APTLD77 - Melbourne .vu ccTLD presentation
Vanuatu Geopolitical Overview

- Archipelago consisting of 83 islands of which 63 are inhabited, with a population of 288,000 (2016 estimate)
- 50% of the population are under 18 years of age
- GDP was worth 0.89 billion US dollars and is expected to reach 1.00 US dollars in 2020
- Largest contributor to GDP is Services, Tourism and followed by Agriculture sector
- Political system is (single chamber, multiparty, democratic republic, remaining a member of the British Commonwealth, using common law principles)
- Political challenges (Government instability)
Bandwidth & Penetration Rates

- ICN1 Submarine cable usage increased over 4 years to 7.5GBPS
- Commercial capacity to retail service providers increase by an annual growth of 19% in 2018
- Mobile data subscription grew by 52% to over 190,000 mobile subscribers in 2018
- Mobile penetration rate has continued to grow since 2014 to 67% in 2018, compared to 45% in 2017
- The vast majority of Internet connectivity is via smartphones
The Telecommunications Radiocommunications and Broadcasting Regulator (TRBR) was established in 2010 and is mandated by the Telecommunications Radiocommunication and Broadcasting act No 30 2009 as amended 22 June 2018.

The Act lead to substantial reformation of the telco and ISP environment, 2 telcos plus 4 ISP has seen telco and Internet access prices tumble, and massive improvements in quality of service and geographic reach.

TRBR Act 2009 included provisions for the Management and Administration of the .vu ccTLD.

.vu Regulation as an addendum to the Act passed in 2016 to give Regulatory powers.

TRBR is an independent regulatory authority.
Policy Challenges Achieved

- Set policy framework for .vu using Regulation and open consultation with local Internet community (2018)
- Redelegation (Transfer) of .vu from TVL to TRBR (March 2019)
- Open tender of .vu Registry (using Vanuatu Government Tenders Board procedures)
- Contracted Neustar as Registry Provider (late 2019)
- Transition of Registry to Neustar (completed early 2020)
Policy Challenges Ahead

- A .vu Dispute Resolution Service policy (developing in 2020)
- Improving business awareness on .vu use for online businesses
- On-boarding of more .vu ccTLD Registrars (in Vanuatu and Internationally)
- Second consultation on Code of Practice for online content and provide policy advice to the Vanuatu Government
- Top Level Domain (TLD) Symposium to promote and regulatory support to TLD Registrars in terms of TLD marketing and management
Why Neustar was selected to Provide DNS Services

- Neustar has significant experience transitioning ccTLD and gTLD Registries
- Extensible Provisioning Protocol (EPP) provisioned over TCP
- Fully featured web-based interface
  - Mirrors the functionality of the EPP interface and additional functionality to interact with the Registry
  - The ability for the Registry Operator, or Regulator, to make changes to pricing, reserved lists etc.
  - Fully Role-Based Access Control (RBAC) and a complete audit capability, authentication and authorisation model
  - Built-in reporting functions from Registry presented in easy to use graphs and CSV file formats
  - The ability to execute bulk operations not available through EPP
- WHOIS and RDAP
  - The Neustar WHOIS service offers flexibility in allow configuration of the service
  - Neustar is the only Registry to have implemented an authenticated access model for RDAP
Neustar Global DNS
Technical Services

VU Migration

- **Data Migration**
  - Key focus for the project, ensuring no data loss during transition
  - Uplift of data quality during the process
  - Introducing lifecycles
  - DNS to Database comparison and check
  - Custom importer tool into registry database

- **DNS transition**
  - DNSSEC implementation issues for incumbent
  - IANA engagement and participation important
  - Importing uncontrolled zones into Registry Management
Marketing Strategy

- Develop a pre-launch communications plan
- Re-develop the brand
  - Learn more about the .vu brand redevelopment during the “Marketing Strategies for Asia Pacific TLDs” session at 15:30 today
- Ensure the correct sales tools were in place
  - Marketing website
  - Registrar marketing kits with messaging & USPs
- Establish a post-launch marketing plan
  - Engage with brands & corporate Registrars
  - Research target markets
    - Local education & engagement
    - Identify new global target markets
  - Brand awareness & engagement through content
  - Lead generation activities for Registrars
Future Plans & Requirements

- Immediate priority is deployment of in-country DNS services
- Review of .vu Policies and of the Regulation required during 2010
- Need amendment to achieve IDN for French language, which is one of the official languages in Vanuatu
- Growth in .vu, from 1,500 names, should see some immediate growth from Intellectual Property and Trademark Registrars, local businesses, international brands etc
- High need for Cybercrime Act in Vanuatu, as there are major gaps in existing legislation to accommodate online crime etc.
- Introduction of Uniform Dispute Resolution Services
Contact Information

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Thank you tumas!