dotAfrica gTLD
6 December 2017
Sharm El Sheikh
dotAfrica marketing dots

- Unique brand
- One Identifier
- Base for Growth
  - Trade
  - Cultural
  - Historical
- Pan African Program Enabler
# dotAfrica Foundation

<table>
<thead>
<tr>
<th>ccTLD Development</th>
<th>RAR Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supporting and promoting the role of AFTLD through the dotAFRICA Foundation</td>
<td>Statistics indicate that of the more than 1000 ICANN-accredited Registrars only 11 (eleven) are based in Africa</td>
</tr>
<tr>
<td>Sharing technology, know-how and resources</td>
<td>The growth and development of a competitive and competent Registrar market in Africa will directly benefit African ccTLDs, promote enterprise development and increase the accessibility to basic Internet resources and infrastructure to the public</td>
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</tbody>
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<tr>
<th>Local Content Development</th>
<th>Pan African ICT Program</th>
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<tbody>
<tr>
<td>Utilising dotAfrica as an opportunity to promote African content development</td>
<td>Establishing a Centre of Excellence to identify and develop DNS expertise in Africa</td>
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<tr>
<td>Partnering with content providers, social media vendors, governments and NGOs to drive content development and</td>
<td>Promote African thought leadership, technical innovation and develop and</td>
</tr>
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Challenges and Opportunities

• ccTLD's and Registrar growth
• Price Harmonisation
• Policy Harmonisation
• Universal Acceptance
dotAfrica Geographic Spread

<table>
<thead>
<tr>
<th>Country</th>
<th>Domains</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Africa</td>
<td>4,769</td>
<td>43.9</td>
</tr>
<tr>
<td>United States</td>
<td>928</td>
<td>8.5</td>
</tr>
<tr>
<td>France</td>
<td>903</td>
<td>8.3</td>
</tr>
<tr>
<td>Morocco</td>
<td>654</td>
<td>6.0</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>586</td>
<td>5.4</td>
</tr>
</tbody>
</table>
Registrar Penetration

Registrar Market Share .AFRICA

1: Tucows Domains Inc.
2: Diamatrix C.C.
3: 101domain GRS Limite...
4: Instra Corporation P...
5: Lexsynergy Limited
6: Gandi SAS
7: NETIM SARL
8: Genius Communicatio...
9: 1API GmbH
10: Ascio Technologies, ...
11: Web4Africa Inc.
12: united-domains AG
13: Other

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www.followtheflag.africa

- Pretoria-Francistown
  - Francistown-Bulawayo
  - Bulawayo-Chiwayo
- Chiwayo-Lusaka
  - Lusaka-Mbeya
  - Mbeya-Iringa
- Iring-Dodoma
  - Dodoma-Arusha-Marangu Camp

ARUSHA-KENYA-ETHIOPIA
visit/contact us at

www.registry.africa

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Thank You