



Domain Name System (DNS) Business: An Overview

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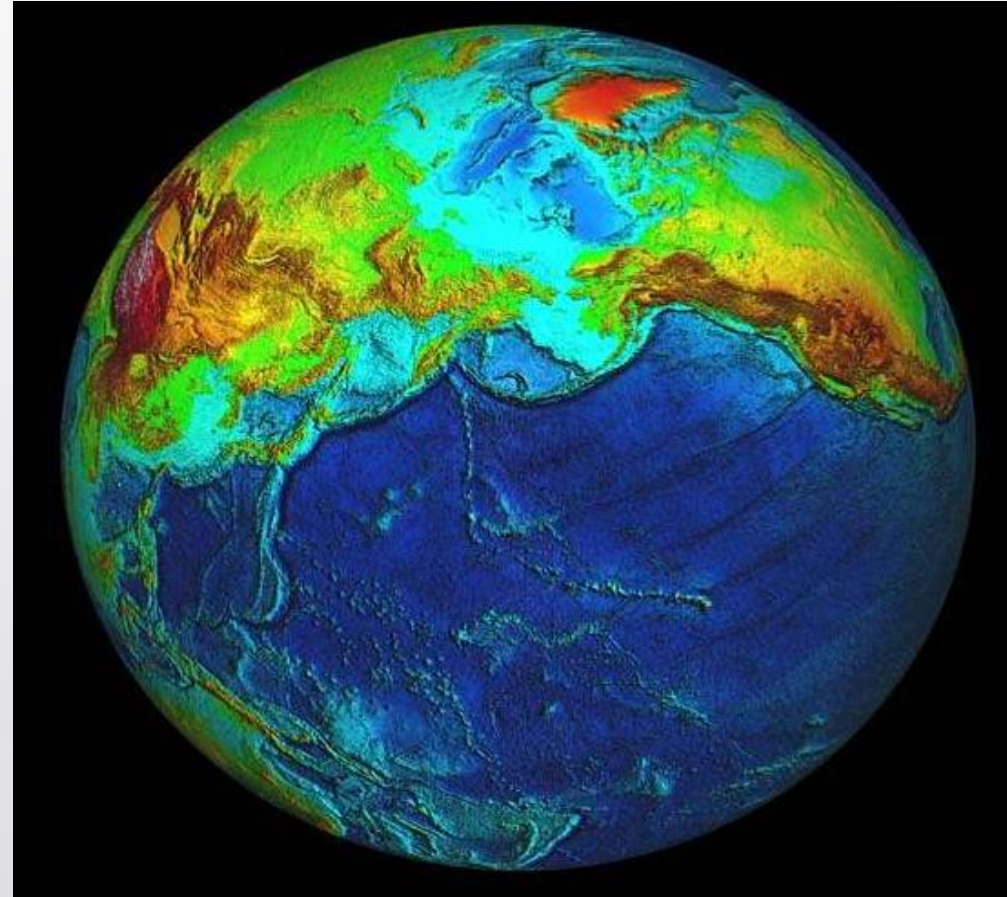
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- Change- Not Business As Usual
- Domain Name System (DNS)- What is it?
- DNS Business – An Outlook
 - Structure
 - Opportunities
 - Core
 - Ancillary
- NIRA – WHO WE ARE.





