



African Domain Name System Market Study 2016





FINDINGS

- 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

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

Setting up a DNS observatory in Africa



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