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ccTLD Role in Strengthening Doman Name Industry

What do new gTLDs mean to ccTLDs?

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ccTLD Primary Responsibilities

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- Grow the namespace
 - Increase domain name registration numbers
 - Increase revenue
 - Be nice to registrars...if you have them!
- Infrastructure stability & security
 - Though local, ccTLDs are still part of the one, global Internet
 - Advocate best practices

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ccTLD Primary Responsibilities

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- Lead & facilitate local policy development
 - Multi-stakeholder model most prevalent
 - Contribute regional & international bodies
 - ICANN, APTLD, AfTLD, etc
- Educate & inform
 - Local authorities, communities, market

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ccTLD Secondary Responsibilities

- Advocate local policy interests in global policy fora
 - “Attend ICANN”! Join the ccNSO!
- Educate & inform
 - Local authorities, communities & market

ccTLD Role in new gTLD Reality

- Educate & inform MORE!
 - Be the centre of reliable information
 - Be the thought leader locally
- Market & sell your ccTLD
 - Have a clear value proposition
 - Keep those registrars even closer & please them...
as much as you can

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Shukran 😊

Siyabonga 😊

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