

Sound check script

Please read out loud

Hello, my name is - - - and I will be speaking during the session today. I am testing my audio to confirm that the technical service providers can hear me clearly.



85 | COMMUNITY
FORUM



ccNSO Members Meeting

ccTLD Market Session: Strategies (2 of 2)

10 March 2026



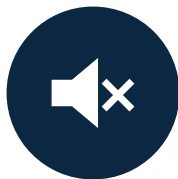
**SPEAK SLOWLY AND
CLEARLY.**



**USE A HEADSET FOR
BETTER AUDIO AND
INTERPRETATION.**



**RAISE YOUR HAND IN
ZOOM TO JOIN THE
QUEUE.**



**ON SITE? PLEASE
MUTE YOUR ZOOM
AUDIO.**



**REMOTE? PLEASE
TURN ON YOUR
CAMERA WHEN
SPEAKING.**



**NON-ENGLISH
SPEAKER? LET US
KNOW FOR
INTERPRETATION.**

Have a headset ready!



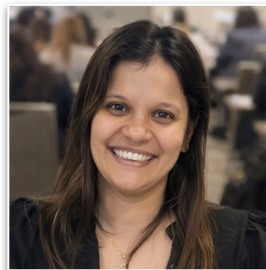
Participants could present, ask questions, or contribute in languages other than English.

ccTLD Market Session: Strategies (2 of 2)

Tuesday, 10 March 2026 | 15:30-16:30 local (UTC + 05:30)

Session chair: Namrata Gilada, NetKnowledge

- Andrew Lewela, .ke
- Gihan Dias, .lk
- Roelof Meijer, .nl



KeNIC Strategic Growth Drivers.

Andrew Lewela
.KE Chief Evangelist

THE SURGE: A HYPER-CONNECTED YOUTH ENGINE



21.1 YEARS

Median Age

A digitally native generation driving consumption.



139.7%

Mobile Penetration

76M subscriptions. 83.5% smartphone adoption.



+27%

Data Subscription Surge

Jump to 58.5M subscriptions fueled by 4G coverage.

The .KE Digital Landscape: Commercial Dominance in Kenya's Silicon Savannah



121,572

Total Domains Under Management

Reflects the growing push for local digital identities among Kenyan entities.

Drivers of Digital Adoption



97.3%

4G Population Coverage

Extensive network rollout and 5G expansion are primary catalysts for domain growth.



Shift to Trusted Identity

Businesses are moving beyond social media to secure brand credibility and SEO.



83.5%

Smartphone Penetration

Affordable smart devices are broadening internet access and driving data consumption.

.co.ke Dominates the Digital Space

.co.ke

108,048

Total Registrations (~88.9%)

Commercial registrations represent nearly 90% of the entire .ke domain universe.

.ke

(General/Second-Level)

7,660 (~6.3%)

.or.ke

(Non-profits)
2,107 (~1.7%)

.ac.ke

(Higher Ed)
1,445 (~1.2%)

.sc.ke

(Schools)
1,011 (~0.8%)

.go.ke

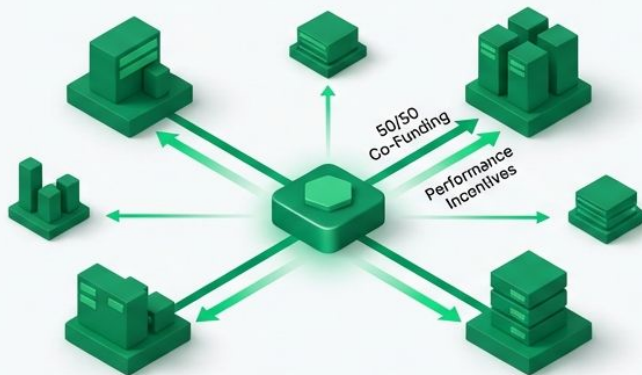
(Government)
903 (~0.7%)

.me.ke

(Personal)
194 (~0.2%)

Accelerating Market Velocity

Channel Empowerment & Product Fit



Registrar-Led Growth Enablement (Push)

Financial Alignment

- **50/50 Marketing Co-funding:** Shared risk models to drive acquisition.
- **Performance Cashbacks:** Incentives tied to registration & renewal milestones.

