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AT-LARGE ADVISORY COMMITTEE

ALAC Statement on the Draft 2016 African Domain Name System Market Study

Introduction

Wafa Dahmani Zaafouri and Seun Ojedeji, ALAC Members of the African Regional At-Large Organization (AFRALO), developed an initial draft of the Statement on behalf of the ALAC.

On 25 April 2017, the first draft of the Statement was posted on its [At-Large Workspace](#).

On that same date, ICANN Policy Staff in support of the At-Large Community sent a Call for Comments on the Statement to the At-Large Community via the [ALAC Announce Mailing List](#).

On 03 May 2017, a version incorporating the comments received was posted on the aforementioned workspace and the ALAC Chair requested that Staff open an ALAC ratification vote.

In the interest of time, the ALAC Chair requested that the Statement be transmitted to the ICANN public comment process, copying the ICANN Staff member responsible for this topic, with a note that the Statement is pending ALAC ratification.

Once ratified, this Statement will be resubmitted incorporating updated ratification information in the introduction section.

ALAC Statement on the Draft 2016 African Domain Name System Market Study

The ALAC welcome the AFRICAN DNS study under ICANN strategy for Africa. It is key to understand the domain name industry issues in the region.

The results of the study are as expected. The domain name industry in Africa is influenced by a set of interdependent factors: The infrastructure, the prices, the management model (2R or 3R), the policies, and the digital awareness. Notably, the report indicates that 37 million USD revenue is generated from ccTLDs which then reaches over 51 million USD if gTLDs are included. What has been observed to be the norm is that people tend to acquire or register more gTLDs than ccTLDs. Even though that trend is changing, one should not expect a dramatic change as indicated in this report. We see the trend that ccTLDs becoming preferred TLDs for registration a good development and would suggest that the factors that caused this change be noted and improved upon.

The ALAC support the establishment of a DNS observatory to track changes in the use of DNS in Africa and to follow its evolution. Raising awareness is key to the DNS market evolution. Academics and governments should understand the specificities of raising the region awareness.

The report gives many inputs that should be translated into an action plan, relying on the potentials and key actors in the region. The action plan should be carried out in the collaboration with ICANN, ALAC/AFRALO outreach programme, AFRINIC, AFTLD, registries and registrars, the African Association of Universities (AAU), and so on. The action plan would benefit from exchange programmes that facilitate expertise exchange between countries.

Last, the ALAC note that on this published report, the footer of every page contains the phrase "Africa Domain Name System (DNS) Market Study Draft Report, 12th January 2017, SACF." Based on the title of the report, this version was last updated on 10 March 2017. The footer text should be updated accordingly.