



ISO27001: on the ccTLD shopping list

CENTR's Security Working Group Chair and SIDN's Security Officer Bert Ten Brinke discusses the topic of ccTLD Security and the ISO 27001 standard

Security has always been extremely important for ccTLD registries. During the past year there was an exceptional growth of the Internet, the DNS and the organizations running the ccTLD registries. As a result security concerns have grown and are being taken even more serious than before. Not surprisingly in 2011 CENTR, on its members' request, created a Security Working Group for ccTLDs to share security best practices and discuss ways to mitigate security risks.

Recently the working group met in Brussels for the 6th CENTR Security workshop. For the second time the workshop was dedicated to one topic only, the ISO 27001 security standard. Why? A question for Bert ten Brinke, Security Officer with SIDN, Chair of the CENTR Security working group and expert in the field of ISO 27001. "Over the past few years I got a lot of questions from colleagues from other ccTLDs about ISO 27001," Bert says. "After a short inventory, the idea was born to organize a workshop completely focused on ISO 27001."

SIDN was certified in January 2011 after a 9 month drafting and application process. It was CEO Roelof Meijer who insisted on obtaining an ISO certificate. The measures and procedures that need to be in place to become ISO certified move the security and risk mitigation to a higher level. Customers and sometimes the local government have high expectations about the way the local country code is run. For a registry, obtaining a certificate is also the proof that security is high on its agenda. Building your security processes according to ISO 27001 means that you have to create an Information Security Management System (ISMS). Within this ISMS, Risk Management and mitigation have an important role.

From the Security Officer's perspective the system for risk mitigation the certification process delivers is highly useful. For instance when you look at Change Management, ISO wants you to reflect on questions like 'Can everyone make changes by himself or is there a formal process needed?'

ISO forces you to build a process to deal with security risks within and around your organization and its core tasks. When everyone involved starts to operate according to this process an organization's security will become less dependent on individual employees. Bert ten Brinke feels this is the main reason why ISO 27001 increases the chance of a better secured registry.

There are alternative standards that can be useful for ccTLDs and it's of course possible to build your own processes follow your own standards. But by doing so, you'll risk having to explain your standard over and over again. Official standards don't have that issue. They are already accepted and used by a whole community.

For companies there are a lot of security standards which can be used. Examples are: the American COBIT (Control Objectives for Information and Related Technology), which is an IT governance framework that addresses every aspect of IT and the originally British ISO 27001(International Organization for Standardization). COBIT lays more focus on Risk Management and following Bert ten Brinke it is more difficult to implement than the ISO27001 standard.

"It is important to build a standard according to your organisation and not the other way around". This is Bert's main advice for ccTLDs that are considering implementing systematic security processes by means of an official standard. Furthermore, in order to start implementing security processes in a successful way the full support of the CEO or Managing Director is crucial.

An ISO certificate is an engagement for the future. When you are certified ISO27001 for the first time this is only the beginning. Each year you have to proof that you are "worth" the certificate and after three years, you have to recertify.

For most companies it's a never ending circle of security improvement.

Preparing for IGF 2014 Istanbul

The 4 Regional ccTLD organisations provide input to the 2014 Internet Governance Forum preparations

Recently, the 4 regional ccTLD organisations AfTLD (Africa), APTLD (Asia and the Pacific), CENTR (Europe) and LACTLD (Latin America and the Caribbean) submitted a contribution to the IGF2014 preparatory process. The Ninth Annual Meeting of the Internet Governance Forum will be held in Istanbul, Turkey on 2-5 September 2014. The preparations for IGF2014 were discussed recently in Geneva during the IGF Open Consultation and a MAG meeting - LACTLD's Carolina Aguerre was present at the meetings.

