



ccTLDs in the LAC Region - commercial strategies



Introduction

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Agenda

- [LAC ccTLD Strategy project]
- [Regional Snapshot]
- [Why bother? (a.k.a. Challenges)]
- [Strategies?]
- [Next Steps]

ICANN LAC Strategy project

Topic :

commercial development of ccTLDs





27 ccTLDs

Central America
South America
Caribbean

pop. covered
570 million

93% region

Regional Snapshot conclusions

❑ Internet Use in the Region
→ growth

❑ ccTLD / gTLD Snapshot
→ potential



❑ Domain growth
→ positive

❑ ccTLD use
→ potential for growth

Regional Snapshot

A Commercial Strategy ?

Why bother? (a.k.a. Challenges)





Challenges ?

- Alternatives to local country codes
 - new gTLDs
- New and alternative ways to use the internet
 - Instant messaging, social networks, Apps
- Evolution of the market ?
 - Growth, consolidation, ...
- ...



Commercial Strategies

Strategic goal :

Maintain a sustainable growth



Strategies for a sustainable growth

- Sales channel
- Marketing initiatives
- Price setting
- Registration process & Requirements
- Holders' loyalty, domain use





Next Steps

- ❑ ccTLD Strategy Brainstorming
- ❑ Registry – Registrar cooperation
- ❑ Report



Thank you for your attention !

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