Platform and Policies

Promoting a DNS market in a developing country

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Why Development?

- Dr Lisse and I predate Namibia's Independence (1990)
- Eberhard is a Medical Doctor, I am an anthropologist
- 1995 We connected the country to the Internet
  – Motivation was post apartheid development
- ICANN initiative in Africa
  – 25 years of insights and ideas
  – A sense of what works and what does not work

Namibia: country of 'twos'

- 2 times the size of California
  - 2.2 million people (2011 Census)
  - Lots of space
  - Never trust a Namibian when they say the drive is "not far"
- Two countries: Rich and Poor
  - Minority lives the life of Canada or Sweden
  - Majority lives the life of Sudan or the Congo
  - It is getting better

Namibia development

- Moderate success
  - Poverty ⬇ by 45%; primary school attendance ⬆95%; upper middle income country; growing middle class
- Mobile revolution
  - 96 subscriptions per 100 people
  - +/- 90% -- 95% network coverage
  - 260,000 internet users: FaceBook factor -- mobile

Who do we want to reach for DNS development?

- Namibia's "Canadians and Swedes"?

- Namibia's "middle class"?

- Namibia's "Congolese and Sudanese"?

- Ideal is to reach all three
  - Different modalities for Registrars
    - ICANN Accredited: credit/debit card; language is English; limited local presence (+/- 25 ICANN Accredited)
    - Namibian accredited; cash payments; local language (explain the Internet); community presence (21 Namibian registrars)

Platform

- How do registrars link to .NA?
- Useful criteria:
  - Options: financial; operational; data security
  - Ease of use: Learning curve
  - Scalability: Registrar has room to grow
    - Web based logins to EPP
- We ended up choosing CoCCA Tools
  - Gives us the options needed to deal with different markets inside Namibia and different providers

Policies

- Foreign funds local
  - Two tiered priced structure; non-Namibians pay more, Namibians pay less; mirrors tourism sector
- Registrar accreditation
  - Minimal checks; Know Your Client in harmony with other legislation; contract, contract, contract
- Whois Accuracy
  - Admin contact: a real person, real email; promotes integrity of the ccTLD; harmony with legislation
- Transfers between registrars
  - Free; no constraints, no commercial considerations (sort it out amongst yourselves)
  - Promotes competition

This is what you get in a local market
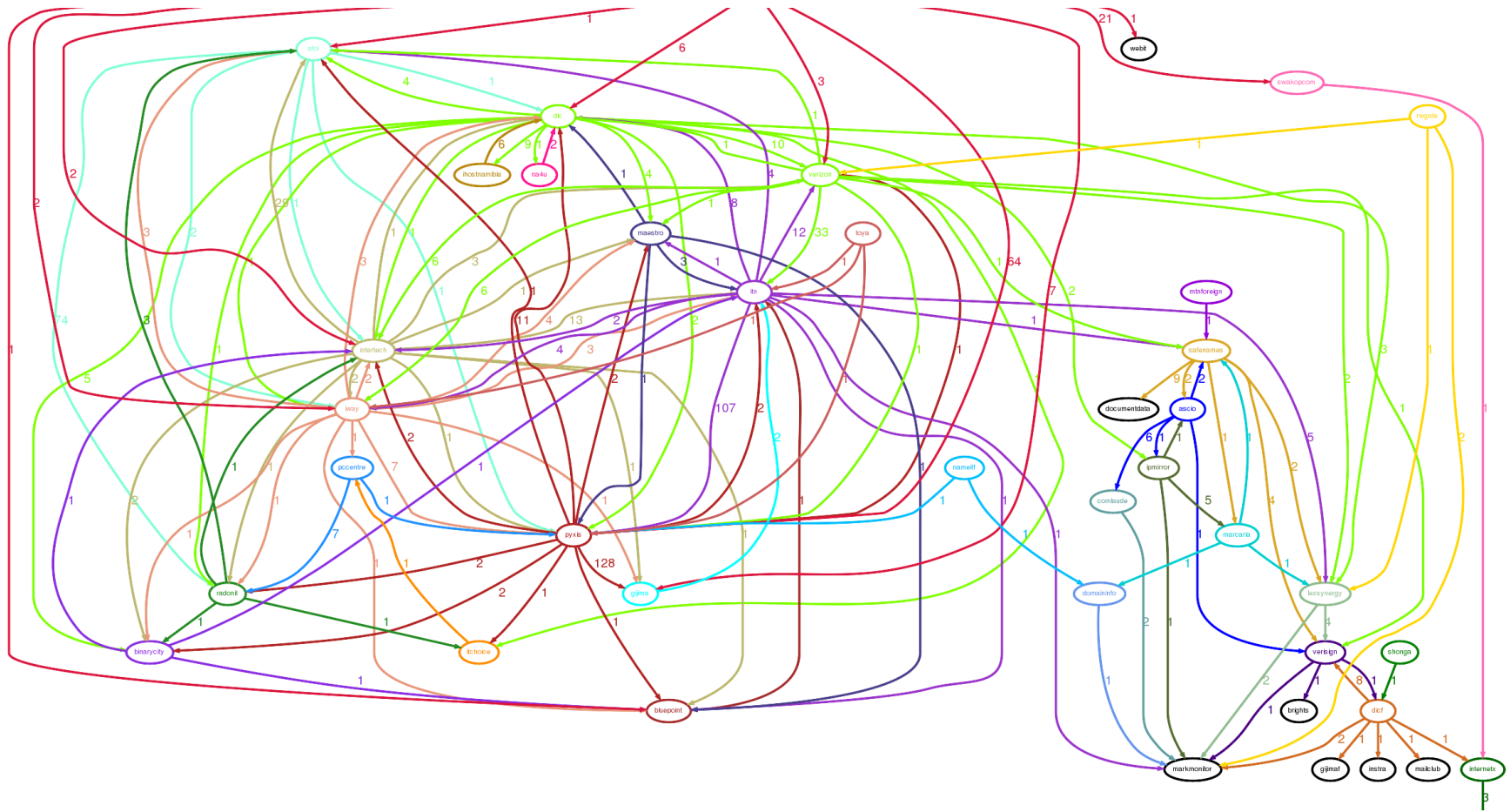
DNS and Development

- Not a universal panacea
- Does not solve Digital Divide
- Can play a part in a larger process of ICT development
  - Infrastructure, legislation, market structure, policies, etc.
- Understanding African markets on a case by case basis

Questions?

- (Caveat)