
ccTLD Best Practices from the Asia Pacific Region

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APR at a Glance



APR at a Glance: Some Common Features

- Small (arable) land-to-population ratio: 30% vs.60% of the global figure
- Racial, cultural, ethnic, linguistic and religious diversity (>1/3 (a.3,200) of the world's languages spoken)
- Natural barriers to connectivity between nations (mountain ranges, ocean) (e.g. >20,000 islands)
- Colonization, war, political & economic instability, the availability and use of natural resources and natural disasters have impacted very differently
- The traditionally high role of state and region-specific (public) governance practices
- Because of the above & more, common hindrances to promotion of the Information Society objectives and standards

ccTLD-Specific Challenges Typology

- ✓ Institutional/Governance
- ✓ Legal/Policy
- ✓ Technical
- ✓ Business/Marketing

Institutional/Governance Challenges

Sample used: 43 Ordinary Members + 2 Associate Members=45

- Property form: public=21; mixed=6; private=18
- Oftentimes minor (understaffed & underfunded) bodies/on a minor mission facing general ignorance as opposed to telcos regulation and IP-addresses allocation tasks
- National security concerns block often international exposure
- Registry size: >1m=5; >100k=10; <100k=30
- Serious changes in charters, managing bodies, and management reshuffles recently: 12

Best Practices in Response

- Exploring good international practices via APTLD fellowships and information exchange;
- More pro-active networking within the Names community and beyond; building on domestic events to bolster visibility
- Greater focus on data collection and evaluation;
- Streamlining operation, cost & staff optimization;
- Looking for “NextGen”, charismatic leaders out of the ccTLD world

Legal/Policy Challenges

- Non-homogenous legislative and legal environment across the region
- Rigid/obsolete domestic legislation
- Obsolete set of own policies(or practically none)
- Low or zero exposure to good peer practices

Best Practices in Response

- Engaging & building bridges with policy makers via awareness-raising efforts & proactive communication;
- Review and revision of own policies with account of today's realities & good peer practices;
- Turning to APTLD for counseling and advice;
- Eagerness to engage in bilateral TA& CB projects (.TL-.AU; .VU-.NZ; initial discussions kicked off on at least 3 other projects under the auspices of APTLD)

Technical Challenges

- Obsolete (or no) technical platform
- Acute shortage of trained technical staff
- Low or zero exposure to good peer practices (“I do not know which questions to ask, and to whom, and I do not wish to lose face”)

Best Practices in Response

- Opening up for Fellowships and APTLD trainings and webinars;
- Proactive outreach (mostly to APTLD) for guidance and counseling on possible options;
- Notwithstanding national security concerns, turning (often via APTLD) to prospective vendors in full understanding of the need for competitive selection and the imperative not to give away the operational control, as well to conform with the national security requirements (8 out of sample);
- Technical trainings & capacity building for techies as a staple of the above ongoing and prospective bilateral TA&CB projects

Business/Marketing Challenges

- Overworked, underpaid, and headhunted: staff competences and retention rates are a huge concern;
- Business continuity challenged (natural calamities, funding and staff, and supplies shortages, and even VERY specific threats);
- Struggle to find one's bearings due to a low level of int'l exposure;
- Dramatic increase in int'l competition (new gTLDs)
- SMEs as a major driver of growth in registrations opt for cheaper solutions (e.g. social media)
- Registrars a major sales channel, but display far less interest (always pick winners);
- Locked within small domestic markets

Best Practices in Response

- APTLD as a pool of expertise for staff loyalty and retention practices (discussed at APTLD72)
- Emergency preparedness plans- best practices (ROs/ccNSO-based)
- Possible revision of registration policies (the toughest challenge) (.TL, .VU, .NP, .PG)
- Community awareness projects and outreach & direct marketing campaigns to thrill the target segments (.IN, .ID., .VN, .UZ, .AM, .MN)
- Win-win solutions for domestic registrars (.ID, .AM, .UZ)
- Unorthodox marketing moves (.ID, .VN, .NP)
- Active presence in social and other media (.ID, .IN., .VN)
- Search for synergy effects by launching IDNs (.CN, .VN., .TH, .IN, .MN, .JO, .QA, .SA) and (very rarely) new gTLDs (?)

THANK YOU!

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