



LAC Initiatives on DNS Sector

Daniel Fink | LAC DNS Forum | 19 June 2015

LAC Strategy Objectives on DNS

1 Reduce participation barriers for regional economic stakeholders.

2 Promote the accreditation of Registrars and Back-End Registries in the region.

12 related projects

1

Communications

Improved documents: outreach content; gTLDs focus; innovation and opportunity

2

Outreach

Awareness raising; Promotion; Capacity building

3

Accreditation

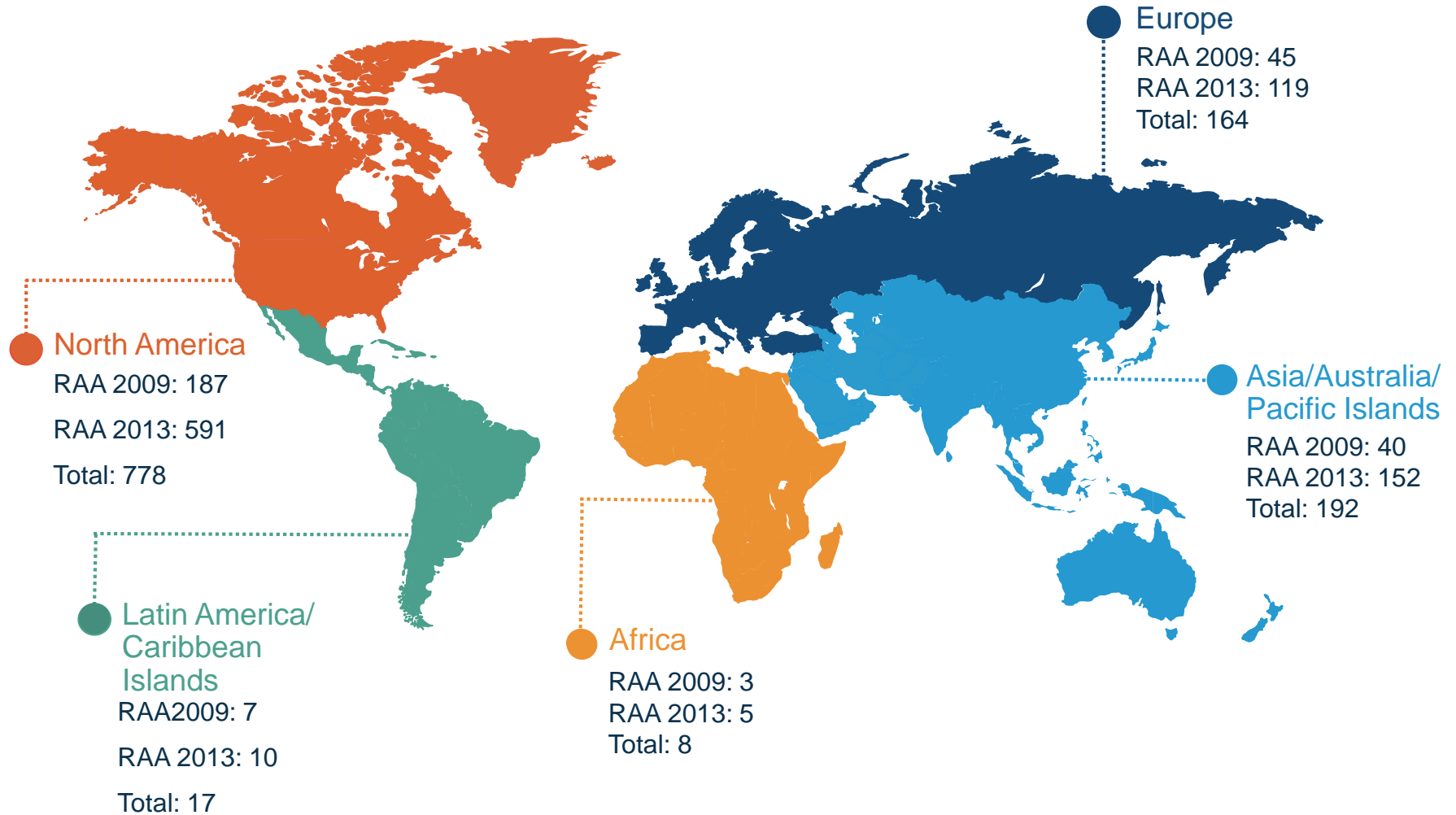
Liaison area/office ; reduce financial requirements.

4

Research

Inventory; surveys.

Registrars



Regional activities in 2015

- ⦿ Approach to registries and registrars
- ⦿ Webinars on accreditation
- ⦿ Hands-on seminars during events

Request for Information

1. View of your organization in relation to the **DNS industry** or sector.
2. Ongoing discussions, studies, initiatives or intention to explore possible opportunities.
3. Perception of regional players about the existence of **opportunities** and **barriers** related to the commercialization of domain names.
4. Potential barriers and points for improvement such as policy, regulation and **payment gateway**.
5. Analysis of indicators for market assessments and expected **trends**.
6. **Registrant behavior** and factor related to **propensity** of becoming a registrant and user experience.
7. Benchmarks and **best practices** from the region and worldwide.
8. Current **roll of services** and products offered locally that could be complemented with the supply of domain names.
9. Analysis of **competition** scenarios.
10. Regional breakdown of domain name registrations, types of content and growth rate of registrations



Thank You and Questions

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