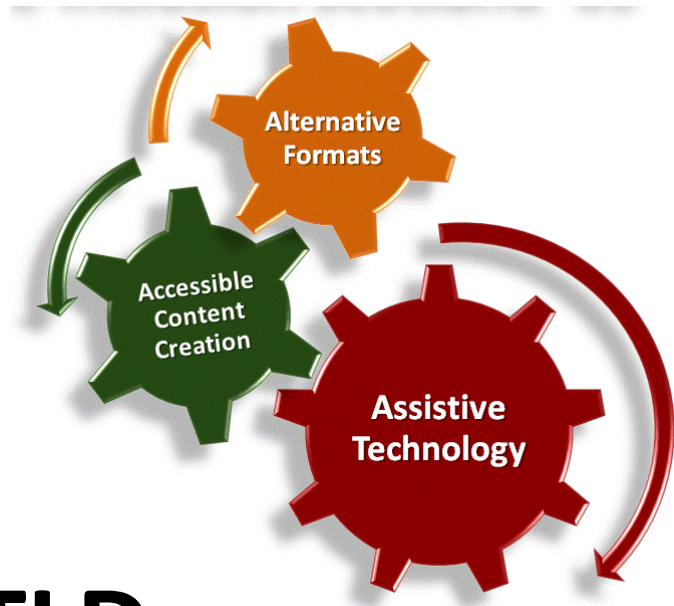
Brussels, Belgium

[peter@centr.org](mailto:peter@centr.org)

**THANK YOU!**

# .NG CCTLD: A CASE OF MULTI-STAKEHOLDER MODEL IN MANAGING A COUNTRY'S CRITICAL INTERNET RESOURCE

- by Mary Uduma, .ng



# The .NG ccTLD

By Mrs. Mary Uduma  
President Nigeria Internet Reg. Association  
Chairperson, LMAG-Nigeria Internet Gov. Forum

# NG

Nigeria is a peculiar nation filled with innovative and intuitive people, richly blessed with substance to grow, develop and sustain ideas that have become entrepreneurial giants in the hands of men.



# RELEVANCE

The specific, local needs that our ccTLD is addressing is relevance.

What is relevant in the modern age that finds me wanting for placement ?

Multi-stakeholderism in action.

Local Content, Job Creation, Foreign exchange earnings and conservation.



# CRUCIAL DRIVER

To show that we are a crucial driver in the development of the Local Internet Community and Infrastructure, we have organized annual projects such as

- Local Internet Content Forum;
- Getting Nigeria Business Online;
- SURE-P 5,000 free Domain Names;
- Independence 50,000 free Domain Names; and
- The SwitchTo.NG.
- And also implemented:
- NG IGF Interim Secretariat
- Exchange Point of Nigeria MoU
- Access Infrastructure

For those readi.ng to become a leadi.ng  
giant in the maki.ng . . . joini.ng the

# NG CORPS

is a life-time opportunity to changi.ng  
the concept of Nigeria in the Cyber Space.



visit

[www.switchto.ng/ngcorps](http://www.switchto.ng/ngcorps)

**NIRA**  
Nigeria Internet Registration Association

[www.nira.org.ng](http://www.nira.org.ng)





# E-INCLUSION



To ensure e-inclusion, we used our Multi-Stakeholder platform to promote our Ministry of Communication Technology's approach to domesticating eGovernance, using the SwitchTo.Gov.NG and a Multi-Stakeholder Council(s)

They are:

- The National Council on Communication Technology; and
- National IGF anchor
- Ndukwe Kalu Foundation for internet Dev.
- Non-discriminating .NG Registrars
- TWG member of child online protection





# The Real ccTLD Benefits

- Potential branding advantages for each country where the company is present
- Increased organic traffic, conversions, and value
- Business value chain
- Improved local search opportunities
- Allows for in-language URLs
- Allows for multiple ranking opportunities in the search results
- Contribution to GDP
- Local Content and ownership

