Marketing Small Island States
NIUE (population 1200)

- .NU founded in 1997 ...not for profit organisation.
- First country in the world to provide residents with free Wi-Fi services
- The Domain offers a robust low cost alternative to the .com Domain name and early target markets were aimed at internet users in countries with restrictions on the local countries code registration process
• Marketing essential to finance free services, maintenance satellite connection, and community contributions to technology transfer, education and sports

• Early marketing aimed at Norway, Sweden, the UK, Indonesia, Japan, Canada, Australia and the US.
• Sweden, Denmark and Holland were discovered to be major markets because NU means NOW.

• In 2003 the head of NIC/Sweden Per Darnell was employed to build the .NU domain in Sweden.

• Being an open domain it quickly escalated and is now about 85% of total domain name sales
• To ensure sufficient finance .NU had to become innovative and can list initial free blogging services and mobile blogging services, and instant web designs as a first.

• It transparently supported non-English characters in web addresses based on internet standards.

• It was the first domain to allow instant online registration and park domain names indefinitely.

• First domain to require online payment to minimise cyber squatting
• A restructuring of the Internet Users Society resulted in the formation of an internet foundation and continuing support for the local ISP, RockET Systems.

• The foundation uses WorldNames Inc to market the domain with the registry now operating out of Sweden. WorldNames Inc continues to operate retail domain name registration services.

• It costs around $500k a year to provide on-island services.

• The foundation is non-profit and receives no Government support.

• Recent developments have included support for a Niue govt intra-net system linking government departments.

• Research is being carried out to help speed up the bandwidth and that’s in association with an Auckland University PhD student involved in PICISOC.
• Population 10,000
• 26 square kilometres
• 6 atolls and reef islands
• Introduced 1996.
• Domain name operated by DOT TV, a Verisign Company and the Government of Tuvalu which has a 20% share.
• A contract leasing deal brings in 50 million dollars in royalties over a 12 year period and the Government also receives 1 million dollar quarterly payment for use of the top level domain.
Marketing

• A robust policy aimed at the high end market
• .TV has marketed tld’s as preferred web addresses for rich media outlets and video productions
• Some domain names carry non premium annual renewals regardless of closing auction prices and Verisign also made available through an expanded .tv registrar channel, lower prices on premium names
TOKELAU

- Population 1400
- 3 atolls – 3 square miles
- NZ dependency
• Operated by a joint venture between Government through Teletok and bv.tk a private company with offices in Amsterdam
• The goal is to provide awareness of Tokelau and to raise funds for Government’s consolidated funds resulting in greater self sufficiency rather than aid from NZ.
• Tokelau government relies on income from its domain name sales and has invested in technology linking its three major atolls and satellite services to include mobile phones
• It is also now the world’s first country self sufficient in solar energy a project assisted by the NZ government.
MARKETING

• Tokelau allows any individual to register any domain names free of charge resulting in about 250 million registered names associated with phishing.

• Users can opt to forward their web traffic using HTML frames and their email traffic with a maximum of 250 address per user login.

• There are content restrictions banning sites containing reference to sex, drugs and hate mail.

• .tk requires free domains to have a regular traffic of visitors if not the domain is taken offline.

• To obtain a “special” .tk domain names the user must buy it... this includes names for most Fortune 500 companies the cost is US $19.90 for the first two years.

• Valuable names with fewer than 4 characters are unavailable for free registration and generally charged out at over $US1000.

• Marketing is handled from Amsterdam and aimed at high level enterprises.
THANK YOU

Contact sguest@niue.nu