Making an IDN’s Future Now.

A presentation
for APTLD77
Melbourne, 20 February 2020
Major Driver for an IDN’s Expansion

TLDs can thrive or zombify through marketing

(stolen from a thread on Facebook)
A Working Paper for LANIC

- On LANIC’s request
- Objective- a roadmap for the future
- WG: APTLD Members and non-member experts
- Methodology: Desk research + mailing list + GoogleDocs
- Output: a strategy with a high-level roadmap for Government and LANIC
- Conclusions and recommendations in the marketing area
<table>
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<tr>
<th>Strengths</th>
<th>Weaknesses</th>
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<tr>
<td>● Government-owned registry (sole stakeholder, easy to manage and lobby for a conducive legal and legislative environment)</td>
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<td>● All citizens use the LAO script</td>
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<td>● Lao GP has finished its work</td>
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<td>● Monopolistic position in the local market</td>
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<td>● Small number of local registrars- easy to oversee and operate the market</td>
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<td>● Growing exposure to good practices and international expertise</td>
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<td>● .LA is open for foreign registrants under fairly lax policies</td>
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<td>● As LANIC does not maintain the registry’s technical platform, it can fully focus on the marketing system</td>
<td>● Government-owned registry (no legacy of operation in market environment, restrictive policies);</td>
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<td>● Lack of clarity, transparency and predictability policy- and price-wise</td>
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<td>● LANIC’s integrated Registrar/Registry/Hosting role - no possibility to set priorities, distorting effect on competition on the domestic market for registrations);</td>
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<td>● Small number of local registrars, no foreign registrars are allowed in the country;</td>
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## SWOT Analysis (Excerpts): O&T

### Opportunities
- Government’s ambitions – to propel the Internet expansion and ensure sustainability of the process
- Future catching-up development of e-Commerce, e-Banking and e-Government systems - a chance to avoid other nations’ policy pitfalls
- Low Internet penetration rate – room for growth
- Social media is gaining popularity - a good marketing channel
- Mobile users as a major target group
- Domain (IDN) & content in LAO script to propel growth of internet in local language.
- Sound policies as a prerequisite of an IDN’s successful roll-out

### Threats
- Rigid policies, complex policy-making process and low adaptivity
- Low Internet penetration rate and the generally tight fiscal situation – sluggish growth of government services
- Internet literacy is low, particularly in the rural areas
- UA-related issues and challenges (e.g. EAI)
- Lack of qualified educational, communication and awareness-raising staff
- Legacy gTLDs and new gTLDs as serious competitors
- Poorly designed policies as a prerequisite of an IDN’s possible failure
SLEPT Analysis

✓ S for Social: The population is rather young, and literate – high chances for an ample room for sound marketing opportunities for new generations.

✓ L for Legal: the registry being a part of the government is a critical success factor in the IDN deployment (see also “Opportunities” in the SWOT analysis above), while the Government should undertake every effort in leveling the playing field for domain industry players (see “P” below).

✓ E for Environment - n/a

✓ P for Policy: the Government’s best-practice-proven approach should therefore be to ensure equal opportunities for industry actors on the open market and keep the role of the supreme arbiter for them, while co-sponsoring the deployment of IDN ccTLD as a nationwide social project.

✓ T- for Technology: the Government should foster development and adoption of new IDN and UA-related technologies which should benefit from a better connectivity and a greater Internet penetration rate
• Consensus –based expert review
• Well-synched tracks: Marketing Activity Items; Policy Action Items; Administrative Action Items; Registry’s action points
• Specific Measures boiled down to each period:
  - Pre-delegation;
  - The Wildcard launch
  - Limited registrations period
  - Sunrise period
  - General availability period
  - The 1st Renewal Period
  - Subsequent Renewal Periods
**IDN DEPLOYMENT MARKETING MATRIX**

(excerpt)

| Limited registrations period | Establishment of the centralized user identification system that allows users to login in all governmental portals with the same credentials, based on ID4me enacted | Drafting and adopting a Law on the CUI system  
2. Drafting and adopting a Law on IDNs for government and municipal organizations, institutions and companies | Awareness-raising activities, public consultations, seminars and workshops, hot line for public agencies  
2. Contribution to law-drafting  
3. LANIC to form and in cooperation with APTLD to train a communications team to present at awareness-raising activities and develop standardized/templated content for them  
4. Raising the local community’s awareness about EAI and through meetings with registrars and hosting providers, and workshops on EAI.  
5. Launch of an EAI/IDN Email for All project. It will help increase the number of users of the IDN ccTLD, promote the adoption rate and should be made a part of the overall marketing campaign.  
In so doing, the focus should be made on testing and choosing among several IDN email solutions available on the market, including several open-source options that can be found on Github. |

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Expert Recommendations

• Of 7 major recommendations:
• 5 are purely marketing ones;
• 1 – technical:

Work with the technical community. In an attempt to ensure a broader usage of IDN-based apps hold hackathons where developers will employ their knowledge and skills to produce UA-ready browsers and apps for mobile phones; you can use regulation and law, where the government can influence people to use IDNs more on mobile phones
• 1- local content-related:

Content is the king. Domain names by themselves are a pretty boring theme and most Internet users have absolutely no interest in them. It means that you should employ ... “content marketing”.

Some Immediate Conclusions

• The future of IDNs seems to lie in marketing rather than UA/EAI
• In Asia Pacific (at least) it seems to put governments in the driving seat
• There should be a well-thought-through blend of directive administrative measures and sound marketing policies
• Content is important but so is consistency in implementation
THANK YOU!

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