



CREATING DOMESTIC VISIBILITY FOR THE .NG BRAND

PRESENTED BY:
NIGERIA INTERNET REGISTRATION ASSOCIATION (NiRA)



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Outline

- A Brief on Nigeria Internet Registration Association
- Technical Advancement
- Pricing Strategies
- Corporate Social Responsibility (NiRA Academy, NKF, .ng Awards)
- Strategic Advertisement
- Sponsorship and Collaboration
- Branding of local companies
- Conclusion

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Nigeria Internet Registration Association (NiRA)

Registry for .ng Internet Domain Names and maintains the database of domains names registered in the .ng ccTLD

The National Information Technology Development Agency (NITDA) coordinated the management of .ng ccTLD to NiRA

Founded in March 23rd, 2005 as a Stakeholder-led Organization

Operates a 3R model of operation (Registry/Registrar/Registrant)

Driven by Policies

Sixty Five (65) NiRA Accredited Registrars (both foreign and Nigerian companies) as at October 2018



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Nigeria Internet Registration Association (NiRA)

- NiRA and .ng ccTLD is well known at continental and international level for many years
- NiRA had always participated at international events like:
 - ICANN (The Internet Corporation for Assigned Names and Numbers)
 - AfTLD (Africa Top Level Domain Organization)
 - AFRINIC (African Network Information Centre)
 - WAIGF (African Network Information Centre)
 - IGF (Internet Governance Forum)
 - AFIGF (African Internet Governance Forum)
 - ISOC (Internet Society), etc.



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Nigeria Internet Registration Association (NiRA)

- But we observed that NiRA and .ng ccTLD didn't resonate at the same level locally
- The rate of the adoption of .ng was not so high
- NiRA re-strategized and decided to focus and drive adoption of .ng domain names locally
- Increased drive for registrar accreditation
- Embark on awareness creation of .ng domain names
- Embark on ensuring availability of the registry infrastructure
- Embark on policy formulation and enforcement
- Embark on price review



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Strategies for creating domestic visibility on .ng brand



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Technical Advancement

- Resilient registry software
- Governed by policies
- Deployment of Ganeti cluster environment
 - The infrastructure provides high availability, reliability and redundancy
 - This would invariably ensure business continuity and disaster recovery of the registry
- Embarked on recruitment of additional staff
- Highly trained staff

Corporate Social Responsibility

- NiRA Academy – 2014
 - Serves as a Special Purpose Vehicle for NiRA
 - Deepens knowledge of the Domain Name System (DNS) Industry through skill acquisition and capacity building.
 - Conducts free training sessions for stakeholders (registrars, resellers, developers, media, students, etc.)
 - Breed local DNS Entrepreneurs
 - Collaborates to provide capacity building on DNS ancillary activities



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Corporate Social Responsibility

- Ndukwe Kalu Foundation – 2014
 - Non-profit and non-political organization
 - Established by NiRA stakeholders at the 5th Annual General Meeting
 - Promotes safe Internet; Girl-child Online protection



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Corporate Social Responsibility

- .ng Awards
 - Promote achievements and innovation of Nigerian Internet initiatives
 - Acknowledges organizations and/or individuals whose online activity using the .ng domain name is outstanding
 - NiRA E-library – 2018
 - Free public electronic library
 - Provides Internet for stakeholders



3rd Annual
.ng Awards
2018

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Corporate Social Responsibility

- .ng Media College
 - Targeted at media practitioners
 - encourages creativity and discourse on Domain Name Industry in Nigeria
 - Enlightens and provides free capacity building to the media on the relevance of domain name industry



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Corporate Social Responsibility

- Internship Programmes
 - Provides internship opportunities for university students and graduates under the National Youth Service Corporation (NYSC) scheme
 - Provides endowment for best graduating students in selected institution of higher learning



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Branding of Local companies

- Encourages branding with the .ng logo
- Encourages NiRA Accredited Registrars to put the .ng logo on their website



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Sponsorship & Collaboration

- Strategic collaboration with NITDA in adoption of .ng domain names at government level
- Sponsorship at annual ICT events
 - Nigeria Internet Governance Forum (NIGF)
 - Information and Communication Technology and Telecommunications industry (ICTEL EXPO)
 - Nigeria Association of Computer Science Students (NACOSS)
 - The Nigeria Computer Society (NCS)
 - The Computer Professionals (Registration Council of) Nigeria (CPN)
 - Nigeria Network Operators Group (ngNOG), etc.
- Collaboration at ICT events
 - eNigeria
 - Gulf Information Technology Exhibition (GITEX)
 - Cyber Security Awareness campaign
 - Taking your business online
 - Hosting and Domain Resellership



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Strategic Advertisement

- NiRA newsletter
- Circulation of news materials and circulars to media houses
- Public Bus adverts
- Branded .ng T-shirts
- Customized calendar
- Customized Souvenirs
- Fliers, etc.

