Agenda

1. Update on the Middle East Strategy
2. Domain Names Industry Development in the Middle East
3. Updates on the TF-AIDN
4. Current and Future Work on the Strategy
5. Q&A
Update on the Middle East Strategy

Baher Esmat, ICANN
Two Years Down the Road

• Task Force on Arabic Script IDNs (TF-AIDN)
• Middle East DNS Forum
• Middle East and Adjoining Countries School on IG (MEAC-SIG)
• The DNS Entrepreneurship Center (DNS-EC)
• DNS Study for the Middle East
• Summary report https://www.icann.org/news/blog/the-middle-east-strategy-two-years-later
Regional Meetings

- MEAC School on Internet Governance
- Pakistan School on Internet Governance
- Middle East DNS Forum
- Turkey DNS Forum
DNS Entrepreneurship Center (DNS-EC)

- **Vision**: A repository for DNS knowledge and expertise in Africa and the Middle East
- **Mission**: Develop a robust and healthy domain name ecosystem in Africa and the Middle East
- Established in partnership between ICANN and Egypt’s Telecommunication Regulatory Authority (NTRA)
- ICANN through partnerships with regional and international experts provides training and mentoring programs
- NTRA incubates DNS-EC during the start-up phase and provides training facilities
Scope

Phase 1
Foundation
July 2014 – June 2015

Phase 2
Launch
July 2015 – June 2017

Phase 3
Operation
July 2017 and Beyond

Phase 1:
Develop capacities necessary for the establishment of the DNS-EC
Programs cover various Technical, Policy, and Business aspects

Phase 2:
Start up DNS-EC; develop business plan and seek partnerships
Participate in training activities

Phase 3:
Lend expertise and knowledge across Africa and the Middle East
Possibility of assuming a DNS operational role
## Activities and Partners

<table>
<thead>
<tr>
<th>Workshop</th>
<th>Dates</th>
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<tbody>
<tr>
<td>DNS Business Development</td>
<td>March 28 – April 2</td>
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<tr>
<td>DNS Business Best Practices</td>
<td>April 6-9</td>
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<tr>
<td>DNS Operations and DNSSEC TtT</td>
<td>April 26-29</td>
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<td>DNS Operations and DNSSEC</td>
<td>July 27-30</td>
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<td>SWOT Roadshow for Tunisia DNS Market</td>
<td>October 8-9</td>
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<tr>
<td>SWOT Roadshow for Qatar DNS Market</td>
<td>October 11-12</td>
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The goal is to study the domain name industry ecosystem in the region, identify its challenges and potential, and come out with a set of recommendations on how it can grow and develop.

Consists of facts, analysis of data, and conclusions and recommendations.

Draft posted for public comments:

Final report expected to be published in November 2015.
WEBSITES IN THE REGION

English dominates as the language of web content in the region.

The region has a full range of web content – news, entertainment, educational, retail, governmental and blogs.

INTERNET INFRASTRUCTURE AND USAGE

- Some countries in the region struggle with basic Internet infrastructure.
- 31% of users in the region spend 3 hours or fewer per day online.
- Internet literacy is still low because of sociological, cultural and political factors.

HOSTING

- The market for hosting services in the region is weak.
- 5% of the region's popular sites are hosted locally.
- Legislation and regulation can affect users' choice of hosting country.
English and French remain key languages for a large part of the population.

- Users switch language online, according to context.
- Strong preference for using local languages (e.g., Arabic, Farsi, Urdu) when interacting with friends and government.
- Websites are preferred to social media when interacting with business and governments.
- 31% of users in our survey have uploaded content to websites in the past 12 months.
Competition in local registrar markets is weak, resulting in poor choice and pricing for end users.

Most of the international registrars who have modern platforms for end-users are not present in the region. They are discouraged to include the region TLDs in their worldwide registration platforms because of the administrative barriers to register domain names. Domain names compete with much faster channels to be online such as social media.

Local registrars often complain about the lack of dialogue with the registry that remains impassive to the request for modernising the TLD management. Users complain about lack of local providers.

Most users said they didn’t buy value add services when buying their domain. Most users couldn’t name their registrar.

Choice of payment systems for registering domains is limited, and does not include innovative services for the unbanked.
DOMAINS

There are **2.9 million** domain names associated with the region in 2015.

- **1%** of the world’s registered domains are in the MEAC region.
- **20%** Strong growth rates across the region, >20% per year.