**ccTLD**  
**VERSUS**  
**Social Media**

# CAPACITY BUILDING: .CN'S COMMITMENT TO SOCIAL RESPONSIBILITY

- by Hongbin Zhu, .cn



# Why is ccTLD Special? - The social role of CNNIC

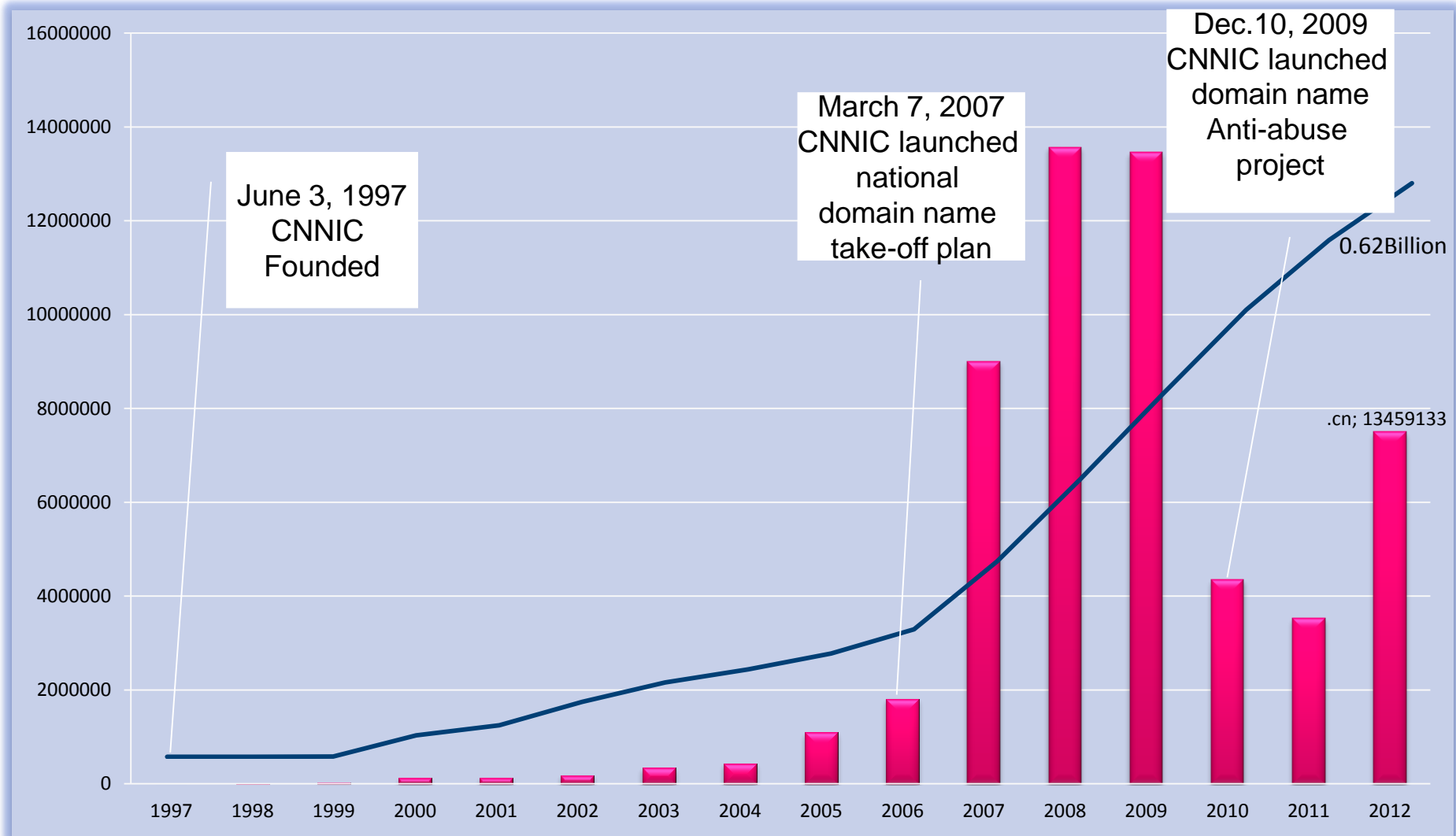
**CNNIC**

中国互联网络信息中心  
CHINA INTERNET NETWORK INFORMATION CENTER

中国信息社会基础设施的建设者、运行者和管理者

# CNNIC Consumer Basis & Accountable Reputation

中国互联网络信息中心  
CHINA INTERNET NETWORK INFORMATION CENTER



## IDN Solution:



- Chinese has two written forms:
  - Simplified Chinese (SC), which is used primarily in Mainland China and Singapore
  - Traditional Chinese (TC), which is used primarily in Taiwan, Hong Kong, other Southeast Asian countries. - SC and TC are recognized as interchangeable, Chinese language users expect to be able to access Chinese information seamlessly and with optimal readability and usability.
- Paired delegation standards
- To strengthen Cultural Integrity and meet user expectations

■ Since July 18, CNNIC took the responsibility of the secretariat of Anti-Phishing Alliance of China ("APAC"), which is made up of made up of banks, securities institutions, e-business websites, domain name registries and registrars, experts and scholars.