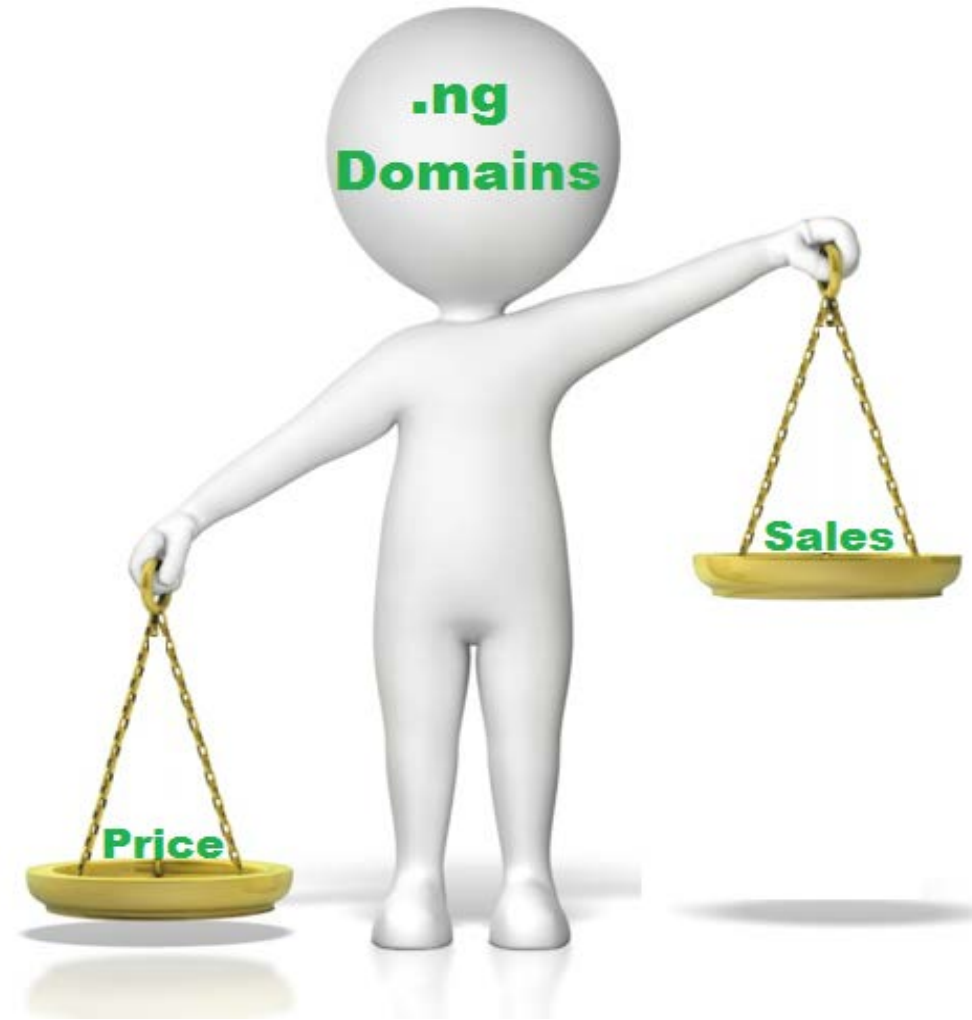


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Price Reduction Strategies

- Development and implementation of a price charter
- Auction of premium domains



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Conclusion

- NiRA is committed to the development of more effective strategies and innovation that would increase the adoption of the .ng domain names in the cyberspace.
- NiRA would continue to be involved with ICT activities that promote the domain name industry.
- NiRA will continue to collaborate with stakeholders to deepen the awareness and adoption of .ng domain names.

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Thank you!



We **connect**
you to the world
the **.ng** domain registry

www.nira.org.ng



For more Information, Visit www.nira.org.ng

Alternatively contact NiRA Secretariat at 8, Funsho Williams Avenue, Iponri, Surulere, Lagos.

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