



**.africa**

**dotAfrica gTLD**

**By Africa Registry**

# dotAfrica benefits

- One Identifier – Enables those with a digital presence to have a digital identity
- Base for Growth
  - Trade
  - Cultural
- Vehicle for “Domaining the undomained”
- Pan African project – must be used to leverage continental growth programmes

# dotAfrica Foundation

## ccTLD Development

- Supporting and promoting the role of AFTLD through the dotAfrica Foundation
- Sharing technology, know-how and resources

## RAR Development

- Statistics indicate that of the more than 1000 ICANN-accredited Registrars only 11 (eleven) are based in Africa
- 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

## Local Content Development

- Utilising dotAfrica as an opportunity to promote African content development
- Partnering with content providers, social media vendors, governments and NGOs to drive content development and community buy in

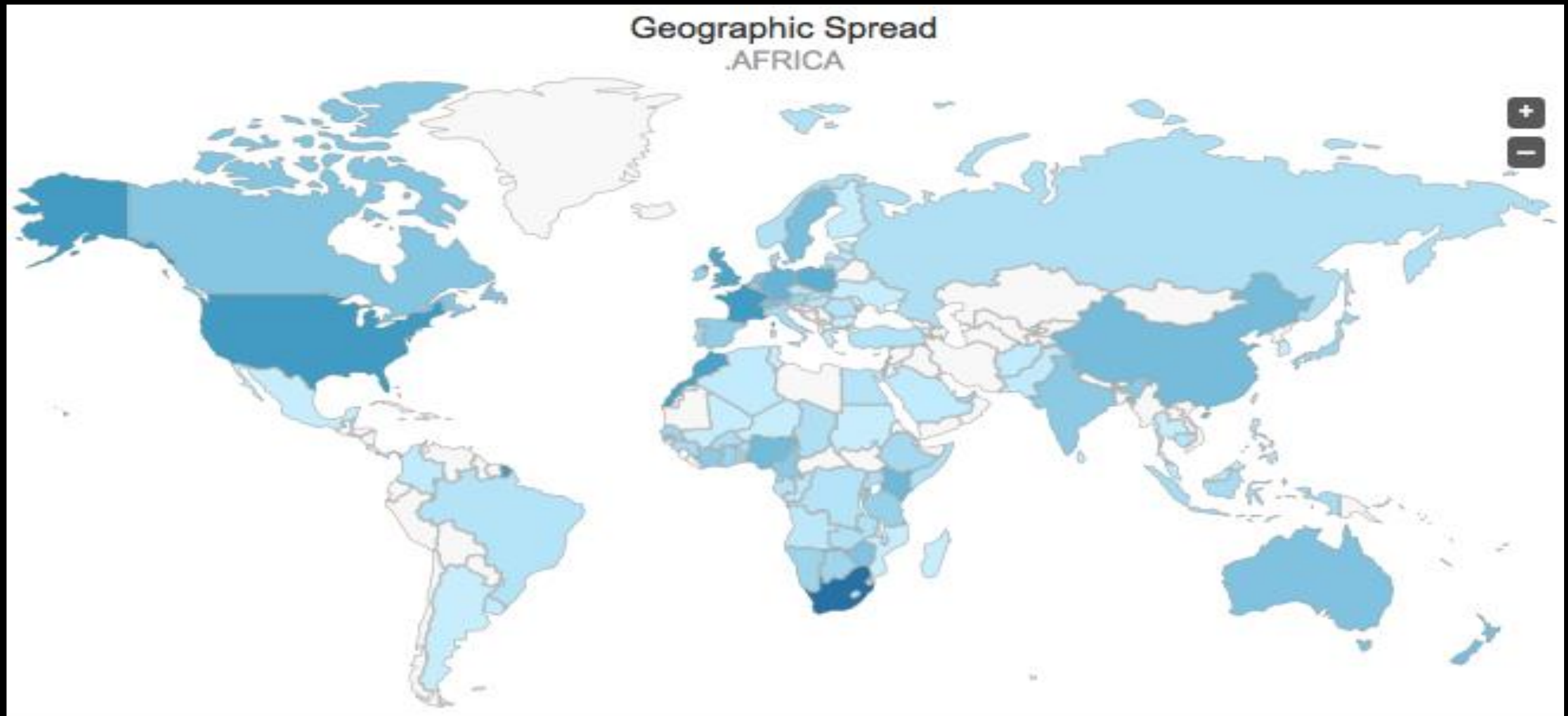
## Pan African ICT Program

- Establishing a Centre of Excellence to identify and develop DNS expertise in Africa
- Promote African thought leadership, technical innovation and develop and share capacity and resources within African TLDs