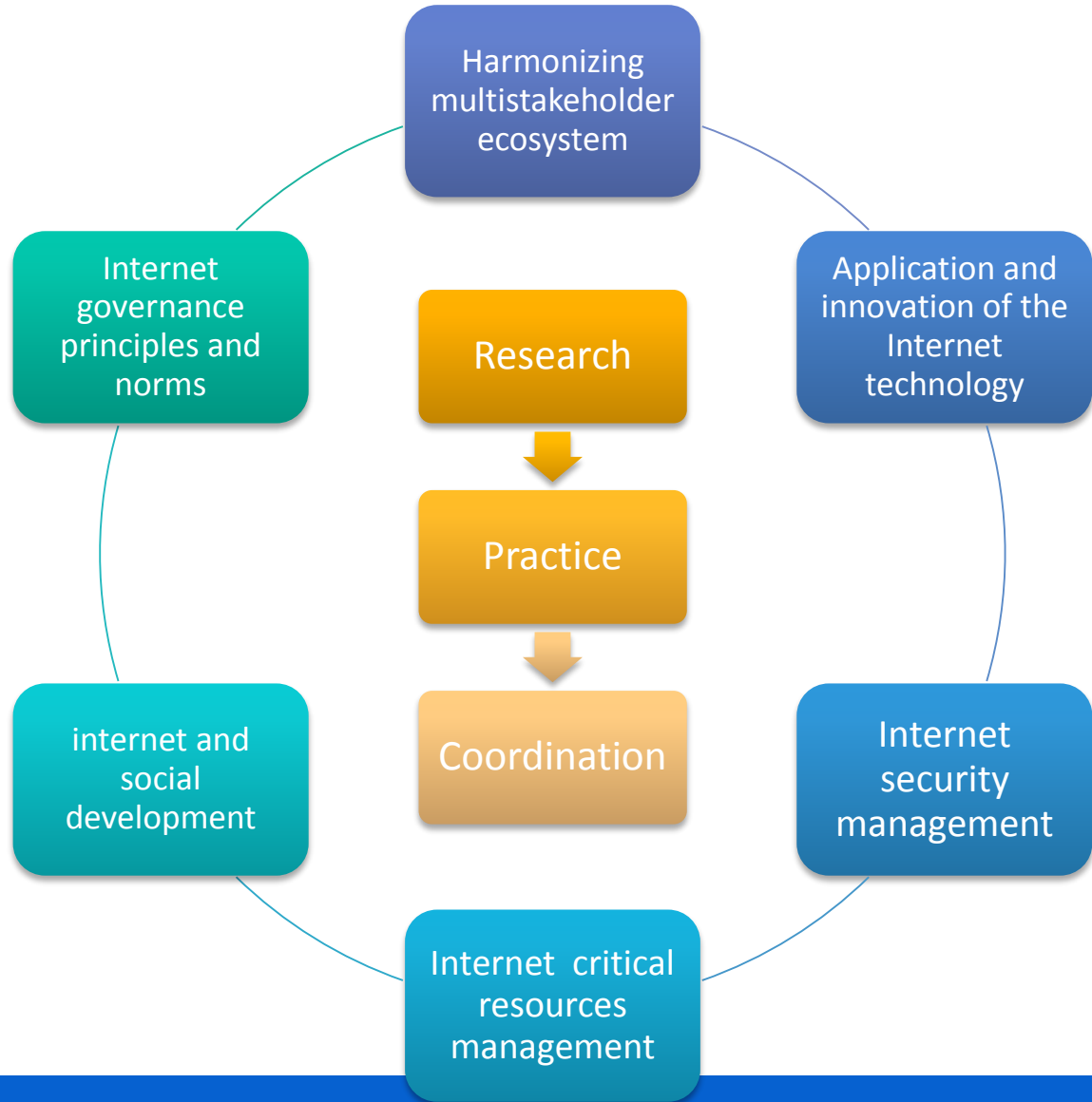






## Our Target

Based on the characteristic, working experience and accumulated resources of CNNIC, our target is to integrate the resource and knowledge of diverse stakeholders distributed globally within CNNIC frame and conduct Internet research and business practice which stays in line with best practice for the local demand.



