



# .TV REGISTRY PROCUREMENT JOURNEY

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# AGENDA

Background

Primary Goals

The Process

Challenges & Lesson Learned

End

## BACKGROUND

- ✓ **.TV** is the country code TOP LEVEL DOMAIN (ccTLD) for Tuvalu
- ✓ Former Registry Provider – Verisign Registry
- ✓ Contract
  - ✓ VeriSign – Government of Tuvalu – Tuvalu Telecommunications Corporation (TTC)





## PRIMARY GOALS

- ✓ Enhance trust
- ✓ Sharing of information between the Registry Operator and the Government
- ✓ Government participates in the management of .tv through a well-established in-country unit
- ✓ Participate in the promotion, marketing and branding of .tv
- ✓ Community engagement
- ✓ Protect and secure the .tv brand



# THE PROCESS

- ✓ Tendering Process – Government CPU
- ✓ Request for Proposal (RFP)
- ✓ Three potential bidders selected
- ✓ Two-phase evaluation procedure
  - ✓ Technical
  - ✓ Financial
- ✓ GoDaddy Registry selected
- ✓ Transition completed - November 2022



# CHALLENGES & LESSON LEARNED

## ✓ Challenges

- ✓ Termination
- ✓ Negotiations
- ✓ Transition period

## ✓ Lesson learned

- ✓ Rewarding process
- ✓ More collaboration with the new registry
- ✓ Community engagement
- ✓ Governance and Policy





# THANK YOU

Register a .tv domain!

*[www.turnon.tv](http://www.turnon.tv)*