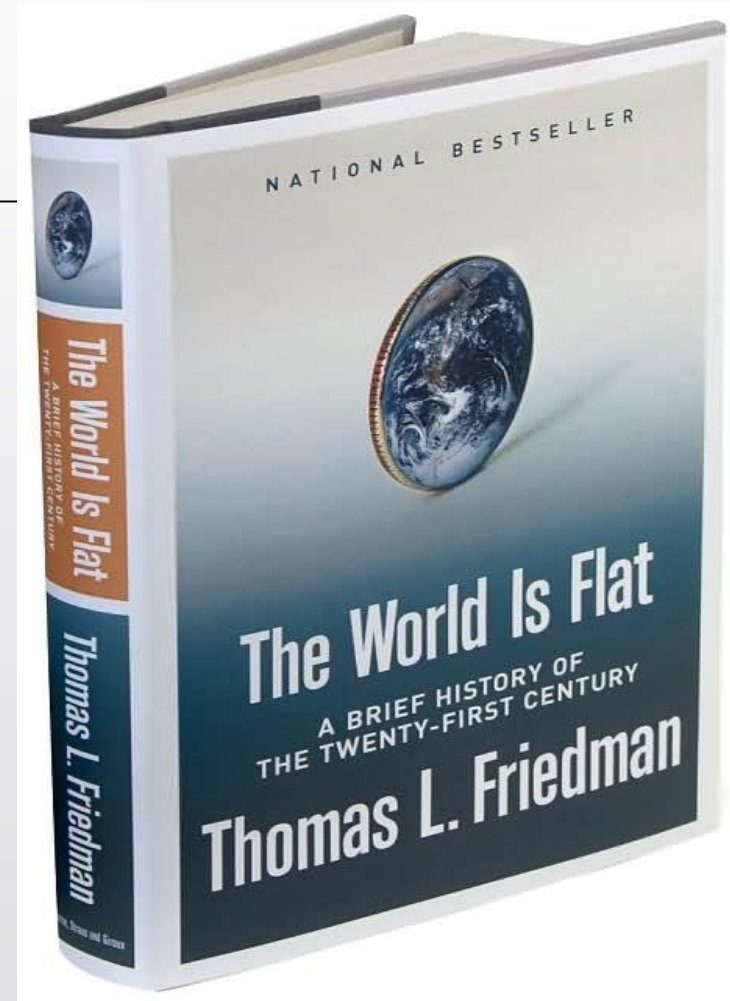
The World was round.....





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

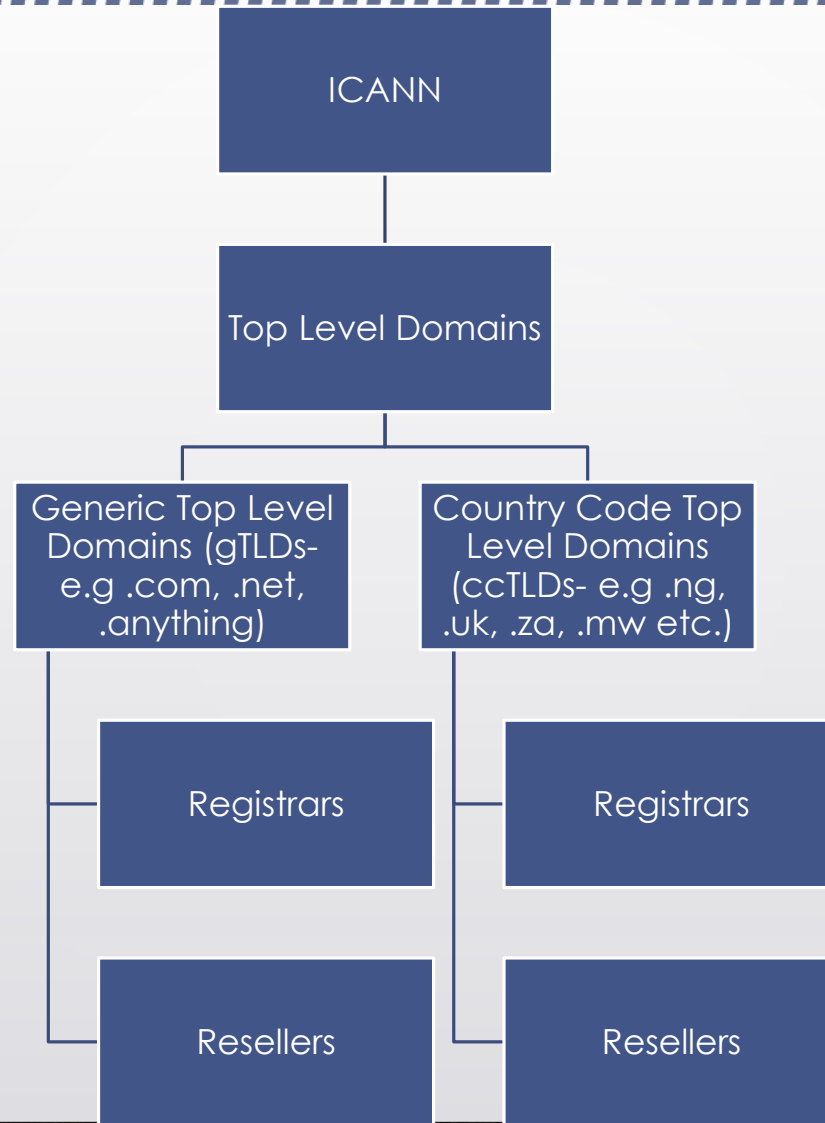


- Domain Name System serves as-
 - The Phone Book for the Internet by translating Human-Friendly Computer Hostnames into IP addresses.
 - For example, the domain name www.example.com translates to the addresses 93.184.216.119 ([IPv4](#)) and 2606:2800:220:6d:26bf:1447:1097:aa7 ([IPv6](#)).



