



## Domain Name System (DNS) Business: An Overview

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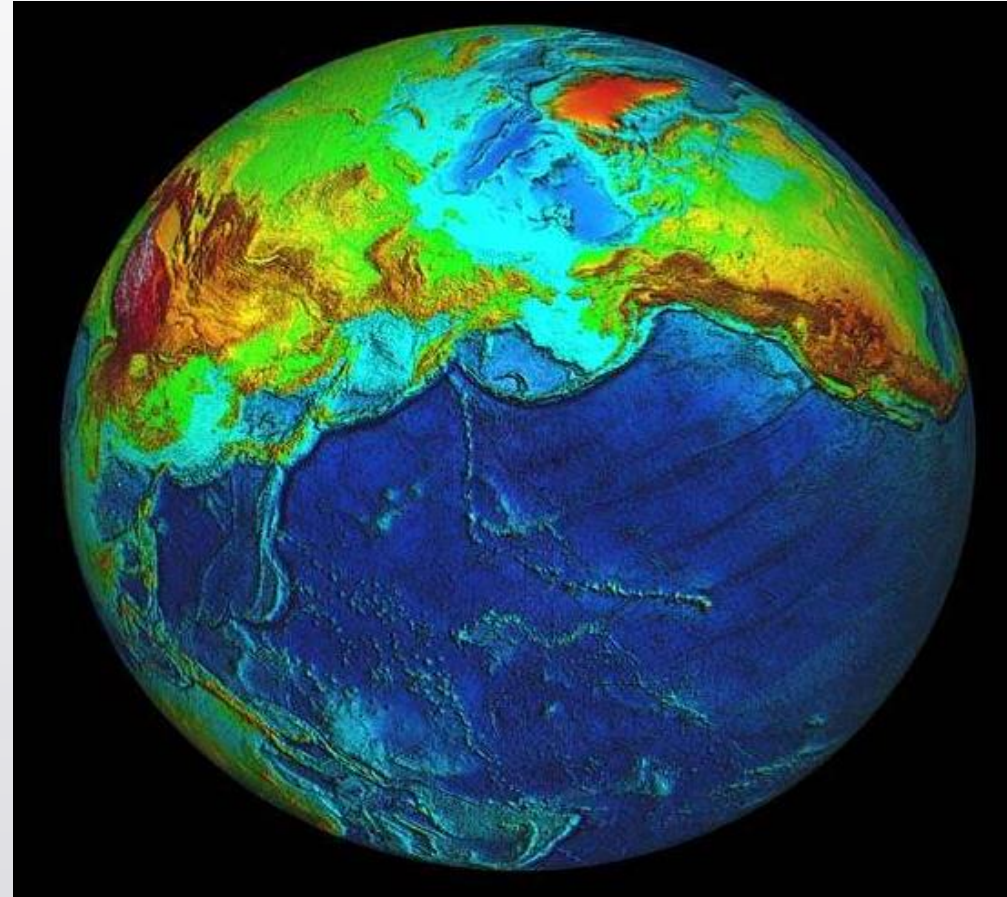
June 21, 2016

- Change- Not Business As Usual
- Domain Name System (DNS)- What is it?
- DNS Business – An Outlook
  - Structure
  - Opportunities
    - Core
    - Ancillary
- NIRA – WHO WE ARE.





