

APTLD86 Meeting in Vietnam - Session 2

Members' Updates LK Domain Registry[.lk] - Sri Lanka

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Your Sri Lankan Identity In Cyberspace

Content Outline

- Recent Initiatives by .LK
- Why a Registry Needs New Initiatives?
- Challenges Faced

Recent Initiatives by .lk

- Premium Domain Names
- MySite Builder - Basic Single Page Website Option
- MyMail - New Email Packages (specially for SMEs)
- Domain Redirection Feature
- Auto Domain Renewal Option – including credit card registration

Why a Registry Needs New Initiatives?

- Improving User/Customer Experience and Accessibility by Expanding Service Offerings - VAS
- Demand for Localized Support and One-Stop Solutions
- Enhancing Security and Trust
- Supporting Digital Transformation for SMEs
- Gain Competitive Advantage
- Adapting to global and local changes while Building a Stronger Digital Ecosystem

Challenges faced by .lk

- Building Awareness Among the Local Community
- Promotion of New Services Amid the Country's Current Situation
- Selecting the Right Partners
- Resource Limitations
- Keeping Up with Technological Advancements

Thank you.!



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