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
The Social Role of ccTLDs
Survey Results

Peter VAN ROSTE – IGF – Bali – 23 October 2013
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.

Sample: 50 ccTLDs
Source: CENTR, LACTLD
According to ccTLD operators, the main reasons why domain name holders choose the local ccTLD is because of ‘national identity’. Sample: 51 ccTLDs
Source: CENTR, LACTLD
Who’s using the local ccTLD?

In each category, the local ccTLD is being used in most cases.
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- Initiatives to develop Internet in the country, including outreach to facilitate the access to Internet: 43
- Initiatives to create content, including multilingual content: 12
- Setting up local IGF initiatives: 20
THANK YOU!

Peter Van Roste
Brussels, Belgium
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.NG CCTLD: A CASE OF MULTI-STAKEHOLDER MODEL IN MANAGING A COUNTRY’S CRITICAL INTERNET RESOURCE

by Mary Uduma, .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.
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.
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
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
CAPACITY BUILDING: .CN'S COMMITMENT TO SOCIAL RESPONSIBILITY

- by Hongbin Zhu, .cn
Why is ccTLD Special?
- The social role of CNNIC
March 7, 2007
CNNIC launched national domain name take-off plan

Dec. 10, 2009
CNNIC launched domain name Anti-abuse project

June 3, 1997
CNNIC Founded

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

- 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
Leverage Multistakeholder Cooperation

【Internet Service Provider】
【Peer Registries】
【Registrars】
【Government】
【Academia】
【Internet Industry & Civil Societies】
【International Organizations】
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.
Facing Challenges and Future Evolution

Future Evolution of CNNIC

- Technology Outsourcing
  - Operation Backend
  - Security Solution

- Internet Growth Data
- Industry Think Tank

Center for MultiStakeholder Cooperation

- Technology R&D Center
- International Bridge
- Governance Research Center
- Internet Policy Advisory
- IG Research
- Capacity Building
  - EBERO Engagement Center
WHAT COULD BE THE CCTLDS SOCIAL RESPONSIBILITY?

- by Oscar Robles-Garay, .mx
What could be the ccTLD Social Responsibility

IGF Bali, Indonesia

Oscar Robles-Garay
@oscarrobles
Social needs as a trigger

• 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)

- Initial response is: Philanthropy
  - Schools, vulnerable communities, welfare support.
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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...)
  – It could be done by someone else.
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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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 • 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
    - mojeID, 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
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
THE ROLE OF A CCTLD IN ESTABLISHING A NEUTRAL EXPERT PLATFORM FOR NATIONAL INTERNET ACTORS

by Andrei Kolesnikov, .ru
CCTLD .RU/.РФ: 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
- Weeding out malware and pooling forces with leading national internet actors
- Evaluation of legislation and technical matters
CCTLD .RU/.РФ 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
CCTLD .RU/.РФ as a Pivot to Promotion of E-activities

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
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
“THE SOCIAL ROLE OF A CCTLD, GUARANTEE OF EVERLASTING SUCCESS”

Thank you for your attention

Presentations at www.centr.org/igf2013