Operational Capability

- **Expansion:** Continuous recruitment of local & international partners.
- **Accountability:** Dedicated Customer Success Management.

Bundled Offering



Product-Market Fit (Pull)

The Value Bundle

- **Unified Packages:** .ke domain + hosting + email to drive adoption.

Lifetime Value

- **Retention Focus:** Driving active utilization.
- **Sales Enablement:** Training partners to sell value, not commodities.

Sustaining Scale Infrastructure, Ecosystems, & Intelligence

Infrastructure (The Bedrock)

99.9%



Infrastructure Reliability

Trust Metric: Maintaining stable registry operations to build ecosystem trust.

Standards: Secure, globally accessible systems aligned with best practices.

Goal: Continuous technical improvements for registrar experience.

Partnerships (The Bridge)



Strategic Partnerships

Macro Goal: National Digital Identity.

Positioning: .ke as the trusted identity for the digital economy.

Action: Collaboration with government digital transformation programs.

Outreach: Targeted connection with SMEs and public sector.

Intelligence (The Brain)



Data-Driven Management

Method: Targeted Interventions.

Focus: Moving from passive reporting to active management.

Action: Active monitoring of market trends and registrar performance.

Alignment: Campaigns and incentives tied to measurable growth outcomes.



Q & A





LK DOMAIN REGISTRY

Your Sri Lankan Identity in Cyberspace

Domains for Persons and Small Businesses

Gihan Dias

LK Domain Registry

The Problem

- Almost all corporates already have a website
 - with a domain name
- Individuals and small businesses tend to use FaceBook and Instagram
 - no domain name 

How do we Register more Domain Names?

- Get people to have their own website
- Promote the advantages of having your own site, with its own domain name
 - Prestigious
 - Under your control
 - Trusted

What We Did

- Introduced two new products



- to meet the requirements of the personal and SME markets

The SME Challenge

- Small businesses need professional websites for visibility, sales, and trust.
- Lack **Time and Tech skills**.
- Don't want to hire expensive web developers.
- Prefer to use Facebook, WhatsApp or Instagram.
- so **Don't get a domain name**.
- Need a way to get a *good website instantly*.

mySite.LK

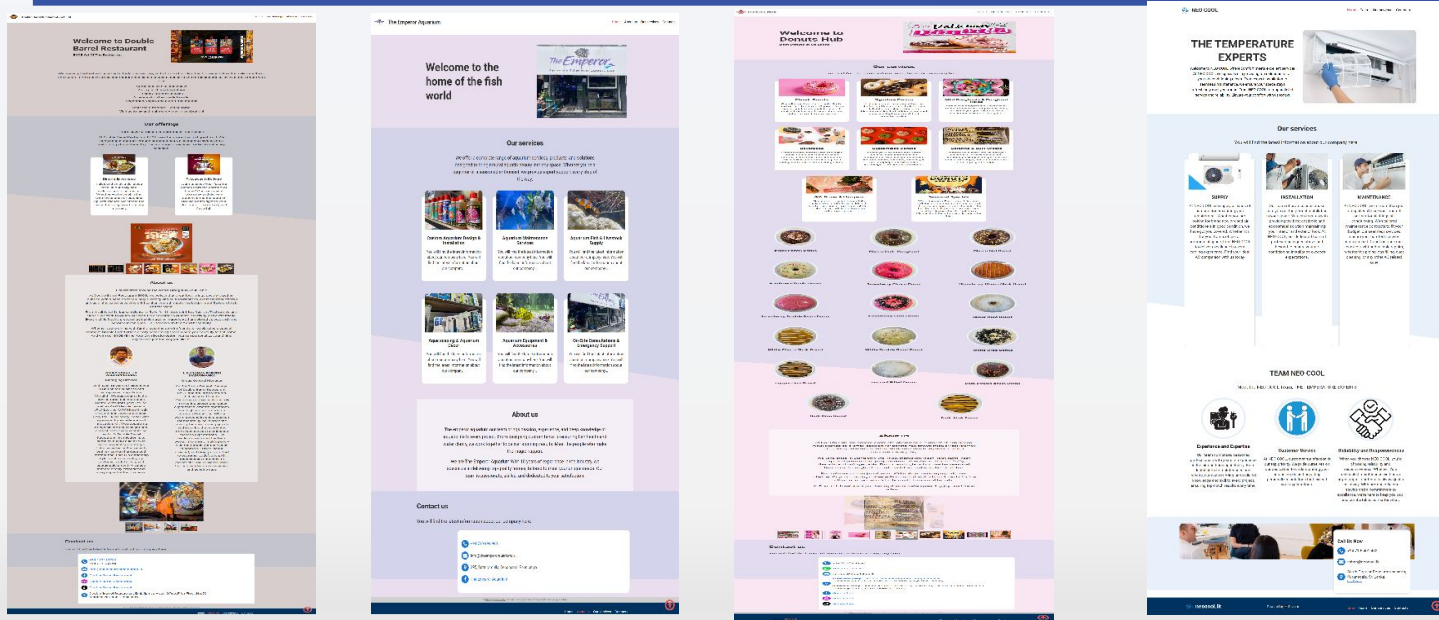
- mySite.LK provides an **AI-driven** website
 - Can be set up in few hours
- by
- A small business owner or
 - A basic web developer

