
KOBE – ccNSO: Members Meeting Day 2 (1 of 4)
Wednesday, March 13, 2019 – 09:00 to 10:15 JST
ICANN64 | Kobe, Japan

KATRINA SATAKI:

Good morning, dear colleagues. We are ready to start our second day – the second day of our members meeting. I would like to start it with some announcements and of course the first and the most important one, I would like to thank again our host JPRS for a fantastic evening last night. Thank you very much, [inaudible]. If you will allow me to speak on behalf of all us saying that we all enjoyed it. It was really, really great. Thank you very much again.

And it was actually so great event that somebody forgot his or her hood. If this looks familiar to you, please, you can come to the table here. Somebody forgot it yesterday. You want me to put it on, yeah. For a picture. So if you know who has forgotten this one, please tell him or her to come and pick it up here.

The third one, we all enjoy these, our unofficial gatherings. And if we want to continue doing that, we need support of those who can contribute to events like that. Already now I'm asking you if you can contribute to our social event in Marrakech, please come to Secretariat and, yeah, any amount will be appreciated.

Thank you very much. With that I'll give the floor to Barbara who

Note: The following is the output resulting from transcribing an audio file into a word/text document. Although the transcription is largely accurate, in some cases may be incomplete or inaccurate due to inaudible passages and grammatical corrections. It is posted as an aid to the original audio file, but should not be treated as an authoritative record.

will chair our first session, ccTLD news. Barbara, the floor is yours.

BARBARA POVŠE:

Thank you, Katrina. Good morning to all of you. My name is Barbara Povše, I'm coming from Slovenia. Dot si stands for Slovenia. I'm the old face of fresh industry. I wish it would be the other way around but that's the way it is. I'm chairing this session and it's [inaudible] today especially after a party with news and since we are ccTLD community, ccTLD news are even better. When we were led by Giovanni yesterday through the exercise which themes we would like to see on the agenda, it turned out that I think is of very much interest to all of us.

Actually, this ccTLD news session is all about promoting our national identities, how to make awareness, how to marketing, how to sell domain names, somehow skipping. So, there will be three presentations, each 20 minutes, and we have around 15 minutes for questions. Please do ask questions. If you haven't noticed, all the other session chairs were trying to somehow motivate you to contribute, to be alive during the session. So, I'm even willing to bribe you to ask questions.

For those two first that will ask questions, I brought some .si chocolates. Yes. Not yet. Not yet. Giovanni, not yet. So, I would

like to ask Andy to start his presentation if he's ready. Oh, thank you, Andi. And some more bribes. It's here you should bring.

ANDI BUDIMANSYAH: Thank you, moderator. Good morning, ladies and gentlemen. Thanks to ccNSO Board and Kim also, [Joe too], me. He isn't here, so I will share our experience how we market .id. This is ccTLD.id.

Okay. My name, Andi. I'm the CEO of .id registry. As you know, in Indonesia we have 54% Internet users already and mostly they are from millennial and Z generation. 50% users of [inaudible] is for millennial and Z generation. So knowing that the Internet users, so we target our marketing to millennial and Z generation. We do the repositioning of .id branding from bangapakai.id, so it more look like mostly nationality, we change to my identity. So, this is acceptable for millennial and also Z generation. They love to use because we do a repositioning as the identity rather than the Indonesia.

Here is our program. In the marketing activity, we same with [you]. We do some smashed program. We do some digital advertising and the digital lifestyle assistant. We also posting our news, our promo in the social media where the millennial and Z generation are mostly there. That is mostly the millennial and Z generation mostly in Instagram and Facebook actually. Also we

frequently arrange the regular workshop/FGD or also the organized the competition.

Well, this is our digital ads. Like I mentioned before, we post our digital advertising in Instagram and Facebook because millennial is there. We challenge also there to use .id because id not only identity but also main idea. So use .id to put your idea in the Internet as well.

Flash Sales. We're doing flash sales not frequently but sometime we do flash sales. This is for Indonesian Independence Day, we do flash sales.

We also have premium domain. Premium domain is only for two-digit until four-digit character. For the premium domain, we do selling by ourselves not through registrar because the price is premium but for the premium only – for the acquisition price, what the renewal price is same. We put the same price for the renewal price.

To engage to the community, we have weekly selfies/photo contest. Yeah. Yeah, we do weekly photo contest as long as they have – the background should be .id. You see they have at bag JD.id and the banner ovo.id, momobil.id. They can send the photo contest to us. Yes. Send photo contest to us and we promote it, promote them in the Instagram, and we let users to

pick which one is better. How many numbers liked by the audience.