## Future Evolution of CNNIC

Technology Outsourcing  
Operation Backend  
Security Solution

Internet Growth Data  
Industry Think Tank

Technology  
R&D  
Center

Center for  
MutiStakeholder  
Cooperation

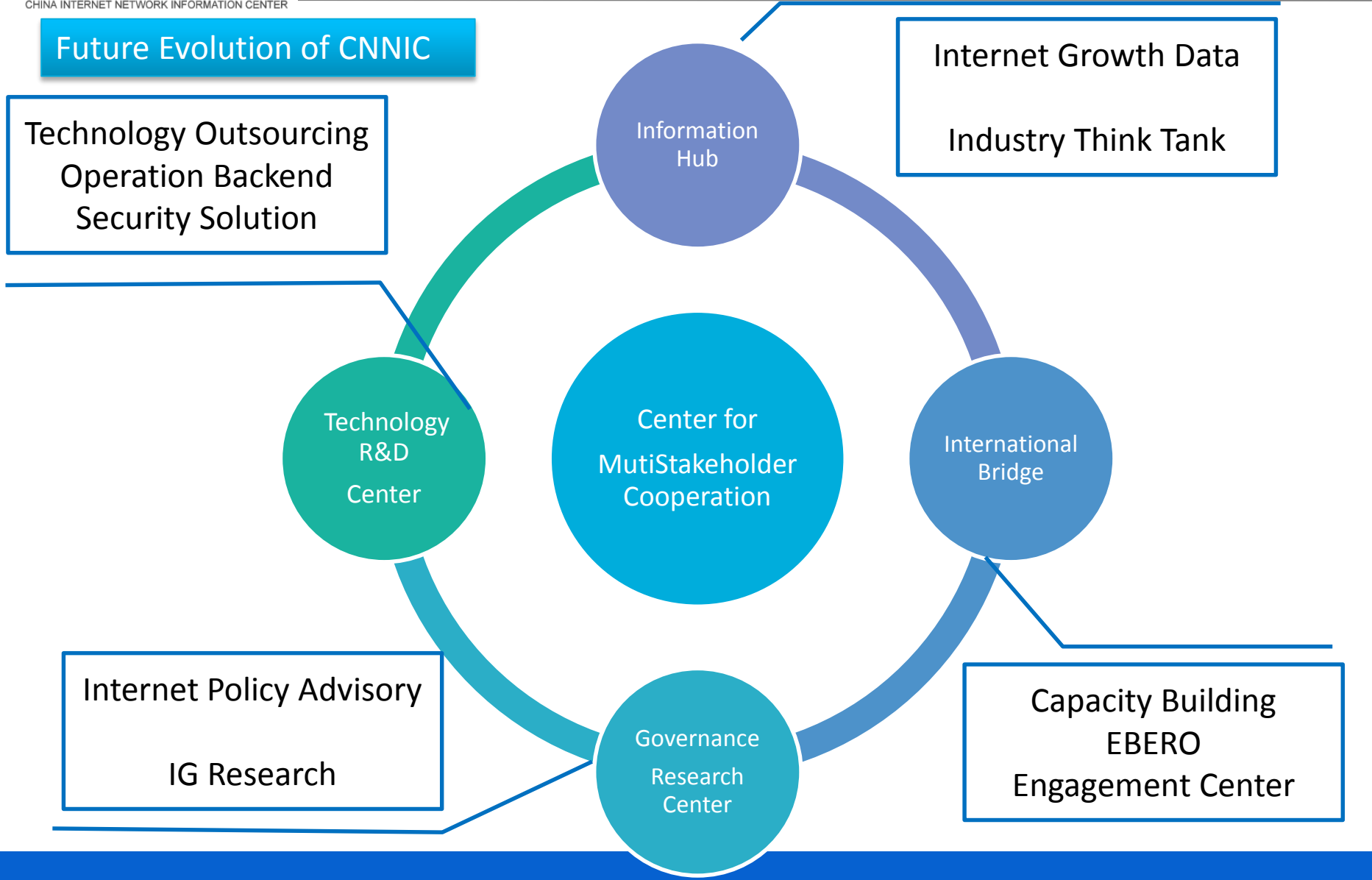
International  
Bridge

Internet Policy Advisory  
IG Research

Governance  
Research  
Center

Capacity Building  
EBERO  
Engagement Center

Information  
Hub





# WHAT COULD BE THE CCTLDS SOCIAL RESPONSIBILITY?

- by Oscar Robles-Garay, .mx



**NIC MÉXICO**

# What could be the ccTLD Social Responsibility

Oscar Robles-Garay  
[@oscarrobles](https://twitter.com/oscarrobles)

IGF Bali, Indonesia

# Social needs as a trigger

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- For many organizations, Social needs (poverty, pollution, hungry, health, etc.) represent the signal to become involved and look for solutions.