REGISTRIES

- Domain name penetration throughout the region is low. Only 3 ccTLDs in the region have higher than **10 domains** per 1,000 inhabitants. Comparator countries have between **100 - 300 domains** per 1,000.
- Most ccTLDs in the region remain confined to their territory with strict and/or complex policies and procedures both for registrar accreditation and for domain name registration.
- Historical facts that resulted in the delegation or redelegation of the registry operator are still influencing a healthy registry development.
- There is a clear lack of consistent and regular registry involvement in the international TLD environment, including the regional TLD organisations, which are the cradle of best practices.

21000 IDNs across the region, of which half are under .tr (Turkey – Latin script).

- Users from the region are more likely to do direct navigation than are global users.
- Nearly all users check the domain name before clicking on search results.

EURid
TUESDAY 20 OCTOBER 2015

16.15 – 17.30 IST

Wicklow Hall 1

https://meetings.icann.org/en/dublin54/schedule/tue-middle-east-dns
Domain Name Industry Development in the Middle East

Thomas Barrett, EnCirca Inc.
DNS-EC Workshops

• DNS-EC - Cairo, Egypt
  ✓ DNS Business Development Workshop – March, 2015
  ✓ Registry Best Practices Workshop – March, 2015
  ✓ DNS Operation and DNSSEC Workshop, July, 2015

• DNS-EC Roadshow - SWOT Workshop for National DNS Markets
  ✓ Tunis, Tunisia – October, 2015
  ✓ Doha, Qatar – October, 2015
  ✓ Muscat, Oman - TBA

• Future
  ✓ Legal Workshop - TBA
  ✓ Train the Trainer - TBA
DNS Business Development Workshop – 5 days

- DNS Business and Policy Overview
- DNS Industry Overview
- DNS Business Development Overview
- DNS Operations Overview
- DNS New Business Considerations

- Instructors
  ✓ Thomas Barrett – EnCirca Registrar
  ✓ Michele Neylon - Blacknight Solutions
Registry Best Practices Workshop - 4 days

- Registry policies and procedures
- Registry-registrar relations
- Marketing and communication activities
- Registry social responsibility and business continuity

- Instructors
  - Giovanni Sepia - EURid Registry
  - Emily Taylor – Emily Taylor Internet Research
Topics covered included:

- DNS Concepts
- Root Servers, Authoritative Servers, Recursive Servers (include Labs)
- DNS Server and Resolver configurations (includes Labs)
- Setting up and Configuring Domains (include Labs)
- Forward and Reverse DNS Configurations (include Labs)
- DNS debugging tools and Utilities (include Labs)
- DNS Troubleshooting (include Labs)
- DNS and IPv6
- DNS Security Overview
- Protecting DNS Servers and Data
DNS Operation and DNSSEC Workshop

- ✔ Transaction Signatures (TSIG) - (include Labs)
- ✔ DNS Security Extensions (DNSSEC)
- ✔ Configuring DNSSEC and Securing Zones - (include Labs)
- ✔ Troubleshooting DNSSEC - (include Labs)
- ✔ DNSSEC Key management and Key rollovers

• Instructors

- ✔ Chamseddine Riahi – ATI, Tunisia
- ✔ Adel Riyad – NTRA, Egypt
- ✔ Champika Wijayatunga - ICANN
Objective: Have attendees conduct SWOT assessment of their ccTLD Registry and formulate TOWS strategic options for their ccTLD Registry

Agenda Overview

- ccTLDs co-existing in new TLD Environment
- SWOT Overview
- .BIO SWOT Example
- SWOT Brainstorming for ccTLD
- .ME 2015 SWOT and Marketing Plan
- TOWS Overview
- TOWS Brainstorming for ccTLD
SWOT Workshop for National DNS Markets

• DNS-EC Roadshow
  ✓ Tunis, Tunisia, October 8-9
  ✓ Doha, Qatar, October 11-12
  ✓ Muscat, Oman, TBA

• Instructors
  ➢ Thomas Barrett, EnCirca Registrar
  ➢ Stéphane Van Gelder, StartingDot Registry
What is SWOT and TOWS?

- Strengths (internal)
- Weaknesses (internal)
- Opportunities (external)
- Threats (external)

“TOWS”
What is the SWOT Process?

• SWOT examines external opportunities and threats that may have a business impact:
  ✓ market and consumer trends
  ✓ changes in technology
  ✓ laws
  ✓ and competition

• SWOT also focuses on the internal strengths and weaknesses of:
  ✓ you
  ✓ your staff
  ✓ your products
  ✓ and your business
What is the TOWS Process?