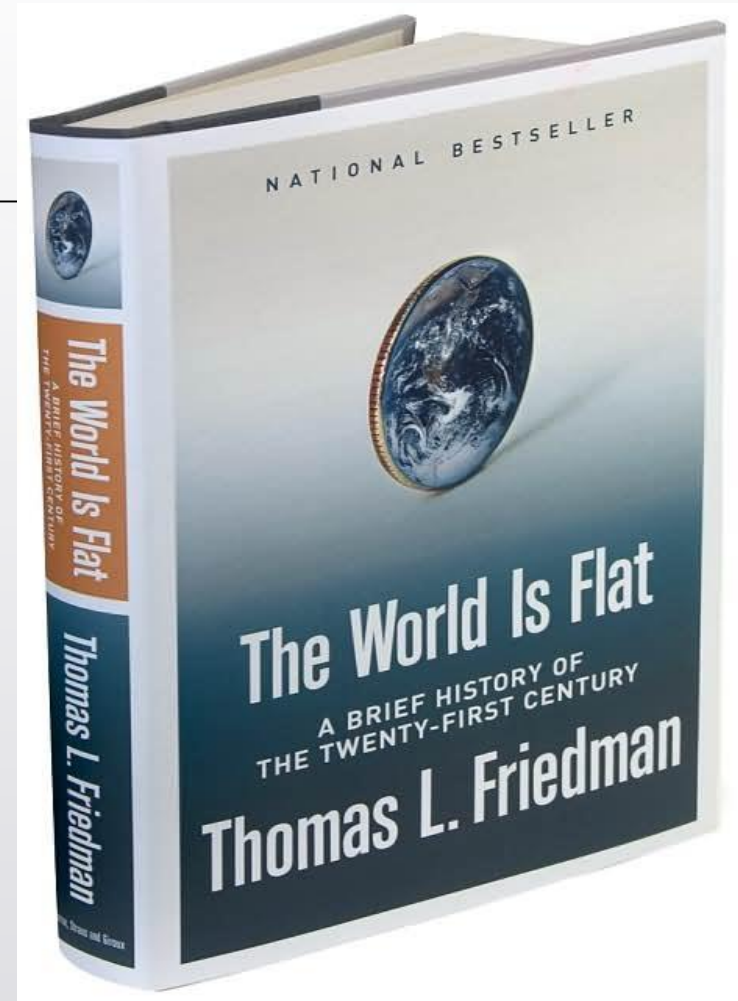
The World was round.....





# The World Is Flat.

- **Globalization** Levels the playing Field
- New ideas
- New Opportunities
- Barriers to entry Minimal
- Anyone Can Play





- The **Domain Name System (DNS)** is:
  - Hierarchically distributed naming system for computers, services, or any resource connected to the Internet or a Private Network.
  - It Associates various information with Domain Names assigned to each of the participating entities
  
- It translates easily Memorized Domain Names:
  - To the numerical IP Addresses needed for the purpose of locating computer services and devices worldwide. By providing a worldwide, distributed Keyword-based redirection service, the Domain Name System is an essential component of the functionality of the Internet