Also we have engagement with the community with regular workshop. Of course, also yearly we do marketing on technical and financial issue and on registrar meeting weekly, every year. But if I have any new program or new issue, we don't wait until one year. We can call them back. We make a big event for them is yearly.

And also, we are trying to engage with the legal communities. We do essay. We call for essay and law debate. This is for university actually, not for professional so that's why still in our target is millennial and Z generation. We do make it fun with them.

Besides the marketing, we also have to prepare ourselves ready and convince them to use our domain. That way we already achieved the ISO Standard for Quality and also we have ISO Standard for Information Management Security 2007. And also because of the GDPR, since our users already 2,000 users is from AU, so we are also ready for comply with GDPR issue.

The last slide is we are open our office to students to visit our office and we let them know what is the domain, what is DNS, and how does the DNS works. This is the last presentation. Yeah.

Who we are? Indonesia. What is our domain? .id. This is almost we ask them to do the yell, yell after the visit our office. Thank you very much.

BARBARA POVŠE: Thank you, Andi. So, now Giovanni's time. Are there any questions?

UNIDENTIFIED MALE: Thank you. Well, Andi, if you could just recall, you once told us at the [inaudible] APTLD meeting that actually the government of Indonesia had a special or kind of incentive program to support your marketing efforts. Is it still enforced? If you could just elaborate on this because this is –

ANDI BUDIMANSYAH: Oh, yeah. Yeah. In the last three years where our government help us to enforce the market – the small office to do [inaudible] in the Internet and the target actually is one million, but we [inaudible] 70,000 or something like that. Because we are using government money, the administration is very – yeah, you know. Thank you.

GIOVANNI SEPPIA: It's not for the chocolate. I'll share. No, wait. No, no, no, no.

BARBARA POVŠE: He was the first.

GIOVANNI SEPPIA: He was the first? You didn't say that. You didn't say that. Okay.
We share.

BARBARA POVŠE: We have two.

GIOVANNI SEPPIA: We are a community, we share. Okay, thank you, Andi, for the presentation. Very interesting. Do you have IDNs? Not yet. Do you plan to introduce them? Would you market them? No? I already like that from the start.

ANDI BUDIMANSYAH: Yeah, we don't have IDN yet but I think we will ask for the IDN. This is not for business. This is for preservation of the culture. This is important. Yes.

GIOVANNI SEPPIA: You don't have IDN at the second level before id?

ANDI BUDIMANSYAH: Yeah, we have but only for research. Only for research. Thank you.

GIOVANNI SEPPIA: Thank you.

BARBARA POVŠE: Some other questions?

ANDI BUDIMANSYAH: The gift.

BARBARA POVŠE: The gift.

ALEJANDRA ESSAMUSPE: Just one quick question. I'm not sure if you said it but do you allow people outside of Indonesia to register domain names?

ANDI BUDIMANSYAH: Yes. Okay. In our national legislation, registrar should be in our country but registrant can be outside Indonesia.

ALEJANDRA ESSAMUSPE: And with that, another question. Can you tell us the price range for .id?

ANDI BUDIMANSYAH: Yes. About 12 U.S. dollars. Yeah, about \$12.

ALEJANDRA ESSAMUSPE: Thank you.

ANDI BUDIMANSYAH: You're welcome.

BARBARA POVŠE: And how many domain names are there?

ANDI BUDIMANSYAH: Right now it's 300,000. Still more are good names. There are still available a good name because they only 300,000.

BARBARA POVŠE: Thank you. If there are not other questions then – no, no. One chocolate is for Alejandra. But we still have some ID shirts, and so there is still room for questions. And if not, then thank you. Please for applause.

ALEJANDRA ESSAMUSPE: Thank you very much.

BARBARA POVŠE: And now I'd like to ask Ai-chin to present their model of marketing [inaudible] ID. And for those who are too shy to ask questions, they can send them in Adobe room and Kim would read them out loud. And if you're not shy and would like to ask some very provocative questions then you can also send it to Adobe and ask Kim not to read your name when asking the question.

AI-CHIN LU: Hi, good morning, ladies and gentlemen. My name is Ai-chin Lu from TWNIC. Today I'm great to have this opportunity to present .tw Status Report.

I would like to begin by talking about the profile of TWNIC and the other related matters. TWNIC was founded in 1999. It's a non-profit organization. Our core business is domain names registration service and IP location service. And regarding Taiwan Internet infrastructure, TWNIC conducted the survey of Internet broadband usage in Taiwan last year. So, according to the report in Taiwan, Internet usage is about 82.1% and the usage of mobile Internet is accounted for 77.3%.