• Strengths and Opportunities (SO)
  ✓ How can you use your strengths to take advantage of the opportunities?

• Strengths and Threats (ST)
  ✓ How can you take advantage of your strengths to avoid real and potential threats

• Weaknesses and Opportunities (WO)
  ✓ How can you use your opportunities to overcome the weaknesses you are experiencing?

• Weaknesses and Threats (WT)
  ✓ How can you minimize your weaknesses and avoid threats?
### TOWS Strategic Alternatives Matrix

<table>
<thead>
<tr>
<th>Internal Strengths (S)</th>
<th>External Opportunities (O)</th>
<th>External Threats (T)</th>
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<tbody>
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<table>
<thead>
<tr>
<th>Internal Weaknesses (W)</th>
<th>SO &quot;Maxi-Maxi&quot; Strategy</th>
<th>ST &quot;Maxi-Mini&quot; Strategy</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>Strategies that use strengths to maximize opportunities.</td>
<td>Strategies that use strengths to minimize threats.</td>
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<tr>
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<th>WO &quot;Mini-Maxi&quot; Strategy</th>
<th>WT &quot;Mini-Mini&quot; Strategy</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Strategies that minimize weaknesses by taking advantage of opportunities.</td>
<td>Strategies that minimize weaknesses and avoid threats.</td>
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</tbody>
</table>
Roadshow Summary

• Workshop format enabled focus to be tailored to specific ccTLD
  ✓ Attendee-generated content specific to ccTLD
  ✓ Potential business strategies identified for ccTLD Registry

• Potential service for future development
  ✓ Essential input to business strategy is insight to current usage
  ✓ Tool: Data analysis of end-user usage patterns in ccTLD
Updates on the TF-AIDN

Nabil Benamar, Member of the TF-AIDN
Community Driven Way Forward

- Creation and oversight by community based Middle East Strategy Working Group (MESWG)

https://community.icann.org/display/MES/MESWG+Members
TF-AIDN Objectives

- Arabic Script Label Generation Ruleset (LGR) for the Root Zone
- Second level LGRs for the Arabic script
- Arabic script Internationalized Registration Data
- Universal acceptability of Arabic script IDNs
- Technical challenges around registration of Arabic script IDNs
- Operational software for registry and registrar operations
- DNS security matters related to Arabic script IDNs
- Technical training material around Arabic script IDNs
Membership

- Currently **33 members** – applications still being received
- From **18 countries** – Algeria, Australia, Bahrain, Egypt, Ethiopia, Germany, Iran, Jordan, Lebanon, Malaysia, Morocco, Pakistan, Palestine, Saudi Arabia, Sudan, U.A.E., U.K., U.S.A.
- Members of **nine language communities using Arabic script** – Arabic, Malay, Saraiki, Sindhi, Pashto, Persian, Punjabi, Torwali, Urdu, with further **expertise** in use of Arabic script from East Asia, South Asia, Middle East, Maghreb countries and Africa
- Coming from **diverse disciplines** – academia (linguistics and technical), registries, registrars, national and regional policy bodies, community based organizations, technical community
الجزائر. 1.
عمان. 2.
ايران. 3.
امارات. 4.
بازار. 5.
پاکستان. 6.
الاردن. 7.

بهرات. 8.
المغرب. 9.
السعودية. 10.
سودان. 11.
 مليسيا. 12.
 شبكة. 13.
سوريا. 14.
تونس. 15.
مصر. 16.
 قطر. 17.
 فلسطين. 18.
عراق. 19.
بازار. 20.
موقع. 21.
Method of Work

- Open call for each Work Item within TF-AIDN
- Volunteers develop the work item
- Work item presented for TF-AIDN for discussion
- Work item finalized with consensus
- Discussion within TF-AIDN archived at public list
- All teleconferences recorded and posted at public wiki page of TF-AIDN under MESWG wiki page
Next steps:

- Arabic script LGR for the second level (started)
- Journal paper about LGR (subgroup of TF-AIDNs)
- Universal acceptance of Arabic IDNs
Current and Future Work on the Strategy

Fahd Batayneh, ICANN
Future Work

• TF-AIDN to tackle LGR at the second level, as well as Universal Acceptance of Arabic Script IDNs
• Continue to organize regional meetings
• Continue outreach activities with wider Internet community outside the DNS industry
• Gain more regional visibility through more media coverage and attendance of relevant fora
• Approach more partners to join forces with the DNS-EC
Email: meswg@icann.org
Website: http://icann.org/

Thank you!

Questions?!