- 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





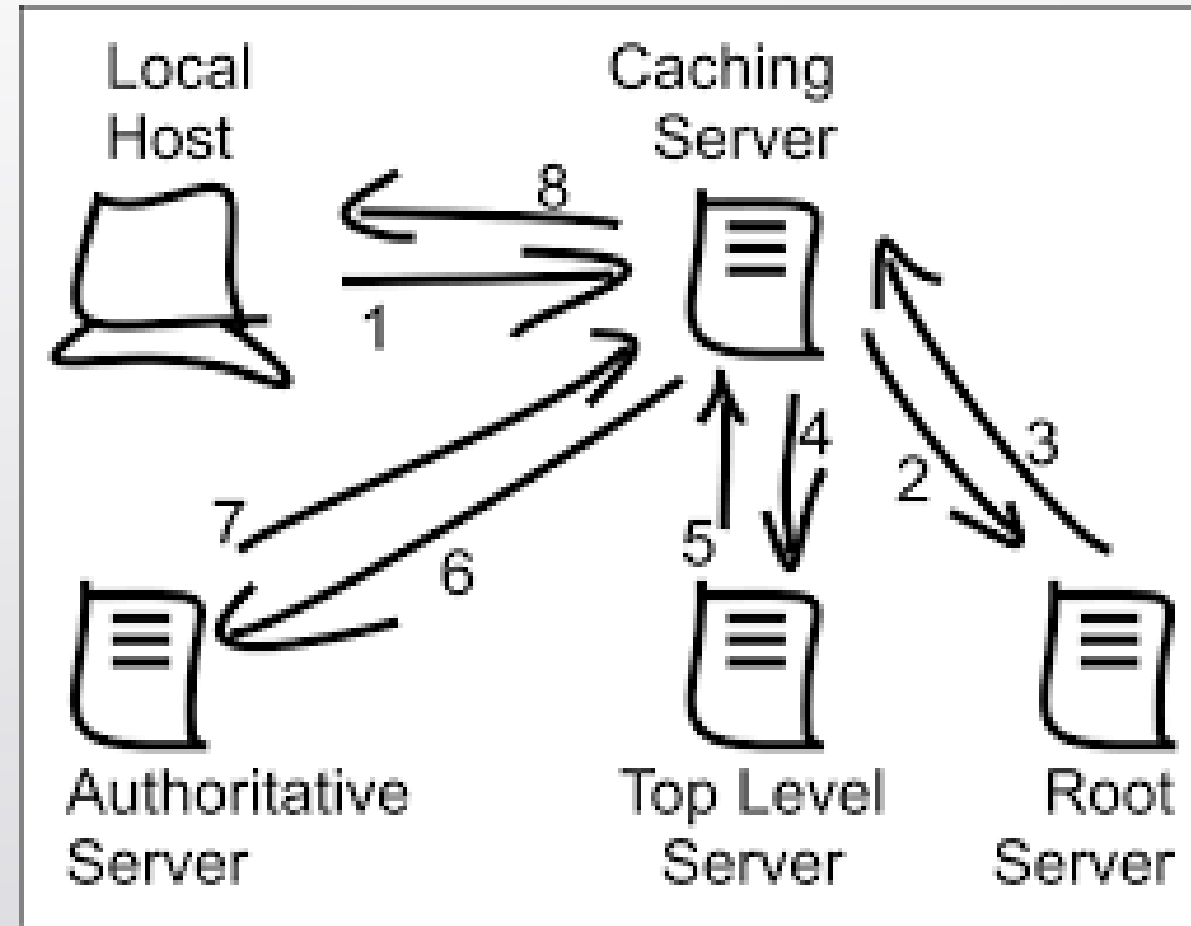
.ng DNS Business Outlook- Opportunities

- Core

- Registry
- Registrar
