Engaging with the Global Registrars

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an Indonesian Web Hoster and official .id registrar
a brief history of my company

• Founded in 2003, when i was an undergrad student

• Started from 100 US$ “fund”

• A company which i don’t know it can be possible to be established, if i were lived in a “developed” country

• It’s cool to live in “developing” country like Indonesia
Based on the this kind of “coolness”, it can be applied too for ccTLDs business
ccTLD vs gTLD

*in my opinion
ccTLD = Trust

• Registry must endorse to community that ccTLD is more trusted, thanks to Mr Budi R and PANDI

• Since we start from small, maintaining those trust is important

• a cheaper ccTLD will help mostly :) Thanks to USD vs IDR crazy currency rate
Indonesia’s unique case

• Most e-commerce activities happen in social media
• They decently don’t need any website
• But..
Indonesia’s unique case

• Credit card is not yet popular, people mostly pay using bank transfer or Cash on Delivery

• This lead online seller to create a website, which will raise buyer trust
Indonesia’s unique case

- Indonesian people love to chat
- This lead “real” person presence is important
- Having a dedicated website is a plus when providing live chats
The Rise of new gTLDs

Image credit: http://techfruit.com/
The Rise of new gTLDs

• It’s a challenge, but not that big

• People still recognize that gTLDs are: .com, .net & .org

• It’s our job as local registrars to promote local TLDs

• When those new gTLDs got popular, our local ccTLDs should be are already more popular
What we did to promote ccTLD

• More “offline” marketing than “online”, let online marketing done by government/registry

• Create SaaS model business for e-commerce websites. See www.jejualan.id

• Create local events, talk shows, meet ups, etc.
Thank You