The 4 organisations made the points (to the right) in response to the public consultation. These points have been summarized – for more detail, read the full submission [here](#) or see more on CENTR's activities at previous IGF meetings [here](#)

- Reinforcement of the IGF as an interface between different discussions and a platform to exchange ideas and voice opinions to all stakeholders
- Investigation into preservation of open standards developed particularly from the IETF which remains low in commercial reward relative to other parts of the Internet
- Explore how developed world successes in commerce (both public and private sector) can be replicated for the developing world particularly involving end users
- Considerations of how to combine a bottom-up approach whilst respecting local needs in terms of Internet Governance
- Greater structure of IGF agenda, less workshops and updated information on the website aimed at promoting it as a legitimate source of information

DNSSEC Implemented
67%



DNSSEC

in

EUROPE

Planning Implementation
26%



Infographic by CENTR (2014)

A recent survey of CENTR members showed that **26 ccTLDs operators*** from the European region have **implemented DNSSEC**, 10 are planning on implementation and 3 do not yet have plans to implement.

To find out more about DNSSEC, [visit the CENTR site](#)

*ccTLD operators' includes 1 IDN ccTLD and 1 ccTLD outside Europe

What is the main role of a Brand manager?

I think the main role of a Brand Manager is to live and breathe the brand in everything that they do, whether creating new high quality website content or digital assets, representing your brand at an internal multi-stakeholder meeting or outwardly promoting your brand at industry-led conferences or with your sales channel (our registrars). I think you have to really believe in your brand, what it stands for and what you are trying to achieve or no-one else will. My goal is for other people to be as enthusiastic as I am about the .co.uk brand and what it represents, so that they truly buy into it and spread the word, whether they are new customers, colleagues or external business contacts.

What is the most challenging aspect of Branding/marketing a ccTLD?

As TLDs are not tangible things – you can't pick them up and interact with them in the same way you can with products you would buy on the high street - you have to try and market a really clear reason to believe in these two little dots and four letters (or in many ccTLD cases one little dot and two letters!) What does your brand or country code represent? What does your brand offer that is a point of difference? Why should a new customer get a ccTLD domain versus another gTLD? A strong brand should have compelling associations for customers if marketed well, whether you can physically pick it up or not.

With .co.uk we try and play to the country's strengths: we focus on the trust, reliability and recognition of .co.uk and these are important associations for home grown, British businesses. We target first time small businesses and sole traders, and provide helpful content for these customers getting on line for the very first time, supporting them with articles and blog posts such as '10 tips for choosing a domain name' or '5 ways to use social media to drive your business'. It is important for us to provide added value beyond just the TLD, acting as a supporter of new business and also using our twitter channel to drive awareness, initiate conversations with our customers and gain ongoing traction for the brand - hopefully offering so much more than just two little dots and four letters.

How does Marketing of the .co.uk brand interact between Nominet (Registry) and your Registrars /resellers?

Our sales channel – our registrars and resellers - are an essential part of our ongoing brand strategy. They are the shopfront for our brand and having 'on-shelf' presence for .co.uk through on-site brand signposting is an important part of raising awareness and increasing sales. Our co-marketing programme, which we ran in 2013, was the first time we supported co-funded activity with a range of registrar partners across campaigns as diverse as animated football ground signage, taxi wrap branding, print and direct email. This was a great initiative and allowed us to work as a true partner with our sales channel in supporting and promoting our product at the point where our customers are actually going to purchase it.

Nominet is one of the largest ccTLD registries. What advice would you give to small registries that also want to do some branding?

Think carefully and choose one core objective. What do you want to achieve? Do you want to raise overall brand awareness? Improve acquisition rates? Increase renewal rates? Be single minded in your messaging so it is clear what action you want your customers to take as a result of seeing your brand activity, and where possible tie up with your sales channel to help support your initiatives.



Q&A with:
Becky Bradburn

Brand Manager
Nominet
(.uk Portfolio)

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For more information about Nominet, [visit their website here](#)

ccTLD news Highlights

.ca CIRA supports development of digital skills in youth As part of their Community Investment Program CIRA has teamed up with Shopify to sponsor the last of three Code For Kids events.