- Reseller

- Ancillary

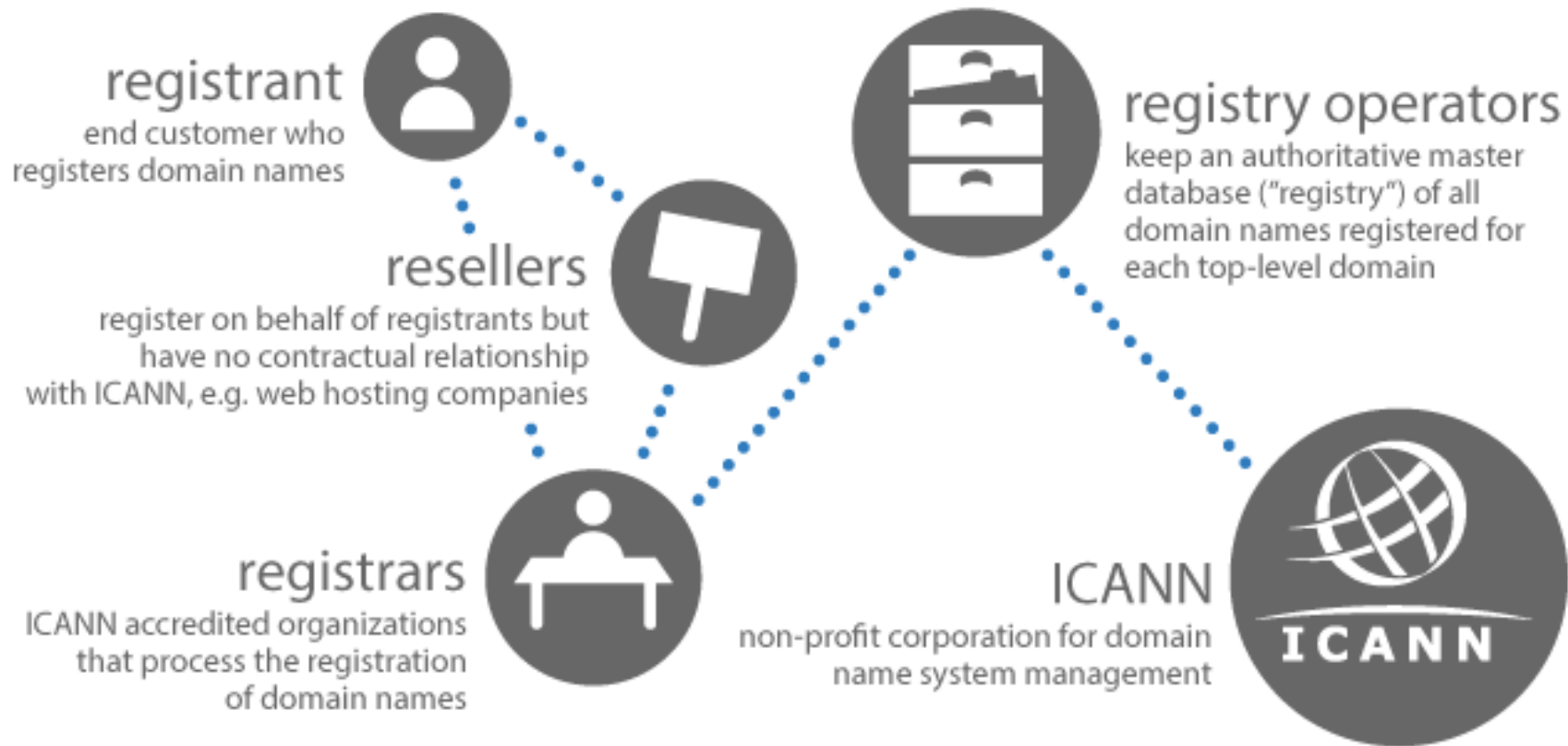
- Hosting
- Domaining
- Security- PKI, Certificate Authentication
- Support Services – Legal, Financial, etc