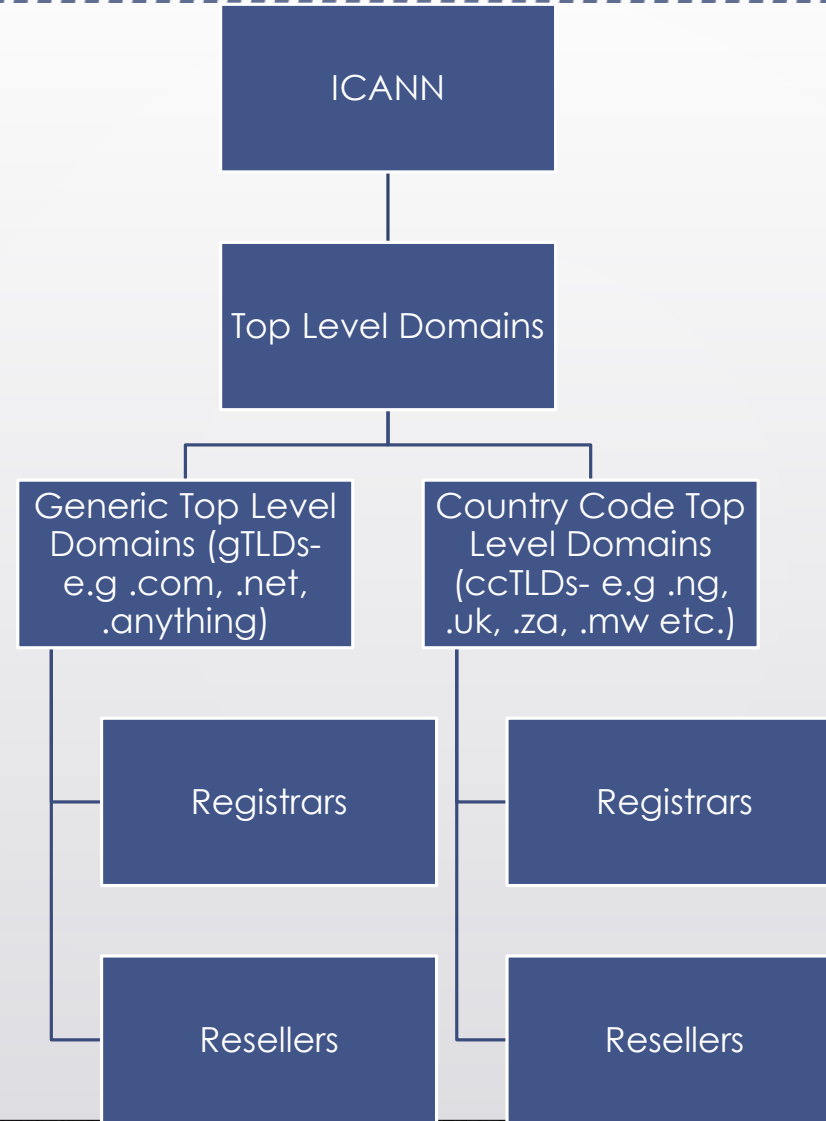
- Domain Name System serves as-
  - The Phone Book for the Internet by translating Human-Friendly Computer Hostnames into IP addresses.
  - For example, the domain name [www.example.com](http://www.example.com) translates to the addresses 93.184.216.119 ([IPv4](#)) and 2606:2800:220:6d:26bf:1447:1097:aa7 ([IPv6](#)).





- A Domain is
  - Virtual Real Estate.
    - It has Value
    - It appreciates
    - It can be leased, rented or sold at any time for a good money
- What's in a Name?
  - Value
  - Easy to Remember
  - Melody
  - Meaning
  - Branding