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- For many organizations, Social needs (poverty, pollution, hungry, health, etc.) represent the signal to become involved and look for solutions.
  - What could be the role of an Organization in their local community?
  - What could be the role of a ccTLD within their local community?
  - Are there any differences?

# Reponses from Organizations (ccTLDs)

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  - Schools, vulnerable communities, welfare support.

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  - It could be done by someone else.

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- Next response is: Corporate Social Responsibility
  - Wider concept, compromise with community, authorities, environment.
  - It's **good**, it makes a better world and it should continue (but there might be something else we can do as a ccTLD...)
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# The .MX reflection



1. We want to make sure to address our most relevant goals (Mission/Vision)
  - That IS THE MAIN SOCIAL RESPONSIBILITY of every single organization.
  - If we don't do it, NO ONE ELSE WILL!

# The .MX reflection



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  - That IS THE MAIN SOCIAL RESPONSIBILITY of every single organization.
  - If we don't do it, NO ONE ELSE WILL!
  
2. We want to make it with highest technical, service and employee satisfaction standards
  - And make it efficient and sustainable.
  - If we don't do it, NO ONE ELSE WILL, either!

# The .MX reflection

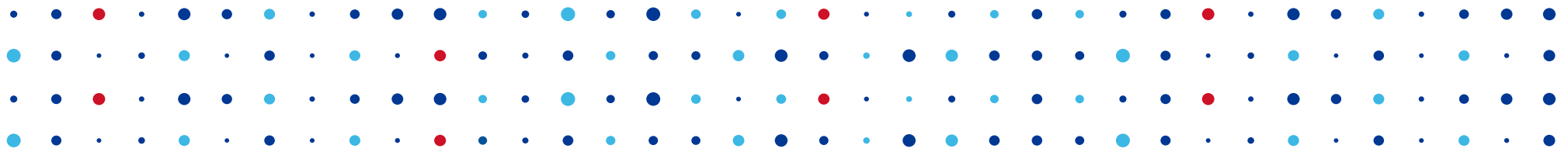


3. We want to spread Internet principles and Internet Governance Principles.
  - We have a role, we are part of an ecosystem
  - We make contributions to organizations with an specific role to protect those principles
    - ISOC (membership and NGL program), ISOC Mexican chapter, ICANN
    - Accurate demographic and Statistical information (The World Internet Project Mexico: WIP.MX)
  - We help create Regional organizations to support Internet growth and development in the region
    - LACNIC (Founding members), LACTLD (Founding members), LACNOG (Founding members)
  - We are founding a local (MX) initiative to discuss IGF topics respecting IGF principles

Do what no one else will, what no one else can do... or at least, what no one else can do it better!

# 'HOW TO USE THE INTERNET', A MODERN FORMAT TO EDUCATE CZECH USERS

- by Martin Peterka, .cz



# 'How to use the Internet' - a modern format to educate Czech users

8th IGF meeting, Bali, Indonesia

Martin Peterka • [martin.peterka@nic.cz](mailto:martin.peterka@nic.cz) • 23.10.2013



# About CZ.NIC

- Special interest association of legal entities
- Founded in 1998 by leading ISPs
- Currently 110 members – growing (open membership)
- 80+ employees
- Core business – domain registry .cz
- MoU with Czech government and NSA
- Part of State's critical infrastructure
- Non profit, Neutrality
- Variety of other activities



# Collaboration with the community

- Many projects, focused to different target groups :
  - registrars
    - co-marketing program, certification, independent hosting statistics, ...
  - new technologies :
    - DNSSEC, knotDNS, Bird, browser plug-ins, ...
  - students and professional public :
    - CZ.NIC Academy, CSIRT teams, blogs, security news, ...
  - domain holders
    - mojedi, data validation, domain browser, ...
  - schools and non-profit sector
    - tablexia, Academy roadshow, One world in schools
  - general public
    - How to use internet



# How to use internet

- TV spots to raise awareness about the Internet in the Czech Republic
  - miniseries (2-3 minutes)
  - modern design, charismatic host, fun form
  - a clear summary at the end of every episode
- Topics
  - how to enter the Internet, what to do on the Internet, most popular services, safe behavior on the Internet, ...





