African Domain Name System Market Study 2016
FINDINGS
African DNS Market

- **Registries**
  - 51 functioning ccTLDs

- **Registrar Market**
  - 26 countries have only one Registrar: usually the Registry
  - 13 countries have a fully competitive Registrar market

- **Registrant Market**
  - Over 5 million African domains (ccTLD & gTLD)
  - 4.4 domains / 1000 population
  - Value of $52 million p.a.
Key Success Factors

1) Infrastructure to facilitate affordable access to the Internet
2) Digital Awareness with sufficient literacy
3) Conducive Policy, Regulatory and Governance Framework
4) Payment Gateways to ensure easy payment of fees
5) Price
6) Ease of Registration
7) Confidence & Critical Mass
CONCLUSIONS AND RECOMMENDATIONS
Registrars Must Add Value

When a Domain is created, add value:

- Add localised e-mail services
  - Users are reluctant to change their e-mail addresses but can see the value in advertising their own Domain Name as opposed to a Gmail or Yahoo address
- Add a basic (one page) Web site
  - Having a website designed takes time and money. Provide a simple, automated website builder with contact information and just a few other details that the user can edit and immediately use at no charge. This encourages hosting of the website, which is a revenue stream, as is proper website design
The Report recommends that a DNS Observatory be established to track changes in the use of the DNS system in Africa using the following approach:

- Augment the online questionnaire tool with a data collection server that allows ccTLD zone managers to configure automated Zone Transfers to the collector.
- Periodically analyse zones according to requirements.
- Data collection will require very little maintenance while automatically generating up-to-date data, graphs and tables showing the development of domain names on the continent.
- Augmented by periodic surveys making use of the online questionnaire platform.
- Will require ccTLD (AfTLD) Registry buy-in
- Will offer AnyCast Secondary to participating ccTLDs