Marketing Up:
APTLD Government Relations Survey and Further Action
Let’s Be Realistic

A cynic is what an idealist calls a realist.
About the Survey

Run in May to July 2019
Sample: 19 member responses (ccTLD operators only).
Details Collected on:
• how ccTLD registries interact with governments,
• which governments have a stake in the registry,
• perceptions on the interactions and how they evolved.
Respondents by legal status/structure

- Government agency: 9
- NGO/NPO: 6
- Private business: 3
- Other: 1
Governments in decision making

Government decision making in the Registry

- Sole party: 7
- One of the parties: 6
- No participation: 5
- Other: 1
Government’s involvement in the registry

• 50% of respondents: government is more involved
• Most predict even stronger involvement
Dedicated government relations roles
60% (10 registries) already have a dedicated government relations officer*
*Excludes those that are already a government agency
What You Are

- Government agency
- Post a modest or average growth in registrations
- Generate little or no revenue vs. significant mandatory costs (hardware, software, payroll, electricity bills, etc)
- Face cost cuts
- Suffer staff shortages and recruitment challenges
- Have little or no access to (regular) staff training

So,

Less important department than others (e.g. IP addresses; Cybersecurity, Telcos Regulation),

OR

Have the duties assigned on top of the ccTLD business (or vice versa)
Your Marketing Up

It essentially is all about GR within the Government

• 5 components:
  - Positioning
  - Communication and outreach (vertical and horizontal)
  - Personality handling
  - Crisis communication
  - Risk aversion action plan
Further Action

How about meeting for more details and practical tips in a dedicated training session at APTLD77?