# How to use internet – road map and outputs

- Summer/Fall 2012 :
  - production and broadcast – 40 episodes
  - prime time on the major TV channel (30% share)
  - supporting communication (microsite, facebook, advertising)
- Outputs
  - More than 13 million views on TV, 30 thousand views on YouTube
  - More than 50 thousand page-views of microsite
  - Feedback from schools as they use the YouTube videos as teaching tools...
- Summer/fall 2013 :
  - production and broadcasting – next 45 episodes

5



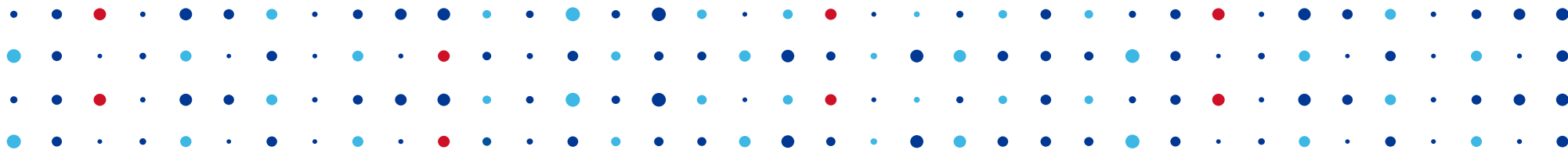
# How to use internet – survey after first season

Reputable research agency found that:

- 35% of respondents know the series
- Here is what they said about it:
  - “It's instructive” - 94%
  - “I like it” - 71%
  - “I learned something new” - 64%
  - “It arouses interest” - 24%

And now ... short video, highlights from 1st season





# Thank you

Martin Peterka • [martin.peterka@nic.cz](mailto:martin.peterka@nic.cz)



# THE ROLE OF A CCTLD IN ESTABLISHING A NEUTRAL EXPERT PLATFORM FOR NATIONAL INTERNET ACTORS

- by Andrei Kolesnikov, .ru



COORDINATION CENTER  
FOR TLD RU/PΦ

# **CCTLD .RU/.PΦ: the Public Good for Public Benefit**

**IGF VIII (The Internet Governance Forum)**

Bali, Indonesia 2013

# Specific Local Needs to Be Addressed

- IDN email and universal acceptance

**.PФ**



- Weeding out malware and pooling forces with leading national internet actors

**Security**



- Evaluation of legislation and technical matters

**Expert**



# CCTLD .RU/.PФ as a Crucial Driver in Development of the Local Internet Community and Infrastructure



## Education and awareness raising

- children and teenagers (an online game, a nationwide competition, f2f meeting)
- local IGF - the whole range of fundamental IG issues raised annually

Promotion of diversity: new GTLDs, exemplified by IDN TLD .ДЕТИ

## Fostering agenda for the judiciary:

- education and bolstering expertise
- promotion of good judicial practices

Engaging the local ISOC branch

**.РФ as a platform to promote Internet literacy**

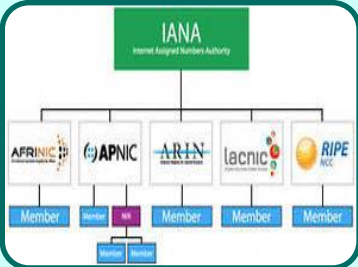
**Engagement in all fundamental public initiatives  
that concern Russia's internet economy**

**Together with the Russian Association  
of Electronic Communications**





**Initiation and sponsorship of multiple projects and events**



**Fostering a vibrant technical community and liaising and interaction, including international one, on its behalf**



**Organization of, and contribution to, public debate, public councils and dedicated task forces**



COORDINATION CENTER  
FOR TLD RU/PΦ

**Thank You!**

# THE IMPORTANCE OF CCTLDS FROM AN INDUSTRY PERSPECTIVE

- by Sarah Falvey, Google

# OPEN DEBATE AND Q&A FROM THE FLOOR AND REMOTE PARTICIPANTS ROUNDUP AND CONCLUSIONS

- by Anne-Rachel Inné, AfriNIC

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Thank you for your attention

Presentations at [www.centri.org/igf2013](http://www.centri.org/igf2013)