So, for TWNIC major working items of domain name including the serving members marketing campaign and outreach technical support. I think the service to members is very important of other registry. So, for serving members, this part we have divide it two parts, one for registrars, the other for registrants.

For registrars we have quarterly meeting just like the working meetings and biannual meeting like just like the conference and the training courses. And we provide online statistic query. And for registrants, we provide [value added] such as DNSSEC, dynamic DNS hosting, and the page parking. We also provide customer service directly to the registrant.

In the marketing campaign, we will cooperate with our registrars to have some activities in every year. And during this time we do our outreach and then two, we invite some interesting vendors to be our registrars. And the regarding technical support, TWNIC adopt a registry and a registrant model and we have centralized database we need to maintain and we have a WHOIS database. We fully support our registrars including troubleshooting of [program] and the some technical consultations.

TWNIC play a very important role in DNS resolution. One of our responsibility is to ensure that TW DNS more secure, more stable.

Now, let's talk about .tw in Taiwan. Yeah. I think you can see this is map of Taiwan from north to south. We have a lot of city, a lot of landmarks. If you've been to Taiwan before, I think you know the 101 and the Lungshan temple. I think that in this year we have a Lantern Day in the festival in the south of Taiwan.

So, in general, in a lot of our landmark in Taiwan have used the .tw ccTLD domain names as their websites name. Referring to our database, we can find over 70% of registrants from domestic but the recently we found that not only the foreigners registration is constantly increasing but also some new website in Taiwan adopted the [older] TLD or new gTLD domain name are still website's name.

So, why is the change over domain name market? Yeah, I think that due to the launch of new gTLD, many users have too many alternatives domain name to choose. I think that it cause a bigger impact which challenges the domain name industry. Besides, everyone knows when we're building our website we have many tedious matters that have to do. So, I think the social media is rising. Social media is another alternative to put up your personal webpage. I think it is very convenient.

A lot of situation and the factors like the domainers remain hesitant to enter this market. Over these years, I think that some of TLD even .tw, the growth of domain registration is slightly

declining. [It is too late]. The domain name market is most likely saturated. So, what should we do?

Yeah, I think we need to do something. Maybe it's time for change. Maybe this is the right time to adjust our policy or promotion skill, even strategy plan to enhance our competition abilities, to create more opportunities for us.

So, what we did? We did expand the registrar channel and we provide more services of .tw. We have a flexible pricing and we increasing visibility. And we have a service system adaptation.

We want to expand our registrars channel. Who can be our new registrars? We have a simple requirement. Especially if you are ICANN accredited registrar, I think you don't need to submit a lot of document. We have an easier application process. We want to keep the procedures more simple, faster, and easy, and we provide more services of .tw and we provide the various IDN language registration including Japanese IDN.tw, Korea IDN.tw, in last year. I think in this year we have provided more service.

We have some program using a .tw, provide faster and the easy redirection to connect to user's personal Facebook or Instagram page. We also provided the DNSSEC enabled DNS hosting service and we have flexible pricing. In last year, August and September, we have a two-month promotion month. We launched the Coin program focused on the ASCII.tw and Chinese IDN.tw. If you

register, one year registration I think you need to pay the NTD 50, so it's very cheaper. We also encourage our registrars to propose new idea for using domain name. The proposal will be reviewed based on fair, trust, transparent principle.

According to your proposal, I think the price can be negotiated and we're increasing visibility. We have .tw branding and the image that we upload to the YouTube. If you are interesting this video, I think you can visit the YouTube. We also do the promotion advertisement in Japan JR station. Yeah. And TWNIC has a Facebook. Through the Facebook, I think it's easy to communicate with our registrant.

We stimulate the attention of .tw domain. We select and then release some reserve lawful actions other than the previous, the "first come, first serve" policy.

The last one, we do the service system adaptation. And that they have two things to do. One is migrate API to EPP. Yeah, I think the API which is used for the domain [inaudible] registrars which has been used this API almost over 10 years. Now we are adopting the EPP to be our new standard protocol and we will embed some rules into the EPP to help new registrants to easy connect to our .tw registry system.

The other I just mentioned earlier, we provide the DNSSEC enabled DNS hosting service. We will automatic sign the zones

and the key rollover. I think that it is very convenient for the registrar.

So, these five things is what we did in last year and then basically we will continue to do the same thing at this year because we want the .tw flying to the world. Thank you, that's it all my presentation. Thank you.

BARBARA POVŠE: Thank you, Ai-chin. Very interesting program and lots of activities. How many DNSSEC signed domain names you have?

AI-CHIN LU: No, not so much yet because just launched. Yeah.