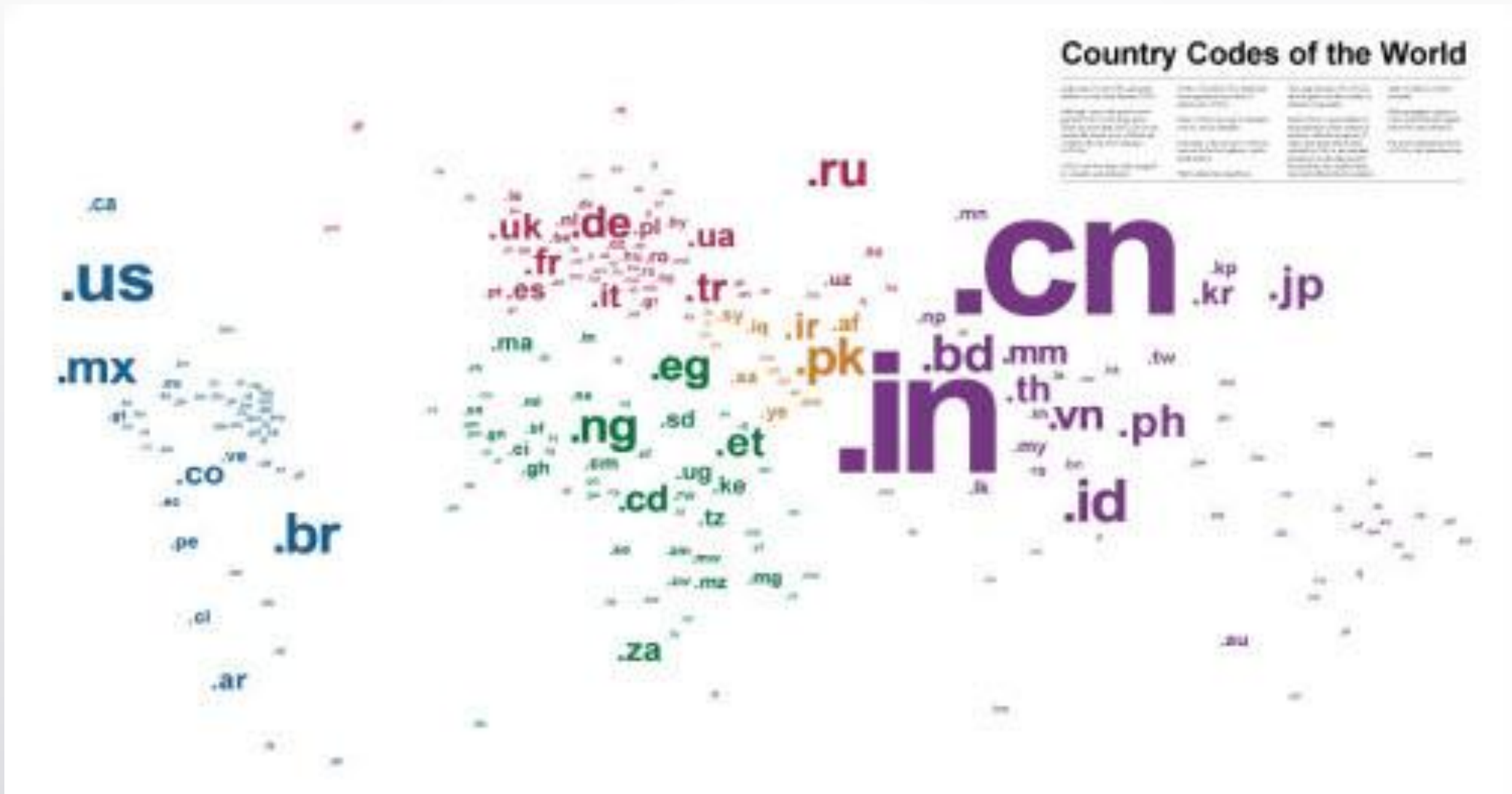
- A **Domain Name Registry** is:
 - A Database of all Domain Names and Associated Registrant Information and allows third party entities to request administrative control of a Domain name.
 - Most registries operate on the top-level and second-level of the DNS.
 - There are two categories top level DNS: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