# Challenges and Opportunities

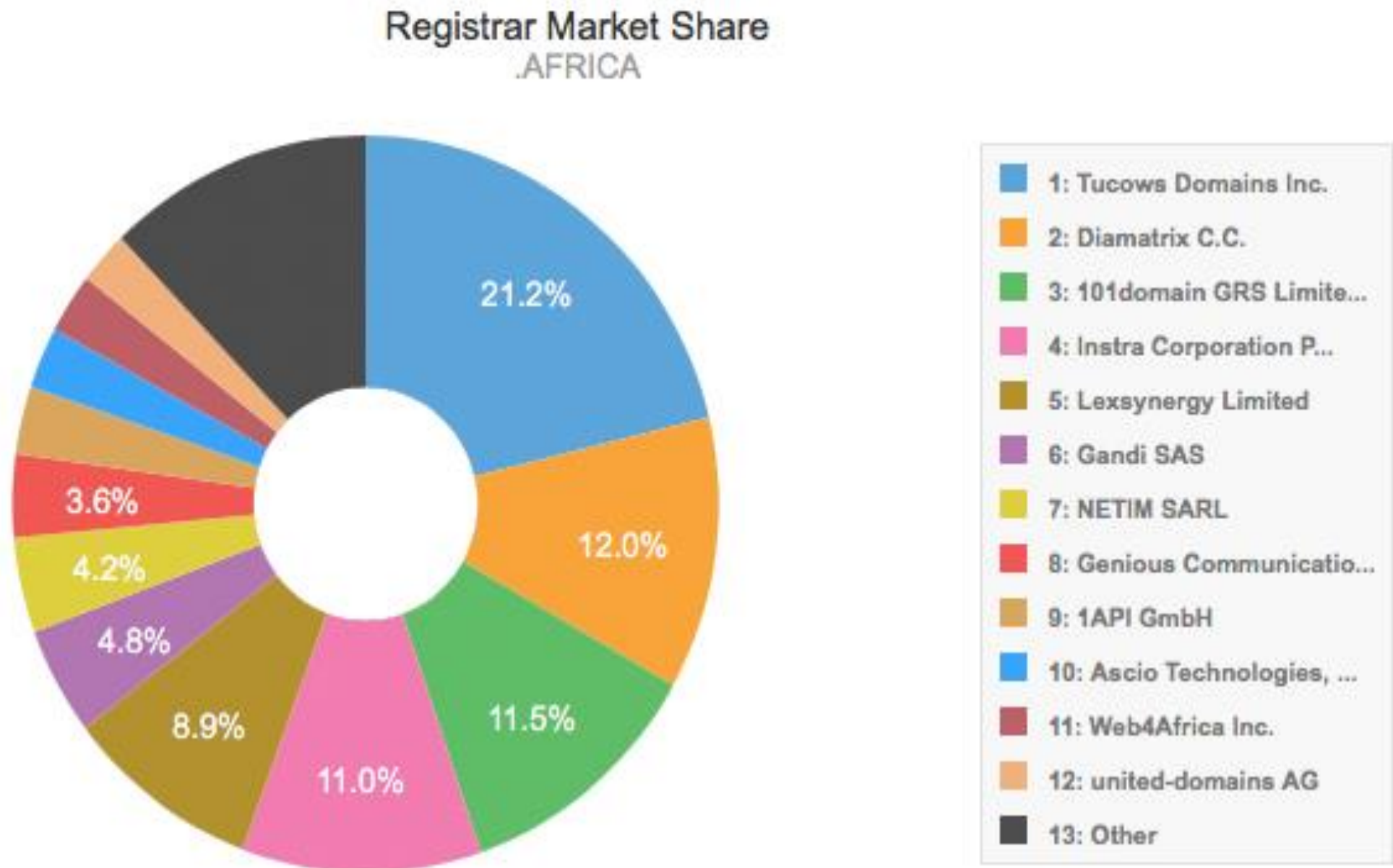
- ccTLD's and Registrar growth
- Price Harmonisation
- Policy Harmonisation
- Universal Acceptance

# dotAfrica Geographic Spread



Country	Domains	%
South Africa	4,769	43.9
United States	928	8.5
France	903	8.3
Morocco	654	6.0
United Kingdom	586	5.4

# Registrar Penetration



# www.followtheflag.africa

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

ARUSHA-KENYA-ETHIOPIA

**contact us**

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# Thank You