BARBARA POVŠE: Please.

EBERHARD LISSE: Good morning. Eberhard Lisse from .na. I didn't hear how many names you have? And the second question comes after it, depending on the answer.

AI-CHIN LU: Okay. I think in the list it's the top question. I think that Ian will answer this question, right?

EBERHARD LISSE: Nope. It's just a rough figure. I don't need the exact –

AI-CHIN LU: Yeah. Yeah, I know.

EBERHARD LISSE: Come to the microphone so that we can record this.

IAN CHIANG: Our number is from nearly – I think it's more than 4 million but it was kind of a result from a promotion last year. But we still are looking what is the effects afterwards because of our observation, it was one-year registration and we expect the renew is not as good as we think.

EBERHARD LISSE: That's what I was coming to. We remember that .cn had 15 or something million names when they gave them away for free and then they had to hire about 50 million students to clean it up later. My question is, why do you do this? What's your intent behind the promotion? And the obvious question, the retention rate you have already answered.

IAN CHIANG: Okay. Our idea is in Taiwan I think the market is kind of very slow growing and I think it's not in the focus. So we try to do some activities. For example, like a price or marketing or advertisement. Any way we can try to have a more input to the market and try to encourage people to have more aware about .tw. So, the price is one of our strategies.

DAVID MCAULEY: Good morning. My name is David McAuley. Thank you for your presentation. I'm interested in the program you have to encourage registrars to come up with new ideas for domain names and I'm wondering how long you've had that program in effect, and what are the results? Are you seeing success? Thank you.

AI-CHIN LU: Yeah. I think that this program just launched in this year, so I think many registrars provided proposal such as combine with the CDN but that's just the beginning. So, maybe at the end of this year we can find what is the result. Yeah.

JOHN SIMANJUNTAK: Hello. Good morning. My name John from .id registry. So, I'm wondering about your previous slide regarding the use of the IDN on your – is it you are targeting also for Japanese and also

the Korean market, so is it a sub-domain or the IDN top-level domain?

IAN CHIANG: I think it's second level and ... yeah. Second level.

JOHN SIMANJUNTAK: On the second level. How many domain you have now?

IAN CHIANG: We have tried to launch and I think it's nearly 300.

JOHN SIMANJUNTAK: 300,000 or just 300?

IAN CHIANG: Registrations.

JOHN SIMANJUNTAK: Okay.

AI-CHIN LU: Yeah. Because we just do the advertisement in Japan launched under this month, right? Yeah. So, just the beginning. Until now I think the 300 registration – the number of registrations. Yeah.

JOHN SIMANJUNTAK: Yeah. I think we do also the same thing for subdomain but we haven't yet do some marketing for that and then we just for some reason propose ... So, for overall 4 million, and then how many registrar you have now for .tw totally?

IAN CHIANG: What is your question?

JOHN SIMANJUNTAK: How many registrar?

IAN CHIANG: We have 15.

JOHN SIMANJUNTAK: 15 registrar?

IAN CHIANG: 15.

JOHN SIMANJUNTAK: All is Taiwanese company or global?

IAN CHIANG: No. We have both overseas and local registrars.

JOHN SIMANJUNTAK: Okay. Thank you very much.

YOUNG-EUM LEE: Thank you. This is Young-eum. I also have a question about IDNs. How many in relation to that do you have Korean IDN.tw That's a side question but my main question is, how active is the use of your IDN TLD in Taiwan? Registration versus active use of the IDN registrations.

IAN CHIANG: Okay. For our current IDN, we launched the Chinese IDN since 2002 and we also have IDN ccTLD in 2009.

AI-CHIN LU: 2011.

IAN CHIANG: Yeah. So, my observation is we have nearly like 80,000 Chinese IDN registration and mostly they tried to register their name as a kind of a brand or name protection. But some of them are using to have their website but we noticed the number is not as good

as the ASCII domain. Because I think we have 70 or 80% to have the DNS and maybe website as well.

AI-CHIN LU:

So, at Singapore the IDN, a lot of registry promote their IDN, they have a very difficult. So, in Taiwan we cooperate, we still e-mail service provider. Because we think that if you combine with the e-mail, maybe it's very useful. So, in Taiwan we cooperate domestic open [inaudible] mail servers to some project for this one, for IDN.

YOUNG-EUM LEE:

But generally do people – the average user – feel comfortable using the IDN?

IAN CHIANG:

I think we have quite a lot of examples when they do the advertisement because we can see they can have the Chinese IDN name on the post or [inaudible] or maybe in their marketing materials. But for them it's not very easy for the user to type on the address part, research to find the domain. So mostly we find these have more marketing value for the promotion.

