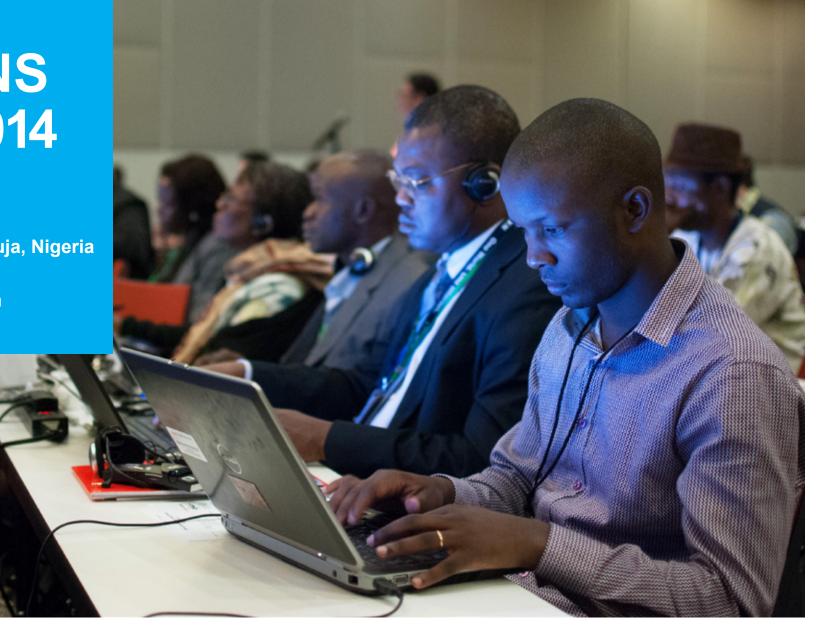# Africa DNS Forum 2014

Nicon Luxury Hotel in Abuja, Nigeria
7–9th July 2014
www.aftld.org/afdnsforum

The Africa DNS Forum 2014

Welcome to the second Domain Name System Forum for Africa. This year's Africa DNS Forum will be for the first time business focused.

Theme: Monetizing the Africa Domain Name Space

According to the domain name industry brief, there were 265 million domains registered globally in the third quarter of 2013. The base ccTLD registrations were 119.5 million. The largest top level domains by zone size in the third quarter of 2013 included .com, .tk, .de, .net, .uk, .org, .cn, .info, .ru, and .nl. None of the African registries appeared in the top ten. The largest ccTLD in Africa by zone size did not surpass the 1 million mark during the same period. The forum will focus on how to monetize the Africa Domain Name Space to allow for faster growth on par with the rest of the world.

Africa DNS Forum 2013

Objective

The objective of the forum is to help the domain name industry in Africa to grow at a competitive rate and ensure that the continent is on par with the rest of the world. The forum will be a three-day event and will bring together African registries; African ICANN accredited registrars, resellers, infrastructure service and solution providers; as well as entrepreneurs interested in investing in the African Domain Name Space. There will be interesting discussions highlighting opportunities in the African Domain name industry as well as networking sessions between registrars, resellers, and the registries.

Who should attend?

The forum is targeting registries, registrars, and resellers in Africa as well as entrepreneurs interested in investing in the African Domain Name Space to collaborate and share on how to advance the domain name business in Africa.

Structure

During the three days of this year's Africa DNS Forum, sessions will focus on domain names trends and opportunities, governance and staffing, challenges with business models, registry strategies for domain name growth, and training and capacity-building needs of registries.

Monetizing Africa's Top Level Domains

Day 1: Monday 7th July 2014

Introduction and Formal Opening Session

Keynote: Monetizing Africa's Top Level Domains

Registries Business: Growing the African Domain Name Reseller
- Presentation of Case Studies from African Resellers
- Reseller-Friendly TLD Policies
- Socioeconomic Effects on African Registries

Lunch

Increasing Reseller Domain Name Sales: Business vs. Ethics
- Domain Name Packing and Speculation
- How to Increase Domain Name Sales Using Out-of-the-Box Methods
- Creating a Conducive Business Environment for Resellers

Coffee Break

Regional ccTLD Updates

Day 2: Tuesday 8th July 2014

Top Level Domain Marketing: Whose Responsibility Is It?
- Accredited Reseller
- ccTLD Registry
- ICANN Accredited Registrar

Registrar Accreditation
- Accreditation Policies for Registrars
- Cross-Border Domain Registration
- Emerging Trends in Registrar Accreditation

Coffee Break

Registry Payment Solutions
- Prepayment vs. Post Payments
- Mobile
- Online Payment Solutions

Lunch

Registry Domain Growth Strategy: Reseller Accreditation
- The Role of Reseller Associations
- National vs. Cross-Border Accreditation

Coffee Break

Business Bilateral Meeting Session
- Resellers, Registrars, and Registries Meet and Exchange Business Information

Evening Sponsors Cocktail and Gala Dinner

Day 3: Wednesday 9th July 2014

DNSSEC: The Business Opportunities
- DNSSEC Business Case for Registries
- DNSSEC Business Case for Resellers
- DNNSEC Business Case for Government

Coffee Break

The Future of DNS Management
- Introduction from IANA or ICANN
- Stage Setter from AfTLD Provides an Overview and Summary of Key Statements
- Internet Governance
- Multi-Stakeholder Approaches
- Questions and Answers

Wrap Up and Next Meeting
- Organizing Commitee

Lunch

AfTLD Annual General Meeting

Sponsorship Opportunities

Sponsors of the second Africa DNS Forum will benefit from high visibility both onsite and through global Internet Society communication and be seen as a leader in this crucial area of development within Africa. Benefits and opportunities are as follows:

Benefit	Platinum Sponsor	Gold Sponsor	Silver Sponsor
Executive address to the Conference (brief speaking slot)	✓		
Executive quote in the Internet Society press release on the Africa DNS Forum	✓		
Thanks and recognition of company and representative executive at the Africa DNS Forum meeting plenary	✓	✓	✓
Recognition (logoed) in tiered fashion (Platinum, Gold, Silver): • In the conference programme • On site signage • On the Internet Society Africa DNS Forum web page (with link to company's website) • In the presentation to the plenary and on holding slides during the event	Platinum Sponsor	Gold Sponsor	Silver Sponsor
Conference Bag	Right to provide logoed bag and insert/gift	One insert or gift	
Opportunity to have tabletop exhibition space at conference — situated in the tea break area	✓	✓	✓
Investment	US$15,000	US$10,000	US$5,000

Next Steps

To discuss any of the above opportunities further, please contact:

Graham Minton

Director – Resource Development

Internet Society

Galerie Jean-Malbuisson 15

CH-1204 Geneva

Switzerland

Tel: +41 22 809 0360

E-mail: minton@isoc.org

Africa DNS Forum 2013