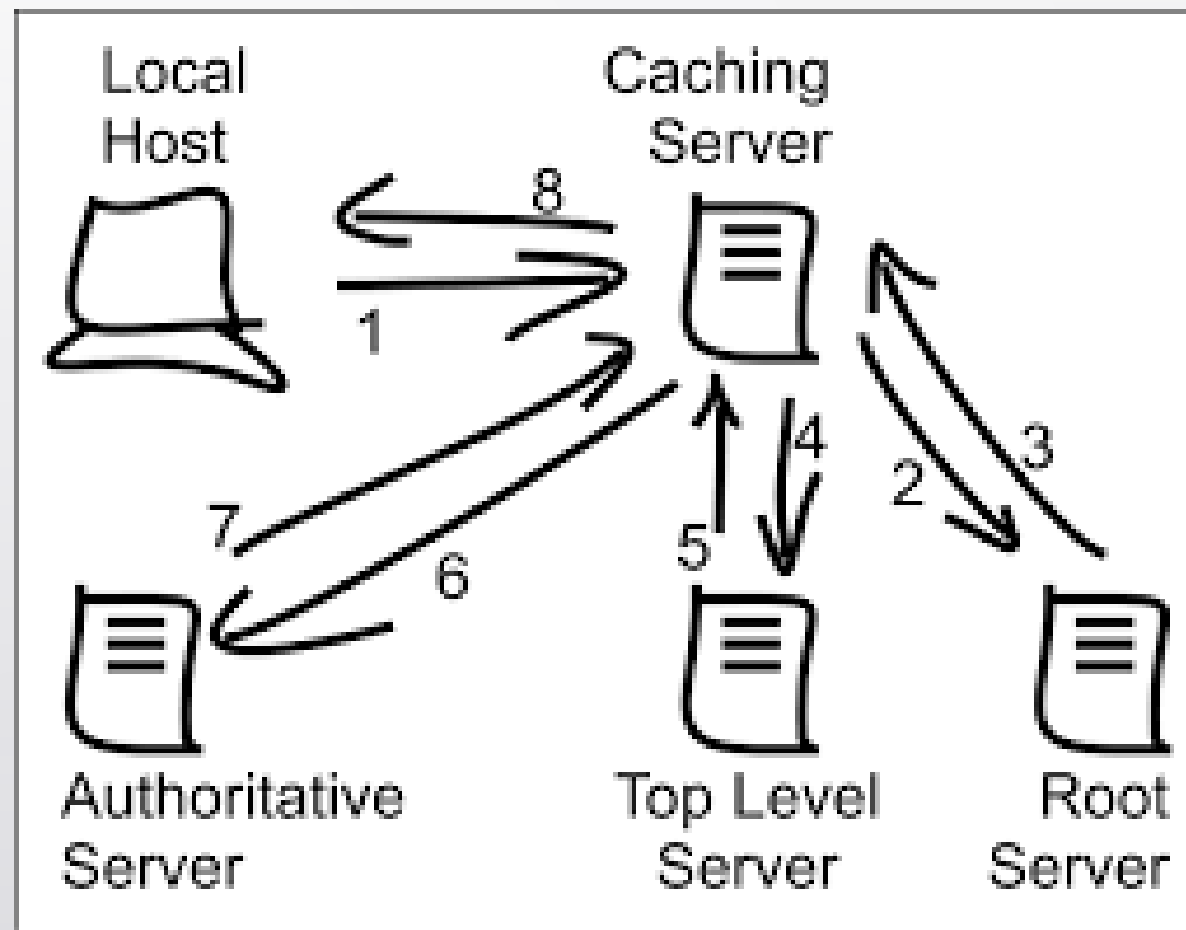


- Core

- Registry
- Registrar
- Reseller

- Ancillary

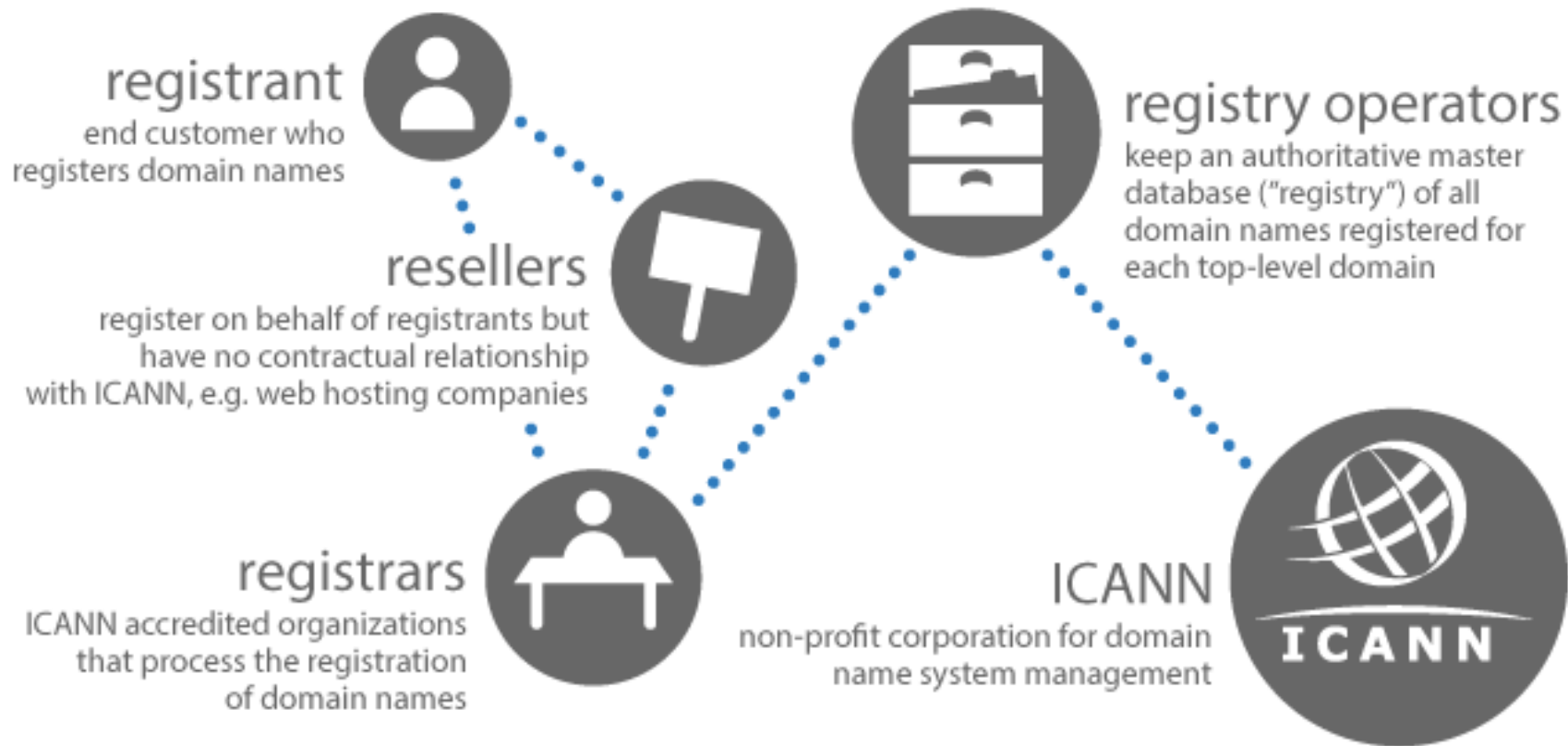
- Hosting
- Domaining
- Security- PKI, Certificate Authentication
- Support Services – Legal, Financial, etc



