

Policy Updates/Activities at the .ng ccTLD during COVID-19 Pandemic

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INTRODUCTION TO .NG ccTLD

- .ng country code Top Level Domain (.ng ccTLD)- Nigerian online identity.
- The Nigeria Internet Registration Association (NiRA) adopted the 3R (Registry/Registrar/Registrant) model of operation in the Management of the .ng ccTLD
- NiRA has an MOU with Nigerian government agency (NITDA)
- NiRA has policies that guide its operations, including a price charter
- Registrations of .ng domain names via NIRA Accredited Registrars
- As at 22nd September 2020, 67 NiRA Accredited Registrars
- As at 31st August 2020, 167,798 active domain names

INTRODUCTION (CONT)

- To arrive at the policy interventions, NiRA
 - Conducted a survey in 2019,
 - Had discussions with relevant stakeholders
 - Analyzed outcome of survey and discussions.
- Take-aways from survey & discussions, NiRA
 - Should consider price reduction of .ng domain at 2nd level
 - Review the NiRA policies
 - Create more awareness (branding, marketing, campaigns, etc.)
 - Reward the efforts of the registrars
- In December 2019 & 1st Quarter 2020, NiRA Board had extensive discussions on the above.

NiRA BOARD DELIBERATIONS

- Pricing
 - Discussions on NiRA Price Charter, pricing scheme,
 - Discussions on the economic purchasing power of registrants
- Promotional Activities
 - communication & publicity strategies
- Preferences of Nigerians
 - Perception on home grown products/services
 - Need to consider avenues for their adverts & marketing, to
 - have and use a website or use social media platforms;
 - Use corporate or public email addresses,
 - local hosting versus hosting abroad, etc.
 - No human intervention during domain registrations

NiRA BOARD DELIBERATIONS (CONT.)

- NiRA Policies
 - Less ambiguous
- Government
 - How can we get government intervention
 - How easy/difficult to get the SMEs online with the .ng brand, etc
 - Existing policy by NITDA that for any government contract,
 - the vendor must have a .ng website and
 - branded .ng email address for communication with NITDA.
- During the covid-19, Board decided to provide palliatives to both registrars and registrants and increase support to NiRA Accredited Registrars including granting credit facility to interested registrars with challenges.

RELEVANT INTERVENTION POLICIES

- Reviewed and amended NiRA Policies, especially;
 - Review of Pricing scheme at the 2nd level (.ng promo for three months with MOU for interested registrars)
 - Sliced prices by more than 50% to NiRA Accredited Registrars
 - For registrants, sliced and capped price by about a third of the usual price
 - For the registrars, Enlightenment/Education /Awareness on all the policies.
 - Conducted webinars for business continuity, etc
 - Credit policy
 - Refund Policy
 - Domain tasting (24hours with full refund)

RELEVANT INTERVENTION POLICIES (cont)

- Collaboration with CAC/NITDA/NiRA (involving registrars/local hosting companies)
 - Give free third level domain name (.com.ng) for a year with company registration at the Corporate Affairs Commission (CAC)
 - With the support of the National Information Technology Development Agency (NITDA), provide
 - At no cost One-page website template for registrants to choose from
 - Free Local hosting of websites for a year
 - Free email address for the domain name
- Online Marketing and Branding
 - .ng Champions and ambassadors
 - Social media platform adverts
 - Radio jingles
 - Free entrepreneurship programmes
 - Free training

RELEVANT INTERVENTION POLICIES (Cont.)

- Lay emphasis on Local Hosting
 - Eliminates challenges with foreign remittances
 - Removes challenges of data in the hands of foreign companies
 - Easy access to resolving technical problems
- Lay emphasis on development of local content
 - Creates opportunities to enlighten and communicate values of national interests
- Collaboration with Law Enforcement Agencies (enlightenment on DNS)
- Collaborations with NiRA Accredited Registrars
- Corporate social responsibility

Outcome/ Impact/Implications of the interventions

- More satisfied registrars and registrants with the pricing regime
- Registrars are assured that NiRA does listen to their suggestions
- .ng domain names registration doubled with year on year comparison for this period
- More online presence of Nigerians
- Contact made with Law Enforcement Agencies; deferred interaction due to covid-19
- The plan for collaboration with CAC/NITDA/NiRA was incorporated into the Nigerian National Broadband Plan (2020 to 2025).

CONCLUSION

- With COVID-19, we have seen and witnessed massive drive for online presence of businesses with registration of .ng domain names.
- By slashing price of domain registration at second level and the collaboration with relevant government agencies, NiRA provides palliative in the ecosystem and encourages/gets new businesses to be online.
- Increased number of domains at the 2nd level, provides opportunity to reduce price of .ng domain names
- More registrars are promoting the .ng brand
- The Law Enforcement Officers are aware of whom to contact for investigations associated with DNS
- Other government agencies are working hard to provide enabling infrastructure/environment.



Questions or Comments?



THANK YOU

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