Raising Awareness of Local ccTLD Activities through ccNSO Channels

Introduction and Background

A number of community members raised the issue that the ccTLDs and other ICANN communities, including ICANN Board and staff, are not aware of local ccTLD initiatives for the benefit of their local communities, such as local IGF's and involvement of development of technology.

The suggestion was to list the local initiatives and relevant activities on the ccNSO website and other channels, in order to raise awareness that ccTLD's are engaged in activities for the benefit of their local communities.

At the same time, concern was raised that such an awareness-raising campaign could put pressure on ccTLD's to be more active locally, or would compare ccTLD's with each other.

Current Status

The ccNSO website does already list a large amount of ccTLD activities, predominantly on the "Resources" page (see screenshot, page 3 – extract of the "Marketing Rescources" section) as well as the ccNSO Youtube channel (youtube.com/ccnso).

Suggested Improvements

Since there was a request on compiling material, which to a large extent already exists, it is clear that the awareness of this must be raised. Some suggested improvements would be:

- Make Use of Highlight Box

On the ccNSO homepage, there is a box called "Highlights" in the right bar. Every time a new ccTLD contribution is listed, this could be displayed in the Highlight box.

- Add a Local Events Calendar on Homepage

The homepage of the ccNSO site could host a small calendar, where local ccTLD events are listed (linking to pages with more information about these events).

- Add Appropriate Headings

The Resources Page can be built upon, by adding appropriate headings that would reflect more Community initiatives (such as Local IGF Meetings, awards, local internet community meetings, etc.).

- Improve the Description Text of the Resources Page

Some text could be added to the current description of the content of the Resources Page, clarifying that local community initiatives also can be found here.

- Make Resources Tab Drop-down

The Resources Tab could be turned into a "drop-down" tab, displaying the text on the site content, when sliding over it with the mouse (without having to actively click on it).

- Call for Contributions/Regular Reminders

The ccNSO Secretariat should make regular calls for contributions to the Resources page and Youtube Channel, in order to populate them with up-to-date information. It should also send out reminders that there is much information to find on these locations.

- Structure Way of Delivering Input

A special downloadable "Input Form" could be developed and posted on the Resources page, in order to help ccTLDs to contribute with material.

Preempting Negative Effects

To meet the concern that this could affect some ccTLD's negatively, as pressure might be put on them, it would be beneficial to keep the current structure of how the information is presented: The ccTLD's individual contributions are listed under various, pre-given headings, which makes it clear who contributed with what, but does not indicate how much the individual registry has contributed.

http://www.ccnso.icann.org/resources/marketing-resources.htm

▶ Working Groups

Resources

○ Technical Resources
○ Marketing Resources
○ Policy & Legal Resources
○ ccNSO Activity Summary
○ Email Lists and Newsletters
○ ccNSO Travel Funding

Marketing Resources

Campaigns

.nz campaign on secondary level domains ↗

.uk Knowthenet ↗

Studies

.eu Analysis on How Different Domains Reflect Different Uses 📄

.eu Study on How Top-level Domain Customers Service and Brand Influence Customer Buying Behaviour 📄

Market Reports

.fr Domain Name Industry Report 2011 📄

.uk Domain Name Industry Report 2010 📄

.uk Domain Name Industry Report 2009 📄

Presentations

Awareness campaign in .cz - Pavel Tuma, .cz (Seoul, 28 October 2009) 📄

Awareness campaign in .nz - Debbie Monahan, .nz (Seoul, 28 October 2009) 📄

Awareness campaign in .za - Vika Mpisane (Seoul, 28 October 2009) 📄

Marketing campaign in .mx - Nancy Ortiz, .mx (Seoul, 28 October 2009) 📄

Marketing campaign in .ph - Joel Disini (Seoul, 28 October 2009) 📄

Marketing campaign in .se - Matias Vangsnes, .se (Seoul, 28 October 2009) 📄