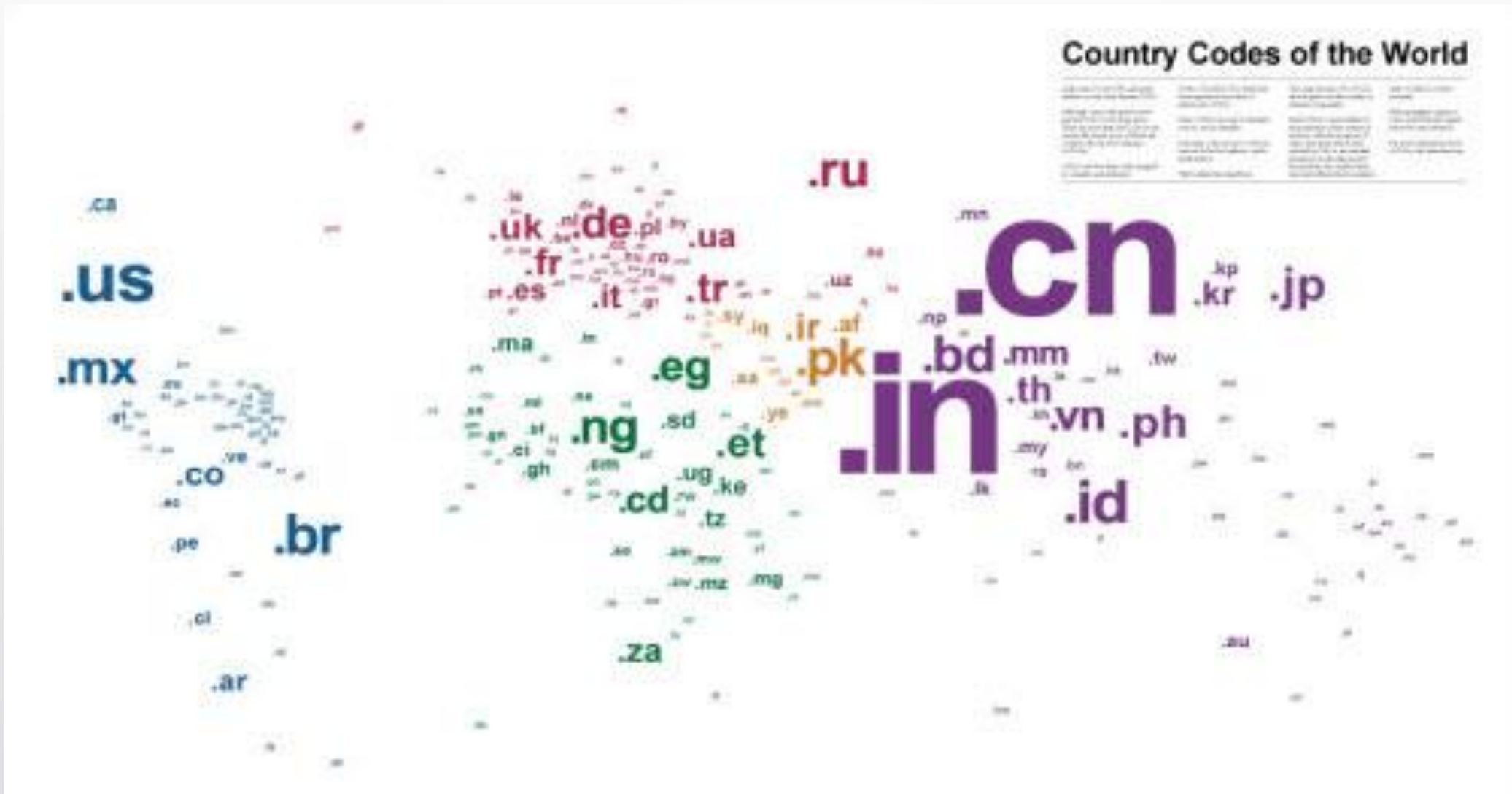
- A **Domain Name Registry** is:
  - A Database of all Domain Names and Associated Registrant Information and allows third party entities to request administrative control of a Domain name.
  - Most registries operate on the top-level and second-level of the DNS.
  - There are two categories top level DNS:
    - Generic e.g VeriSign (.com & .net)
    - Country Code Operators (NiRA, CiRA, KeNIC, Nominet etc)