Why AI ?

for Website Creation

- Fast website creation
- Less expertise needed
- Saves money
- Built-in optimization
- Easy customization & updates
- Scalable for growth

Happy Customers



Usage and Statistics (2025-2026)

Fact	Count
Total Configured .lk Websites	700+
Websites with Landing Pages	400+
Completed Websites	300+

MyPage.lk

- **Your personal page** with a *trusted .LK identity*
- Create your own digital home **in minutes**
- Connect all your links, social media, and contact info
- Backed by the LK Domain Registry

Who Can Use It?

MyPage.LK is for **anyone** who wants an online presence

Freelancers & Creators

– showcase your work & links

Students & Professionals

– share your CV or portfolio

Small Businesses

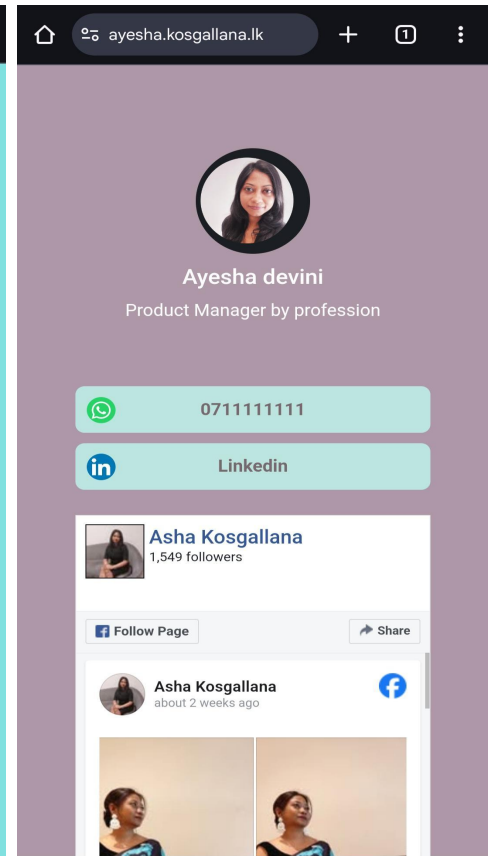
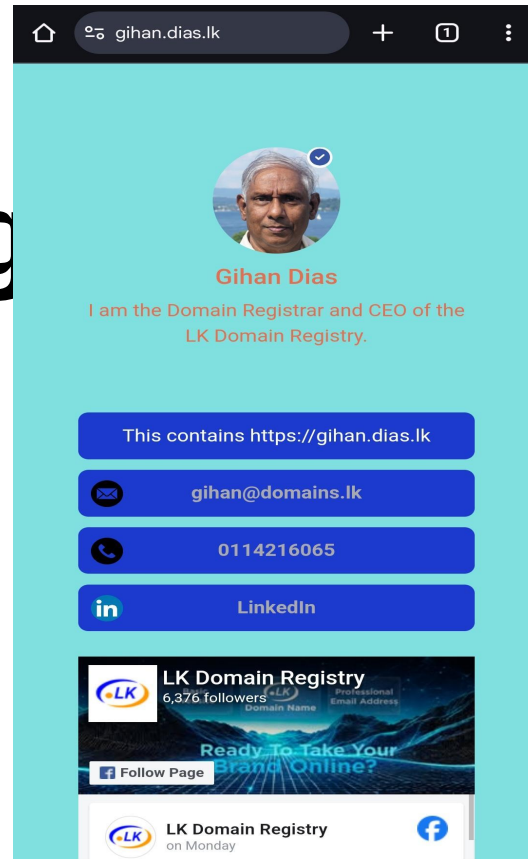
– promote your brand

