

APTLD86, Da Nang, Vietnam



Internet For All

Workshop: Unrestricted advancement, access to, and use of the DNS

Moderator: George Pongas

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Introduction

During our workshop, we uncovered two key themes that shaped our discussions:

1. Standardisation

2. Growth

These themes are closely connected and reflect an overarching focus on improving Operational Efficiency across the industry.

Our Process

In the workshop, each participant identified a key issue, which we grouped into broader themes.

Through further refinement, we distilled these into the two main themes.

The group collectively agreed that these themes effectively encompassed everyone's concerns.

Key Theme 1 - Standardisation

- Standardising policies across the industry can ease compliance for registrars and enhance domain data integrity for regulators and registries.
- Standardisation supports security improvement and aligns with global best practices like Universal Acceptance.
- Operational cost reductions for registries and registrars can be achieved through standardisation, creating a more efficient ecosystem.

Key Theme 2 - Growth

- Growth was seen in multiple ways: revenue, domains under management, or domain penetration in national markets.
- Accessibility is a key driver: Making ccTLDs relevant to national identity can boost adoption.
- Domains complement, not replace, other digital identifiers like QR codes or WhatsApp

Growth strategies may include:

- Faster domain activation.
- Encouraging multiple registrations.
- Promoting government adoption
- Enhancing marketing and promotion
- Engaging the sales channel
- Supporting the aftermarket
- Unlocking the potential: Premium names
- Identify new products: eg. Global Block

Proposed Actions

Our workshop group proposes the following Actionable Outcomes to the APTLD Board:

- Establish two working groups to develop Advisory Papers on Standardisation and Growth.
- Ensure stakeholder representation (Registrants, Registries, Regulators, Registrars) , i.e. A multistakeholder approach.
- Share insights and recommendations with APTLD members.

Objective

Knowledge sharing across the region and industry, to:

- Enhance operational efficiency
- Drive growth



Thank You!