



.ng Promo Experience

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INTRODUCTION

- The Nigeria internet Registration Association (NiRA) is a Not-for-Profit, Non-Governmental Self-Regulating body that manages the .ng national resource, the country code Top Level Domain(ccTLD), name space in the public interest of Nigeria and global internet communities.
- There are about 180,103 active .ng domain names as at 1st of October 2021.

NiRA SLDs



OBJECTIVE

The assumption was that price reduction would increase the adoption of the .ng domain names

The Board of Directors approved the implementation of the pioneer .ng domain promo, with a maximum price to the Registrars and the Registrars had a maximum price to sell to the Registrants. It was agreed that for non premium second level.ng domain name

At a reduced price of about 60% of usual price for non – premium 2nd level domain names

An MoU was executed to guide the process

EXPECTATIONS

It was expected that the number of .ng domain names would increase by 100%

It was expected that with the anticipated increase in domain registration at the 2nd level, NiRA should move to the next level in its price charter for reduction in the .ng domain price.

It was anticipated that the promo price would be retained as the new price for the 2nd level domain names.

MEDIA CAMPAIGNS



Social Media Adverts



Bus Adverts (BRT)

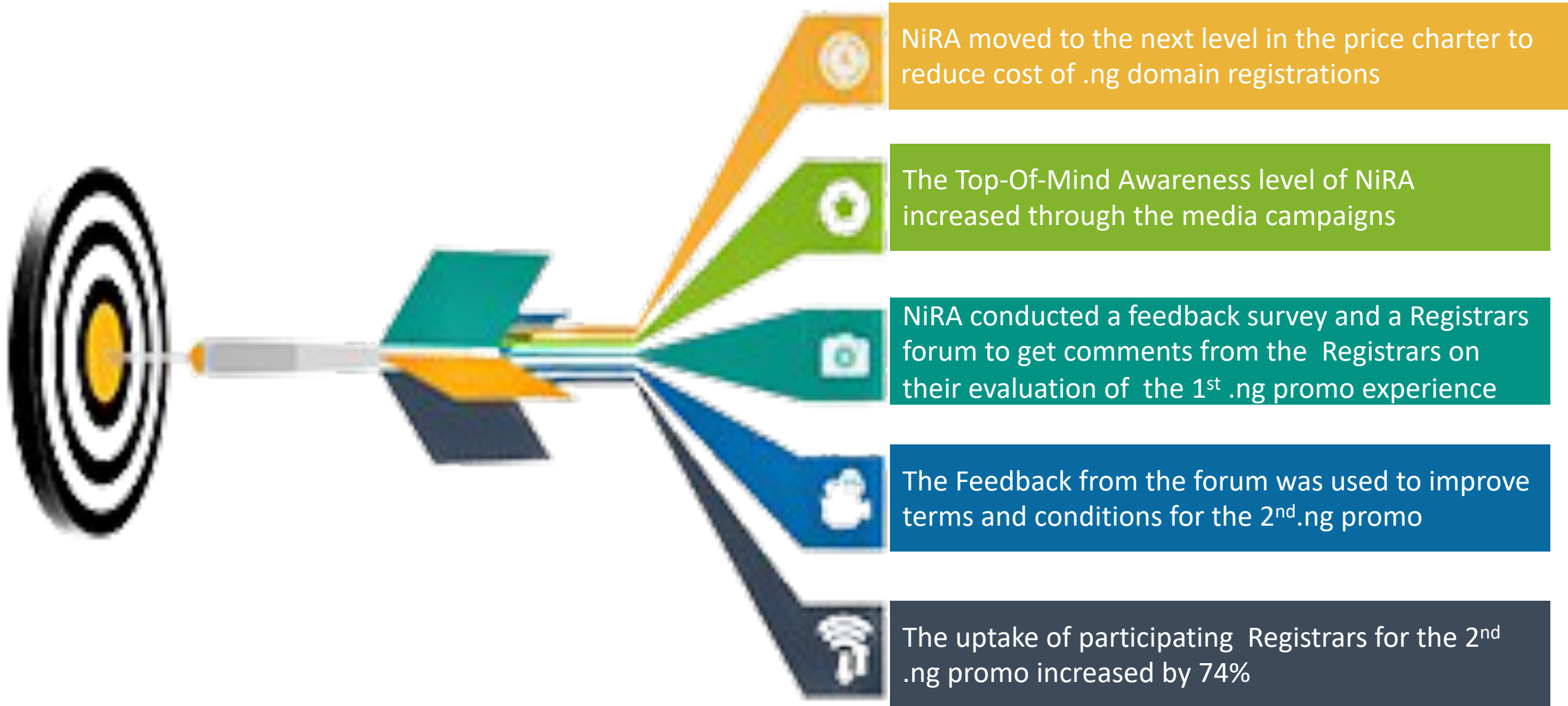


Radio Adverts



Print Media

HITS



MISSES



The number of .ng domain names did not double at the end of the promo period

It is over a year and the renewal level of those domain names registered from 24th to 31st August 2021 for the promo is abysmal

NiRA conducted a feedback survey and a Registrars forum to get comments from the Registrars on their evaluation of the 1st .ng promo experience

NEXT STEPS



Monitor the uptake of domain name registrations throughout the promo duration



Compare/Analyse the activities of the first and second .ng promo



Take the learnings on what could be better



Adopt best practises for future .ng promo initiatives

THANK YOU!!!



We **connect**
you to the world

the **.ng** domain registry

www.nira.org.ng