Organizations

– share info and connect

Example Page

- Personal portfolio
- Business card style page
- Profile with your name in the Web



Summary

- By making setting up a web page easy and attractive,
- We plan to get more people to use domain names

Gihan Dias

gihan@domains.lk

myPage.LK Statistics

Profile Breakdown	
Profile Type	Number of Profiles
Individual	1173
Business	80
Total	1253



For confidence online

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"Not to be a wet blanket, but I'm not sure our sales strategy should include any plan that's 'just crazy enough to work'."

From threat to opportunity

How SIDN Addresses Changes in the (Dutch) Domain Name Market

Roelof Meijer | CCNSO ICANN Mumbai

4 maart 2026

Public



Our Challenges

Declining Dutch market since mid-2023

- after COVID-Boom
- pressure on SMEs
- Private equity focus on profit

Increasing competition between TLDs and between registrars

- Aggressive 1st year promotions > lower renewals
- gTLDs gain market share

Changes in internet use affect younger audiences

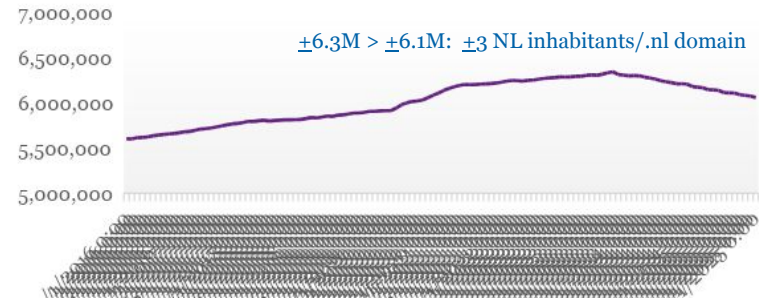
- AI Tools
- Decline in buying intent

Inflation and rising costs of ccTLD operation

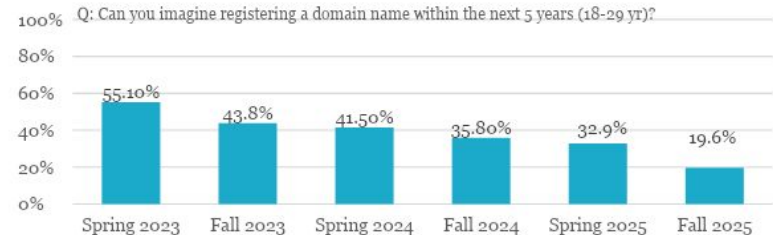
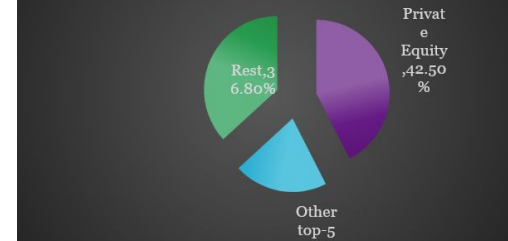
- Security & complexity
- Race for (IT-)Talent
- Rising cost of in-house development