BARBARA POVŠE: Thank you. Are there some more questions? Thank you. A warm of applause.

Now we're going to hear – Ivy will tell us how they do it in Guatemala.

IVY CONTRERAS: Hello. Good morning. How are you? My name is Ivy Contreras from the .gt ccTLD. I'm going to present Customer Service as a Value Proposition.

First, I want you to meet Guatemala. Dot gt stands for Guatemala and it's the country code top-level domain. Also we are famous because of the Mayans and this is the [inaudible]. So during my presentation, I'm going to show you some pictures because I really want you to know my country and love it as I do.

Facts on Guatemala. Well, we have a population of seven million and Internet penetration of 34%. This is mostly on urban areas so it's not in the entire country. We have 25 official languages, which means we are [inaudible] and multicultural country.

About us, about the .gt domain registry, we were delegated to Universidad del Valle de Guatemala. It's a university, UVG. We serve to the community of the Republic of Guatemala as well as the global Internet community. Our domain names are open to everybody who wants to register one. We have 20,000 domain

names registered to date. Our fees are between \$20 and \$60 per year. We have third level domain names and the second level domain name open.

This is us. This is the team. We are only six people. The registry – our Director, Luis Furlán. And Alejandra Reynoso, you know her. She’s here with us. Also we have two customer service attendants, for example, Diego and Gladys. One Administrative Assistant, that is Karol.

And that’s me. I’m the Social Media Specialist. I do marketing, advertising, communication. I’ve been at the ccTLD since 2014.

This is something that I want to show you. What we do not do. We don’t do hosting. We do not do website building. Neither we don’t do e-mail account. This is all the stuff that our customers are looking for. Every time they look for us, they're not looking for a domain name. They are looking for the e-mail or the website.

What do we do? Well, we only register the .gt domain names. What we try to do is focus all our energies on the customer service. Why? Because we only have a budget of \$5,000 per year for marketing and advertising. I’m going to repeat, \$5,000 per year.

This is Guatemala volcanoes.

How do we do it? Okay. This is cycle of service. This is our cycle of service. Our cycle of service describes the complete customer experience within our organization. For the .gt team, the service center is the first contact. The first contact is when, for example, our customers get to our website, when they visit our website or when they visit or office, that is the moment that they get the first contact.

The second step is the requisition. When somebody wants to register a domain name, for example, if you want to pay something or pay the domain, how is the form of payment or how they receive the answer from our assistants?

Also the resolution in the end, if they have it easy to pay it, if they have it easy to complete the registration form, at the end of the service, we have the feedback. I'm going to explain this one by one.

In each moment, there is moment of truth. So our moment of truth is a key event that forms the client's opinion about the organization. How do they find our website? If they get in our website and see that is not exactly easy to pay, so they're going to form an idea from us. Also the customer assistant's response, even by telephone, when they call, how our customer assistant responded? If they respond kind or they were a bit hard on it. Also the welcoming at the office. How do they find the office? It

was clean? It was organized? This is moment of truth when you get into the first contact.

We start to look at all our moments of truth. For the first contact, this was our website. How our customers see our website, when they get into our website in 2014 and before, they see this. And it wasn't easy for them to register a domain name. It doesn't look nice. I mean you get any of this kind of dull or boring. So we thought that we have to change it because if it is the first contact and it's a moment of truth for our clients, it has to be nice.

Now this is how we look. Still we are working on it but it is very easy for our clients. They were really happy when we changed it. We received all the comments on our social media and saying, "It looks nice and it is more easy to find the domain names or to pay a domain name." This is how it looks now. You can visit us at www.gt.

The next was the requisition. The form to register a domain name was a 5-steps registration form. So our clients took 10 minutes to register a domain name. They have to enter the same information even if they have already registered a domain. We have to enter again the information and they were complaining about it because they say, "You have already our information so why I have to enter again the information?"

So, we say, “Okay, let’s do it.” It’s easy for [you]. This is how it looks now. We have quick registration. So if you already have registered a domain name, you can add your e-mail in all the information that is on our database is going to show up. It’s going to tell you like three minutes to register a domain name. So it’s easy now. Also, our frequent customers weren’t really happy because for them it was something nice.

Part of it is our staff. The resolution – how do we resolve? All of this cycle of service is something that we learn on trainings because all our staff – the six of us – have been receiving client service trainings and this has helped us to maintain the same resolution to all our clients so it is constant. If you talk with me, it’s the same if you talk with Alejandra or if you talk with Karol or Gladys. We all have the same training and this has helped us to improve our customer service.

