

Navigating the Evolving Landscape:

Strategies for Sustainable Domain Registry Management for .am



Internet Society NGO (ISOC AM)

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Introduction and .am Domain Challenges



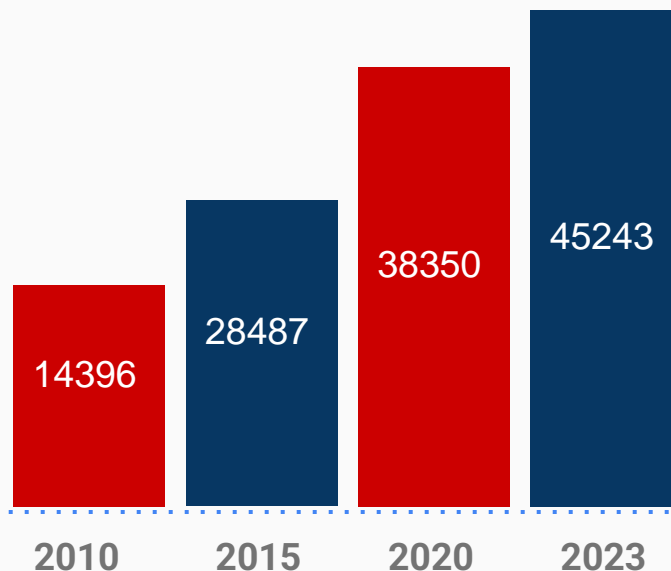
Armenia is represented by the .am domain, which has unique obstacles:

- Limited worldwide awareness and user education,
- Competition and issues with intellectual property,
- Cybersecurity threats and prevention of DNS abuse
- Internationalization objectives and policy adaptation.

Domain Industry Trends and Challenges



- The continued growth of generic top-level domains (gTLDs)
- The increasing implementation of DNSSEC and its emphasis on DNS security,
- The growing caution in trademark protection tactics.
- Industry changes shown by the deployment of IPv6
- The globalization and growth of e-commerce-related domains.





The Need for Adaptability - The Importance of Flexibility

As a registry that works with registrars, we would offer them to adapt to the ever-changing digital landscape.

For registrar flexibility, it is essential to adjust to changing market conditions, privacy issues, and new developments.

Sustainable Policy Development in ccTLDs

1

2

3

4

5

INCLUSIVENESS

SECURITY FOCUS

DISPUTE
RESOLUTION AND
TRANSPARENCY

REGULAR POLICY
REVIEWS

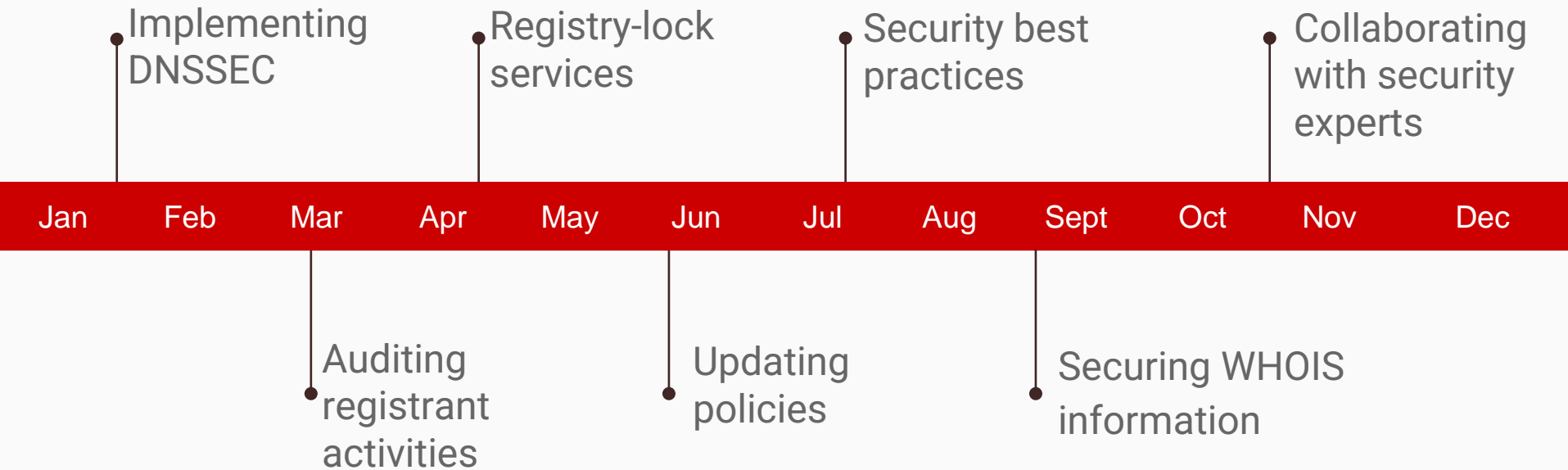
ALIGNMENT WITH
NATIONAL LAWS

Digital transformation for a domain registry involves the strategic integration of digital technologies and processes to enhance the overall management, services, and user experience within the domain industry.



Security Measures

In the country code top-level domain (ccTLD) market are crucial





User Engagement & Trust Building

Fostering collaboration and trust among .am domain users involves strategies.

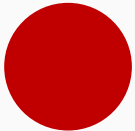
We are celebrating the .am ccTLDs 30th anniversary this year, and to raise awareness of this zone, we have several events and promotional activities planned.

Technological Innovations



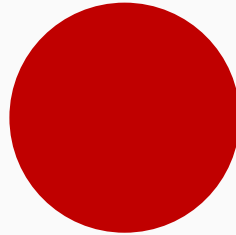
Step 1

Blockchain
technology



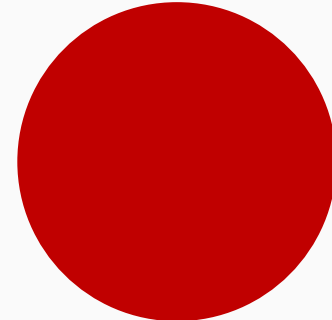
Step 2

DNS Security
Extensions (DNSSEC)



Step 3

Artificial Intelligence and
Machine Learning





.am statistics

Total **44506** 100.00%
Generated on 2024-02-11

Country code	Domains	Percentage
AM	26484	59.51%
US	8418	18.91%
CN	2583	5.80%
RU	1216	2.73%
DE	533	1.20%
GB	425	0.95%
FR	371	0.83%
BG	300	0.67%
JE	300	0.67%
NL	275	0.62%
rest	3601	8.09%

Conclusion

A strategic combination of sustainability, innovation, community involvement, and adaptation will be key components of managing the .am domain registry going forward.



Educational Campaigns

Community Involvement

Open Communication

Q&A?

The floor is open for questions and discussion!

