

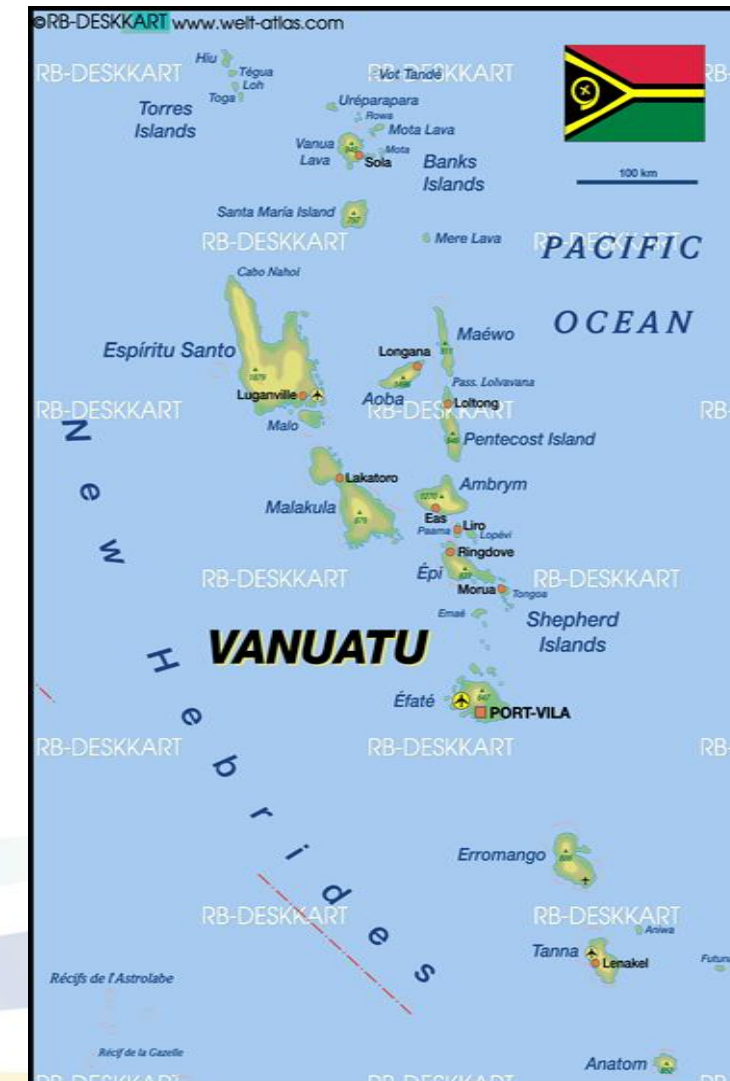


APTLD77 - Melbourne .vu ccTLD presentation

Vanuatu Geopolitical Overview



- Archipelago consisting of 83 islands of which 63 are inhabited, with a population of 288,000 (2016 estimate)
- 50% of the population are under 18 years of age
- GDP was worth 0.89 billion US dollars and is expected to reach 1.00 US dollars in 2020
- Largest contributor to GDP is Services, Tourism and followed by Agriculture sector
- Political system is (single chamber, multiparty, democratic republic, remaining a member of the British Commonwealth, using common law principles)
- Political challenges (Government instability)



Bandwidth & Penetration Rates



- ICN1 Submarine cable usage increased over 4 years to 7.5GBPS
- Commercial capacity to retail service providers increase by an annual growth of 19% in 2018
- Mobile data subscription grew by 52% to over 190,000 mobile subscribers in 2018
- Mobile penetration rate has continued to grow since 2014 to 67% in 2018, compared to 45% in 2017
- The vast majority of Internet connectivity is via smartphones

Administrative



- The Telecommunications Radiocommunications and Broadcasting Regulator (TRBR) was established in 2010 and is mandated by the Telecommunications Radiocommunication and Broadcasting act No 30 2009 as amended 22 June 2018
- The Act lead to substantial reformation of the telco and ISP environment, 2 telcos plus 4 ISP has seen telco and Internet access prices tumble, and massive improvements in quality of service and geographic reach
- TRBR Act 2009 included provisions for the Management and Administration of the .vu ccTLD
- .vu Regulation as an addendum to the Act passed in 2016 to give Regulatory powers
- TRBR is an independent regulatory authority

Policy Challenges Achieved



- Set policy framework for .vu using Regulation and open consultation with local Internet community (2018)
- Redelegation (Transfer) of .vu from TVL to TRBR (March 2019)
- Open tender of .vu Registry (using Vanuatu Government Tenders Board procedures)
- Contracted Neustar as Registry Provider (late 2019)
- Transition of Registry to Neustar (completed early 2020)

Policy Challenges Ahead



- A .vu Dispute Resolution Service policy (developing in 2020)
- Improving business awareness on .vu use for online businesses
- On-boarding of more .vu ccTLD Registrars (in Vanuatu and Internationally)
- Second consultation on Code of Practice for online content and provide policy advice to the Vanuatu Government
- Top Level Domain (TLD) Symposium to promote and regulatory support to TLD Registrars in terms of TLD marketing and management

Why Neustar was selected to Provide DNS Services



- Neustar has significant experience transitioning ccTLD and gTLD Registries
- Extensible Provisioning Protocol (EPP) provisioned over TCP
- Fully featured web-based interface
 - Mirrors the functionality of the EPP interface and additional functionality to interact with the Registry
 - The ability for the Registry Operator, or Regulator, to make changes to pricing, reserved lists etc.
 - Fully Role-Based Access Control (RBAC) and a complete audit capability, authentication and authorisation model
 - Built-in reporting functions from Registry presented in easy to use graphs and CSV file formats
 - The ability to execute bulk operations not available through EPP
- WHOIS and RDAP
 - The Neustar WHOIS service offers flexibility in allow configuration of the service
 - Neustar is the only Registry to have implemented an authenticated access model for RDAP

Neustar Global DNS



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Technical Services



VU Migration

- Data Migration
 - Key focus for the project, ensuring no data loss during transition
 - Uplift of data quality during the process
 - Introducing lifecycles
 - DNS to Database comparison and check
 - Custom importer tool into registry database
- DNS transition
 - DNSSEC implementation issues for incumbent
 - IANA engagement and participation important
 - Importing uncontrolled zones into Registry Management

Marketing Strategy



- Develop a pre-launch communications plan
- Re-develop the brand
 - Learn more about the .vu brand redevelopment during the “Marketing Strategies for Asia Pacific TLDs” session at 15:30 today
- Ensure the correct sales tools were in place
 - Marketing website
 - Registrar marketing kits with messaging & USPs
- Establish a post-launch marketing plan
 - Engage with brands & corporate Registrars
 - Research target markets
 - Local education & engagement
 - Identify new global target markets
 - Brand awareness & engagement through content
 - Lead generation activities for Registrars

Future Plans & Requirements



- Immediate priority is deployment of in-country DNS services
- Review of .vu Policies and of the Regulation required during 2010
- Need amendment to achieve IDN for French language, which is one of the official languages in Vanuatu
- Growth in .vu, from 1,500 names, should see some immediate growth from Intellectual Property and Trademark Registrars, local businesses, international brands etc
- High need for Cybercrime Act in Vanuatu, as there are major gaps in existing legislation to accommodate online crime etc.
- Introduction of Uniform Dispute Resolution Services

Contact Information



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Thank you tumas!