This is the next. We also added a customer service survey at the end of every e-mail that we respond. So when we end the resolution, when we answer, “Thank you for contacting us,” this is our customer service survey, please fill it if you want. We have it since 2015. This is where we get all the information and all the feedback from our clients.

Also we added a space to leave comments and we listen to our clients. They left their comment and we start to listen to them.

First, we added infographics because they were complaining that “If you don’t do e-mails or if you don’t make websites, how do we do it? I want a website with a .gt domain, so how do we do it?” So we added an infographic that is called Jump to the Cloud. All the steps are all that you need. For example, you need a domain name but you also need hosting, you need web design, you need a domain service. We explain every concept and of course at the end we’ll say, “Register, that offer everything.” But first you have to do is register the domain name with us and then you got to register and ask them for the e-mail or the website. They were happy about it too because now they understood what we do on the Internet, that we are just first step.

Also they were asking for promotions. Before that we never do a discount. I mean it is \$20, \$20 you have to pay. It doesn’t matter if you have one domain or if you have 100 domains, you still have to pay \$20. They say, “Well, we want promotions. We want a discount because we are clients and everything.” So, okay, we started to launch a promotion.

This is one of the promotions that we have. It’s “Register your .gt domain and get one year for free.” The first time we launched it, it was on September 2015. Then I’m going to show you the graphic or the statistics of how we went. We launched it and we didn’t receive too many good results. It was normal. So the next

time we did it because some clients complain and say, “You did a promotion and I didn’t know,” because we didn’t have a newsletter.

So we added a newsletter and we have like 32 editions of the newsletter. If you want to receive it, you can contact me and I can send it to you. We also have it on our website in the News section. It is a monthly newsletter and we show what we do because neither in the university knew what we do. When we ask, “Do you know what is the .gt on my name?” “No, no idea.” “Or the .gt on main registry?” “No. I didn’t know we have it in the university.” So this newsletter has helped us to put us on the spot. So now at least our students and also our colleagues know something about us.

As you see, this was on January but I wanted to show it to you because it was news that we’re going to host the LACTLD Commercial and Technical Workshop on September. So if you want to go, you can talk with [inaudible] there. We invite you to visit us.

Then we saw that we needed to get closer to our clients because we used to be locked up in the office. If they wanted to contact us, they had to call us or just writing us an e-mail and everything and we said, “Okay. Let’s get close to them.”

This is Atitlan, the most beautiful lake in the world. If you want to go, it's surrounded by three volcanoes, and it's nice.

To get close to our clients, we start to give informative talks, workshops also about Internet, about how to have your presence on the web, if you want a website, whatever you need, which is the best way to register a domain name or to have a good Internet presence. Also we start to give talks to the students, to children, and teenagers about cybersecurity, best practices for social media. And they are getting to know us. We have to participate also in tech events with our [staff].

This is me. I was very happy also to receive our clients because they were looking for us. Every time we get out they say, "I needed to talk to you," or "I needed to know how to register a domain," or "I have doubts," or "I have this problem." It was nice to have an approach with them.

We have done some giveaways. These are some bags and also T-shirts. We wanted to have a nice T-shirt because it is also a way to make the word of mouth. If you see the T-shirt that say .gt, "Oh, what is that? Where did you get it?" Maybe they can explain, "Oh, I registered my domain name and they gave me this T-shirt and it's nice." We also have it for promotions on our social media. So everybody can start to give it Likes and everything and grow our social media statistics.

Also we have pens and everything but still amounts that we can because as I told you, we only have \$5,000 for budget and we have to take the most advantage of it and make it more efficient. That's why all our advertising, we have done it on digital marketing campaign. So it's cheaper and we can make it more efficient because we can target it as the people we want. For example, this is only for Guatemala. That's why we have the art in Spanish but it says we are a service 100% Guatemalan, a consultant and tech support for .gt domain, 100% Guatemalan.

We have good results with our campaign. Also, it has been more of trial and error thing but it had been well. At the end we're going to show you some statistics about it.

Our results. This is Antigua Guatemala arch street. You can see at the back is the volcano of [inaudible] volcano.

When we changed our website in 2014, the next year we doubled our visits. As you see, the number of visitors per year were doubled from 40,000 visits to 86,000 visits. It is also because we made better our website, also the analytics, and we have maintained the number of visitors per year.

For the results of the survey, when we asked, "How satisfied are you with our service?" as you can see, maybe 96-97% say that it's good or excellent. Since 2014 we have had 2,200 responses. So we think it's good. And the ones that say that it's bad or very

bad is because they wanted something that we don't offer. They were looking for a website and they say, "But I want a website. Why don't I have my website?" First you have to register the domain name then you have to make your own website. So that is one of the complaints. Also they want a cPanel to admin the domain names and we don't have it. For example, if you want to add [in a] service, you have to write us and we do it for you. It's something that they don't like but we are working on it.