Deal with increasing costs, decline in revenues and potential 'spiral to the bottom' as result of price increases, while strengthening value and global position

DUM for .nl 2016 – 2026 (shortened y-axis)



Share of DUM in channel



Our Strategic Response

Even stronger focus on value and USP's as *the* NLs' TLD, not on size, revenues, profit

Consolidate market position

- Optimizing pricing strategy: long term reg's
- Expanding co-funded marketing
- Sharing actionable data

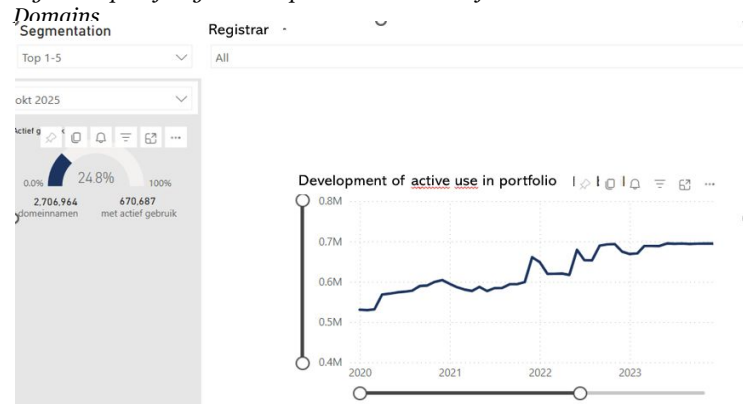
Strengthen position .nl as the best choice by far for NL

- Addressing younger gen
- Identifying opportunities to change online behavior
- Investing in security and stability, fight abuse

Managing costs, efficiency and effectiveness

- Focus on core, review strategy SIDN Labs & SIDN Fund, general cost cutting
- Hello Registry platform with CIRA
- Collaborate where we can, onboarding TLDs on HRP, create community, share&strengthen

Fig. Example of Registrar Report on Active use of



SIDN BrandGuard

hello registry

Our goals: maximize value, strengthen unique position

.nl brand & position

- .nl: the (only) domain Dutch users can trust
- Remain highly relevant

Stable and secure domain base

- >65% market share, > use and lifespan
- A strong channel, innovation and security

Effective, efficient, continuously in control

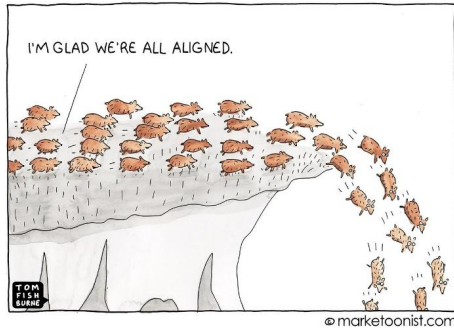
- Reduced cost/domain, increased flexibility and scalability

Increased industry impact

- Go farther and faster together



Are there any questions?



Follow us

 SIDN.nl

 @SIDN

 SIDN

Thank you for your attention!

How do you measure the strength of your ccTLD in your home market? Do you take any actions to increase the strength of your ccTLD in your home market?

Question 1

Do people in your market still see the ccTLD as a trust signal - or is that something we assume more than we actually measure?

Question 2

Five years from now, will ordinary people and businesses think about domain names the way they do today - or will something have changed?

Question 3

Is your biggest threat external - a platform, a technology, a competitor - or is it internal, something about how your market is developing?

Question 4

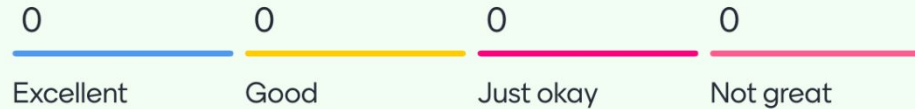
When a local business chooses .com over your ccTLD, what's the reason you hear most often - and has that reason changed in the last five years.

Question 5



ICANN85 Market: Strategies

How would you rate this session?



menti.com
2955 7223

Waiting for participants

Thank you!