DNS Business Outlook- Registrars & Resellers



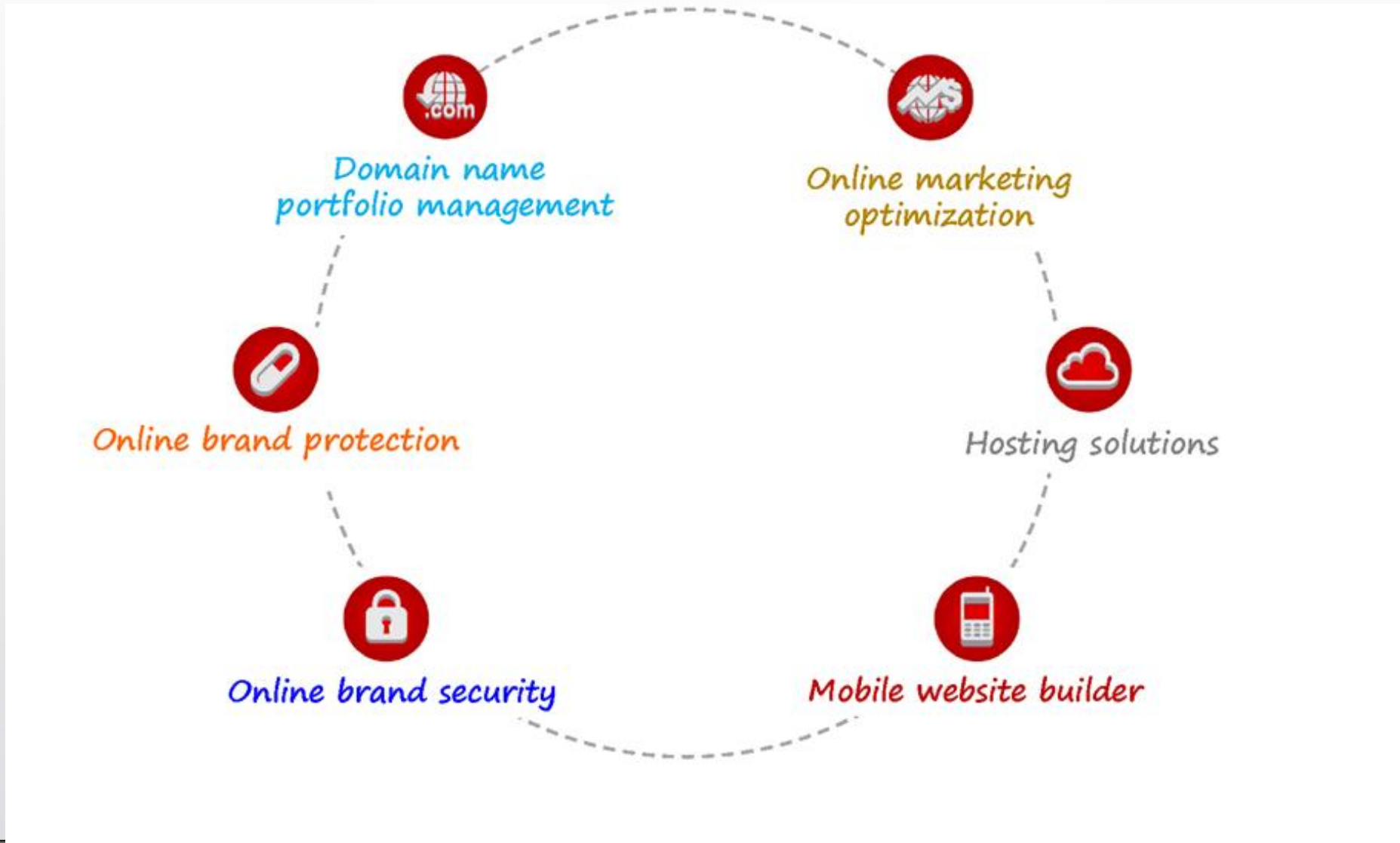
domain registry process





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





DNS Business Opportunities -.ng

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



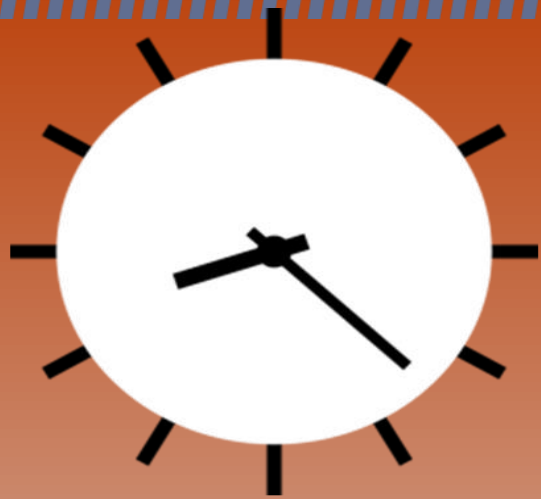


About NiRA



- 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