Also the quality of attention given by our staff. As I told you, this is part of the resolution in our cycle of service. We have 87% that is excellent. And as I say, the ones that are unsatisfied it's because they don't receive what they are expecting to. But mostly on the operating side, no [inaudible] the quality of the attention.

This is the statistic of new registrations per month. In 2012, you see there was the opening of the second level domain. That's the peak that it went up. But then in 2015, the first green point, as I told you it was the first time that we launched the promotion of one year for free. It was on September and it was normal.

The second time that we launched it, now with more advertising and then our newsletter, we doubled the number of registrations per month. It was in May 2016.

Then we try it again on September 2106 and it was again normal, it didn't work too much. Also we tried it on May because May and September are our most registrations per month every year – our best months. It didn't work out, those two months.

The next year, we didn't do it. We said, "Okay, we don't launch it anymore," then we have the change of system because now we are in the registry-registrar system. We have it already complete.

On December we said, "Okay, let's try again," because December and April are our lowest months. So we tried it again on December, it was okay but January was our best January that we had. If you see a red line, it's January and it worked for January. So as I say, we are flexible and it's something more trial and error. We're still working on it but at least we have response of our clients.

Also we have to think that a domain name is not something that you buy every day. It's not like, "Oh, I want to buy a domain name today. I want to register my domain name today." If you are lucky, one time in your lifetime maybe. We have to be there every time. So our campaigns are more like branding, it's to be there in your mind when you need a domain name. But it's not something that you're going to need every day.

This is our statistics of growth per year. Even with all of we have done, and I know that maybe because the budget is not too

much, but our efforts, our client service, even with that we keep 6% average rate. That is the region average of registrations, of growth per year.

We know that this is not going to take us to the next level. What is going to take us to the next level? It's when we open the registry-registrar model.

What is coming soon? First, the registry-registrar kickstart. We have the system but now we are waiting for the lawyers to finish the job because they don't really understand what we are doing here. It's complicated to explain them what we need and they didn't really understand about it, so it's getting low. It's low but we hopefully will have it this year. Also, the new website design because I know it's nice now but it can be nicer. So we're still improving on that. In the tech side, we are going to work on the DNSSEC. So this is what we're working for.

Thank you and visit Guatemala. Also, I want to tell you this photo I took it from my house. So this is the view from my house. You're invited. Thank you.

BARBARA POVŠE:
Eberhard.

Thank you, Ivy, for a very interesting presentation. Please,

EBERHARD LISSE: Eberhard Lisse, .na. You mentioned you have a social media budget. Do you do any paid media advertising campaigns on Facebook and social media?

IVY CONTRERAS: Yeah. Our marketing digital strategy is put all our budget to social media, Facebook, and AdWords. The first time we tried AdWords, it didn't work that well. I mean it's too expensive and we didn't have that engagement or the result we were expecting, so we moved to LinkedIn, and then Instagram. It was better but the best we have was Facebook. It was the best result.

AMBER CRAIG: I'm Amber Craig. I'm a governor of .nz. I have a bit of a question around – it's probably about random. While we're doing these campaigns and stuff, I guess I was kind of interested if there's any stop gaps. One of the gentlemen before talked about preserving culture for your indigenous people, doing these campaigns and getting lots of signups versus how do we protect some of the cultural aspects, stuff that might be sacred to some of those cultures. I was just curious if you had any processes or methods to do that.

IVY CONTRERAS: We're still working on that because most of them are in the rural areas and they don't have Internet access. They do in their cell phones, their smartphones, and only for social media. We're trying to [inaudible] but thank you very much.

ABIBU RASHID NTAHIGIYE: Abibu Rashid from .tz. I have two questions. The first one from your presentation, you said that the price for the .gt domain is between \$20 and \$60 and I know gTLD sell even below \$10. How do you manage the satisfaction or the competition within the country? That is one.

The second one, from your survey, have you [inaudible] the satisfaction level as far as domain registration fee is concerned?

IVY CONTRERAS: If you can repeat again please?

ABIBU RASHID NTAHIGIYE: Okay. The first one – how do you manage the competition based on your price for the domain, taking into consideration that gTLDs can sell below \$10?

IVY CONTRERAS: This is something that they ask us a lot. For example, they say, "Why do I have to pay \$20 for a .gt domain if .com costs \$10 or

maybe it's free if I get the hosting?" What I would say is, first, it's something that is from your country so the money [inaudible] Guatemala. It's not leaving anywhere. It is invested in Guatemala.