# DNS Business Outlook- Registrars & Resellers



domain registry process

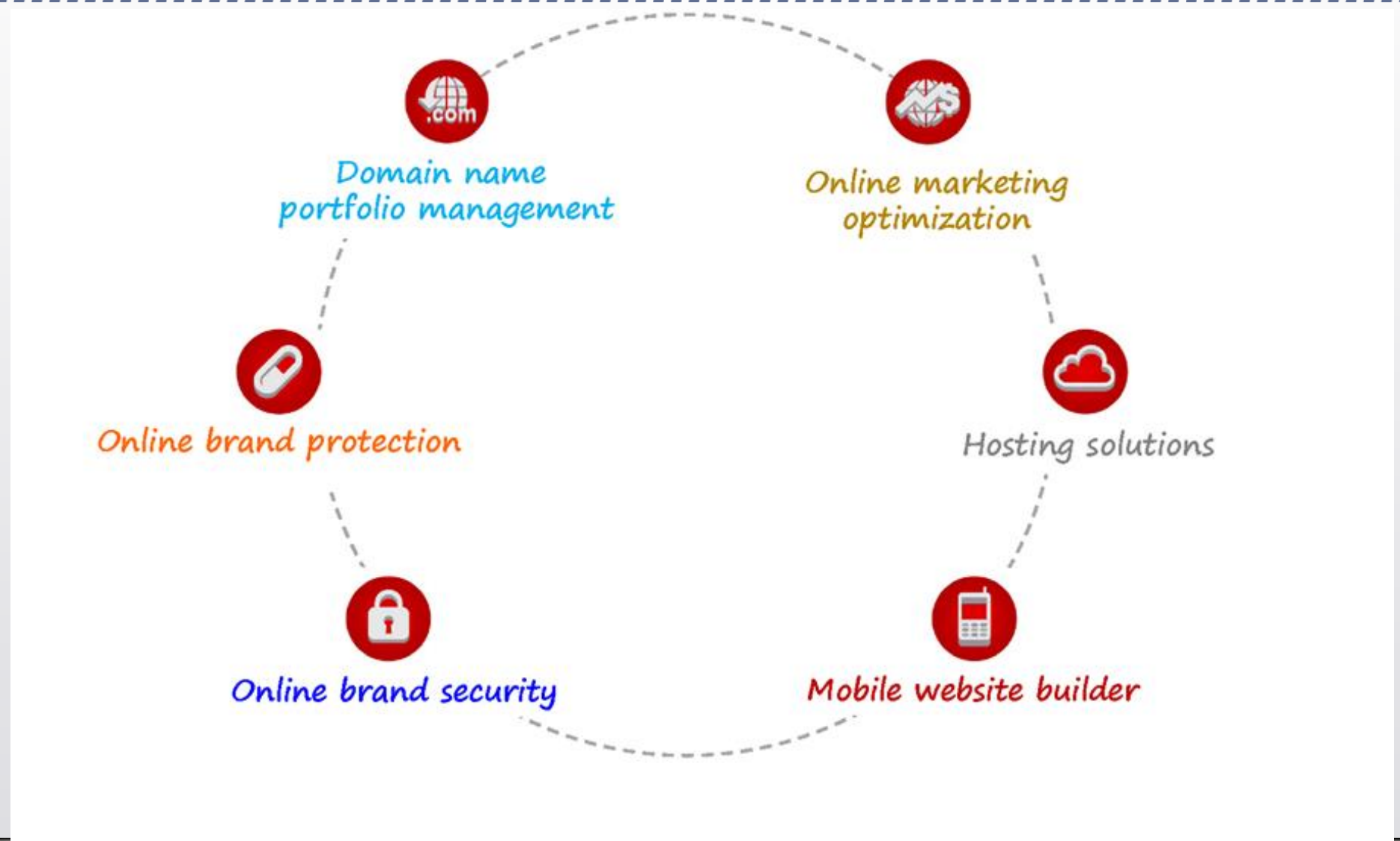




- Auctioning
- Speculating
- Brokerage
- Intelligence
- Research works
- Advisory



# .ng DNS Business- Ancillary Opportunities





# DNS Business Opportunities -.ng

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- Avenue for Local Content - .Ng
  - All local contents hosted on .Ng
- Your Identity on Cyberspace – [biyioladipo.name.ng](http://biyioladipo.name.ng)
- Your Language – [igala.ng](http://igala.ng)
- Your City- [lagos.ng](http://lagos.ng)
- Your Village – [uli.ng](http://uli.ng)
- Your Culture – [igbankwu.ng](http://igbankwu.ng)
- Your Music – [apala.ng](http://apala.ng)
- .ng has been Liberalized for Local Content Development and Business



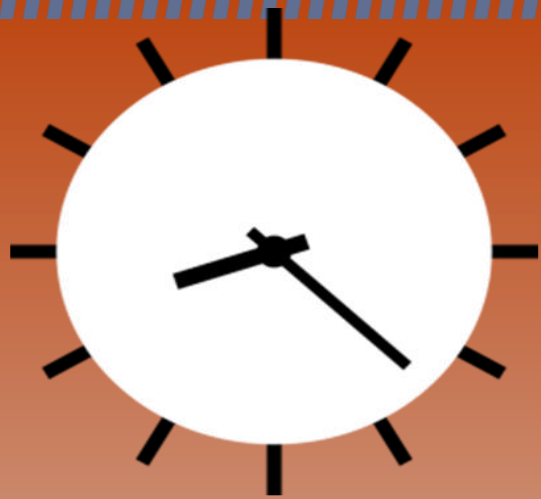


## About NiRA



- NiRA is an independent not-for-profit organization that manages the **.ng** country code Top Level Domain (ccTLD) name space in the public interest of Nigeria and global Internet communities





Q & A time





NiRA - Nigeria Internet Registration Association  
[www.nira.org.ng](http://www.nira.org.ng)