.ch Slight fall in number of malware cases Some 2,700 Swiss websites were cleaned of malware in 2013 representing a fall compared with 2012.

.es .es domains up by 5.1% in 2013 At the end of 2013, a total of 1,696,538 .es domains were registered representing growth of 5.1%.

.eu .eu has most business websites According to a EURid report, 37.8% of .eu websites are used for business purposes, compared with an average of 30.5% under gTLDs like .com, .biz and .net.

.fi Legislation on fi-domains to change After provisions in the relevant Code have entered into force, only registrars can make changes to domain name information

.no Norwegian domain names for individuals Norid has initiated a public hearing on whether private individuals should be able to register domain names directly within .no in addition to registrations within the *priv.no* category domain.

.nl A link between domain name growth and the economy? Latest blog from SIDN Marketing Manager on potential links between domain name growth and the economy

.uk Shorter, snappier .uk domains to launch on 10th June Nominet has announced a launch date of 10th June 2014 for new 'example.uk' domain names.

6th CENTR Security Workshop

CENTR's Security working group met on the 28th and 29th of January 2014 in Brussels, Belgium at a workshop hosted by EURid. This was a second workshop dedicated to the ISO 27001 standard, next to the two regular Security workshops a year. The overwhelming interest, 30 people from 20 different registries joined, shows that security standardization is high on the agenda of many ccTLD registries. After a theoretical introduction 9 topics from the standard were discussed in small groups. People from registries with an ISO certificate as well as from registries preparing for or intend to start working on an application found added value in the practical nature of the workshop.

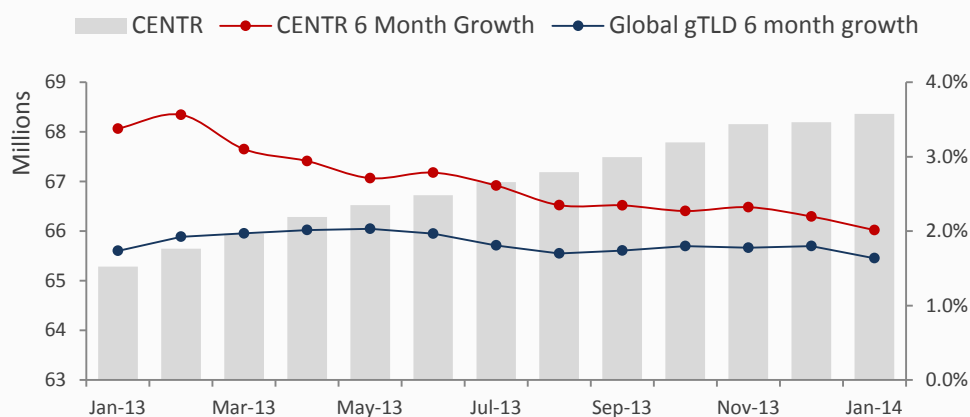
31st CENTR Administrative Workshop

The CENTR Administrative workshop met in Salzburg, Austria on 19 February on the invitation of nic.at. The participants discussed different plans to improve the quality of the Whois database and exchanged views on the topic with a registrar. The second part of the meeting was titled 'The aftermath of registrar failure' during which registries talked about the procedures that are followed in case a registrar stops its activities or in the worst case scenario abruptly disappears or goes bankrupt. The workshop was attended by almost 40 participants from more than 20 ccTLD registries

Workshops coming up (Click for more detail)

13th CENTR Marketing workshop, Frankfurt (27/28 Feb)

43rd CENTR Legal & Regulatory workshop, Rome (6 Mar)



Source: CENTR stat database, gTLDs: Hosterstats.com

Note: 'CENTR' members represent more than 95% of European ccTLDs in terms of domain registrations

CENTR Total Registrations

68,365,630

Over the past 6 months, the CENTR membership grew around 2% as compared to 1.6% for global gTLDs. The largest contributor to this growth was .ru with net growth of over 250K domains. The highest growth in percentage terms was .ir with over 18% for the 6 month period.