The DNA - Who We Are: Presentation to the ccNSO
Who We Are

- The Domain Name Association is a non-profit trade organization representing a true cross section of those in the business of selling and provisioning domain names.

- Our members include both ccTLD (.nz Registry Services, au Domain Administration Ltd, CIRA, Japan Registry Services, nic.at GmbH, Nominet, SIDN, Uninett Norid As), and gTLD Registry Operators, Registrars, Registry Service Providers and industry consultants.

- Members are from North America, Asia, Europe, etc.
What We Do

- The DNA advocates for the use, adoption and expansion of domain names as the primary tool for users to navigate the Internet.

- We provide a forum for industry members to collaborate, exchange ideas, educate and raise awareness of domain name-related issues.

- We create value for our members with programs focused on helping to solve important marketing, technical and policy issues that directly impact the domain name ecosystem.
How We Do It

We have three main areas of focus:

- Content & Community
- User Awareness & Technical User Acceptance
- Industry Best Practices & Advocacy
Representative Activities

- Developing content and taking a leadership role in events like the GDD in Amsterdam last month.
- A global survey to understand the public’s awareness of the new TLDs.
Representative Activities

- Webinars focused on industry issues and topics of interest – we are preparing a new series launching next month for members.

- Marketing initiatives to help raise domain name awareness including content available to “influencer” organizations.
10 WAYS TO USE
DOMAIN NAMES TO
ENHANCE YOUR BRAND

Domain names are ubiquitous; you interact with hundreds every day. Are you thinking about your domain name, and what it says about you? Use these tips in inventive ways to enhance your brand’s presence using your domain name.

1 “Call to Action” Domain Names

Domain names are the ultimate call to action. As marketers, we love calls-to-action. A memorable domain name works in every medium, even in radio. By using action-oriented words in a domain name, you can entice your audience to visit your desired landing page or microsite.
Representative Activities

- Guidelines, talking points and best practices for our members to promote domain names.
There’s strength in numbers...

One of the fastest, most cost effective ways for us to collectively make an impact on the awareness of new domain name extensions and the importance and value of Domain Names, is to send a consistent, easy to understand consumer facing message, and to leverage one another by sharing of content and stories that promote the uptake and use of domain names.

With that in mind, here is a simple guide of recommended best practices collated by members of the marketing committee and presented as...

The Ten Commandments...
For Promoting Domain Name Awareness

1. Avoid using “gTLD”, “nTLD”, “TLD” and other cryptic industry acronyms in consumer-facing communications.

2. Instead, use “domain names,” “domains,” “new” domain names and “web address” as appropriate.
Representative Activities

- An online members community site that allows members to engage with one another, committees and other member groups to meet and conduct activities online.
Welcome to the DNA Members Community

Profile

Whether you’re leading a discussion or networking, having a profile is an excellent way to make sure that you can be found by the right people at the right time.

Participate

Get involved in developing industry solutions and collaborate with peers. There are several ways to participate and are organized by your interests.

Network

Networking and sharing experiences amongst peers is a critical part of our personal and professional lives and a key component of the DNA member experience.
Representative Activities

- Promoting best practices and encouraging volunteer efforts to combat abuse through a Healthy Domains Initiative or HDI
- We're active on the UASG (Universal Acceptance Steering Group).
Membership in the DNA – working together

Why do we need you?

– ccTLDs represent 16% of our member base. Adding ccTLD members helps to broaden and diversify the DNA.

– A diverse member base strengthens the DNA’s influence – adds value for all members and benefits the industry.

Why should you join the DNA?

– The Industry is fast moving and complicated with many challenges from both internal and external interests. Working together makes it easier on everyone.

We can help you!
Membership in the DNA – Working together