

Nigeria Internet Registration Association (NiRA)

PREMIUM DOMAIN AUCTION GUIDELINE

AUCTION ROUND - ONE

31st December 2017

BACKGROUND

The NiRA Executive Board of Directors intends to Auction Five (5) Premium Domain Names as a test of the .ng Domain name Auction Process, in accordance with the provisions of the NiRA Domain Name Policy and the Auction guideline herein as approved by the Board of NIRA.

This is considered to be the first round of Auctions. There will be other auction rounds in the future, where more names will be put on offer.

NAMES TO BE AUCTIONED

The list of 5 Premium domain names to be auctioned will be displayed in an alphabetical order as collated from the pool of suggested domain names from NiRA Accredited Registrars.

AUCTION PROCESS

- a. The auction will take place using **Twitter** as the bid platform.
- b. The auction process will happen over a period of 3 months.
- c. Registrars submissions on behalf of bidders will be in Excel format.
- d. Interested bidders will deposit the sum of **N20,000.00** per domain through their preferred Registrars. If the bidding was not successful, NiRA will refund same to the Registrar whilst the Registrar retains 20% of the deposit, which is ~~N4,000.00~~ as their administrative charge.
- e. The deposit will be administered using the following criteria
 - I. The bid deposit will form part of the payment for a successful bid.
 - II. The deposit will be forfeited if a bid succeeds and it is not paid for within the stipulated time (2 days).

- III. The deposit will be forfeited if the bidder fails to make any bid within the stipulated time (1 day).
 - IV. The deposit will be refunded via the NiRA Accredited Registrar, if the bid does not eventually succeed. The Registrar retains the administrative fee.
 - V. The deposit will only be refunded via the NiRA Accredited Registrar when all bidders have paid for their bids.
 - VI. Unsuccessful bids will be refunded, less any associated transfer charges (administrative charge), via the respective registrars.
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- f. Only names put on offer by NIRA can be bid for.
 - g. Prospective Registrants will submit their Twitter handle to their registrar, pay the deposit for the intended domain name to their NiRA Accredited Registrar and obtain a registrar Hashtag and sequential serial number for that domain, from their registrar.
 - h. Registrars will submit their bid hashtag, the list of prospective bidders for each domain, together with the assigned sequential number, and deposits paid, to NIRA.
 - i. The NiRA Accredited Registrar are to explain the process to prospective registrants/bidders.
 - J. NIRA will hold an interactive session before the actual bidding, where the process will be explained to Registrars, and questions asked answered.
 - k. Each bid will open with a reserved price of **₱100,000.00**.
 - l. Bids will be transparently monitored by all, via the Twitter timeline with appropriate hashtags.
 - m. NiRA will publish the list of bidder/registrar information under the accredited registrar to avoid fake bidding.
 - n. Successful bidders must pay the balance to their registrars within two days.
 - o. The Registrar of the successful bidders must remit the balance for the successful bid less the commission due to the registrar, immediately as the release of the domain name is dependent upon payment.

TWITTER BIDDING PROCESS

- a. NIRA will declare bids open, with a tweet from **@NIRAWORKS** with BIDSOPEN and hashtag **#NiRAAUCTION1**.
- b. All bids must be twitted to **@NIRAWORKS** with the Registrar hashtag, Registrant's sequential number, domain bid amount, the domain name and the hashtag **#NiRAAUCTION1** e.g If the 5th Registered Bidder for the domain casino.ng, registered to a Registrar using the hashtag **#Best_NIRA_Reg** wants to bid **₦25,000.00** for the domain name casino.ng, it will tweet to **@NIRAWORKS** **#RegistrarName SequentialNo Domain Bid Amount Domain #NiRAAUCTION1**.
- c. Any bid that does not conform to the outlined format is null and void.
- d. Bids must be progressive in nature. For example, if someone has bided **₦25,000.00** for a domain, if another registrant tweets a bid of **₦24,999.00** for the same domain, the bid is considered invalid, even if it is higher than some of the previous bids, (say **₦24,000.00**).
- e. Bids will happen simultaneously over a period of 24 Hours for all the 5 domains on offer.
- f. NIRA will declare the bids closed, with a tweet from **@NIRAWORKS** with BIDSCLOSED and hashtag **#NiRAAUCTION1**.
- g. Successful bids are bids above the reserve price and in conformity with this guideline.
- h. Offers will be made via the NiRA Accredited Registrar to the winner (highest bid above the reserve price) of each domain name on offer, to make full payments within 2 days.
- i. Where a winner fails to make payments within the allotted time, an offer will be made to the next successful bidder via his/her registrar.
- h. The process is repeated, until all successful bids have been paid for, or all deposits forfeited.

REGISTRATION VALIDITY

All successful bids would have the requested domain names transferred by NiRA to the bidder's registrar for a period of a year without additional payment to NiRA.

DOMAIN NAME REGISTRATION GUIDELINE

All transfers shall be in conformity with all NiRA policies, procedures and guidelines.

REGISTRATION RENEWAL

Bid winners shall be responsible for the renewal of the successful bid domain name at the expiration of the registration period. Renewal will be via any NiRA Accredited Registrar and shall be at the cost of 50% of the successful bid price. If the domain is not renewed after the all the grace periods have elapsed, the domain shall be forfeited and the domain name withdrawn. Such a domain name (if not encumbered by trademark considerations) shall become restored to the premium domain list.

AUCTION TIME-LINE

The auction will run in accordance with the timeline outlined below:

S/N	Description of the Activities	Days	From
1	Auction committee approves the name to be auctioned.	7	8 th Dec 2017
2	The names to be auctioned, together with the auction guideline is sent to the Board for approval.	1	15 th Dec 2017
3.	Interactive Session/Forum with Registrars, to explain the Auction process.	1	31 st Jan 2018
4	NiRA will communicate the auction process to the public. Registrars will also communicate the auction process and guideline to their clients and promote the online auction.	7	7 th Feb 2017

5	List of fifty desired domain names will be sent to Registrars by the NiRA Secretariat.	3	3rd Feb 2018
6	Registrars return with a list of their preferred domain names to NiRA Secretariat.	30	4th th Feb 2018
7	NiRA collates domain names and select five from Registrars list as bid names to offer for auction.	4	6 th march 2018
8	Registrars submit their bid hashtags, and list of interested bidders for each domain, together with the allocated sequential numbers to NIRA and also remit the deposits paid. Registrars display on the website the bidders' twitter handle and hashtag for each domain.	7	10 th march 2018
9	Complete list of bidders and their twitter handle/Sequential number is published on the NiRA website.	4	17 th March 2018
10	Bid is opened at NiRA Office via Twitter.	7	21 st March 2018
11	Bidding period.	1	28 th March 2018
12	Bid is closed at NiRA office over Twitter.	1	29 th March 2018
13	Payment offer is made to the successful bidders, until all wins are paid for via NiRA Accredited Registrars.	2	30 th March 2018
14	Offer is made to next successful bidders to pay until all bids are paid via NiRA Accredited Registrars.	7	1 st April 2018
15	Registrars remit payments to NiRA less commission.		TBD

16	Refund of all unsuccessful bidders, less bank charges, is made to their Registrars.		TBD
17	Fully paid up domains are released by NiRA to the registrars for a period of a year.		TBD

AUCTION MANAGEMENT

The Auction is managed exclusively by the .ng Registry Staff. All enquiries and comments regarding the Auction and the associated process and procedure should be sent via Email to admin@nira.org.ng.