Also, we give you all the tech support. Our customer client attendants, they go beyond their work. If you have a problem, for example, with GoDaddy, we look into Google and everything and we try to solve. We're not GoDaddy tech support but we still work for that for our customers.

Also, we are in Spanish. So if you have a problem, you can call us, you can visit us, and we're going to help you.

That's what we sell. That's what I'm telling or what I'm trying to explain is that we don't offer that much but what we offer, we try to do it to the best. So our customer/client is our value proposition. That's the idea.

ABIBU RASHID NTAHIGIYE: Okay. And you have surveys, do you have results for satisfaction level as far as the fee is concerned?

IVY CONTRERAS: The ...

ABIBU RASHID NTAHIGIYE: Satisfaction level of the customers as far as the registration fee is concerned.

IVY CONTRERAS: Well, we haven't tried like that. Also, price is one of the answers that they ... the recommend that they leave is that maybe they are not satisfied because of the price, but it is what it is. Also we say, "It is the cheapest among Central America," for example.

BARBARA POVŠE: I was impressed of the languages that exist in your country. It sounds like you do offer support in all languages? Probably not.

IVY CONTRERAS: No, no. Just in Spanish. We are supporting also ISOC because they are supporting at the open or to have more languages on the website, on the Internet, because if you see most of the Internet is in English and then Spanish, few in other languages. We are supporting too native language to have presence on the Internet but we have the problem that some of them doesn't have a written language, so it is kind of complicated. Also it is complicated for education, healthcare. That's why we are a development country.

BARBARA POVŠE: Are there any other questions? When do you plan to launch your registry-registrar system?

IVY CONTRERAS: It was planned for last year but the first draft of the contract that we sent to the lawyers, they said, “No. It is not going to happen.” They said, “We’re going to study and we may do some corrections. We’re going to send you the next review.” And we are waiting for it.

BARBARA POVŠE: We’ll keep our fingers crossed.

IVY CONTRERAS: Please. Thank you.

BARBARA POVŠE: So if there are no other questions ... but we still do have time before coffee is going to be served. There are some more T-shirts for incentive. Yeah, I’m learning. Is there anyone else who would like to share their recent experience about successful marketing or awareness raising campaigns or something in this field?

UNIDENTIFIED FEMALE: Just a simple question. You have 70 million people in Guatemala and only 20,000 domain names. Do you plan to make not even marketing campaign but something to change your system to get more domain names? Because it's really very huge difference between population and domain name.

IVY CONTRERAS: Yeah. It's also because of the Internet penetration that I was explaining. Also it's because they believe it's cheaper to have only a Facebook Fan page. This is something that we are competing too. That's why we give you ... I know this is an [ant] work to go with workshops and talks. We have to explain them the benefits of having a website that you have your own website and information and not only having a Facebook page.

Then we have the barrier of education, the barrier of the languages. As we say, 30% is like five million and we're still working on it.

Then we have the problem that we don't offer all the services. For them it's easy to buy a .com because you only register and you have your website already. And it's cheaper.

UNIDENTIFIED FEMALE: Yeah, but it's not a solution to buy .com. Just go to schools and try to teach young people just to have the national domain name and to have the information under it. Not just lesser price.

IVY CONTRERAS: Yeah. Something that we do that I was explaining, we're only six people and I'm the one who goes to the schools and do talks and my bosses giving some talks. Then we have the customer service assistants working all the time in there. What we do is not that much but we're [inaudible] on it, but thank you very much.

EBERHARD LISSE: I think maybe I can put this in better terms [MJTS] .na and is very well branded inside the country. We in Namibia, we just don't care where they register, whether they go to .com or .de or .za, we just don't care. We don't do any marketing whatsoever. We have a steady growth. You may do marketing for the [formative] and perspective but the answer to the question about the gTLDs and the pricing, don't care. There will be enough people who register .gt if you do enough marketing. And if they go to .com, let them go to .com. Competition is good for business.

IVY CONTRERAS: Yeah.

BARBARA POVŠE:

Thank you, Eberhard, for sharing this.

So, thank you to all presenters. Thank you to all asking questions and making comments. There are not enough incentives for all of you but please do come there. There are some ID shirts and ID bags.

We heard some interesting presentation about promotional activities and marketing communication. I think we learned from each other sharing this experience, sharing ideas, and this is all about ccTLD community.

Thank you for this session. I think we'll need to wait for a couple of minutes for coffee but thanks anyway.

[END OF TRANSCRIPTION]