



# Why register .ZA?

## The importance of a domain name for your business

# What is ZADNA?



## ECT Act - S65(1) musts:

- Manage and administer .ZA domain
- License .ZA registries and registrars
- Comply with international best practice
- Publish relevant policy guidelines
- Public awareness re economic & commercial benefits
- Research & surveys
- Advise Minister of Telecoms on domain issues

# What is a domain name?



A domain name is a string of letters (and numbers) provided by the domain name system (DNS) to allow people to find their way around the Internet using names instead of the numeric IP addresses.

**NOTE: a domain name is not necessarily a website address,** but is normally used to identify websites and email addresses.

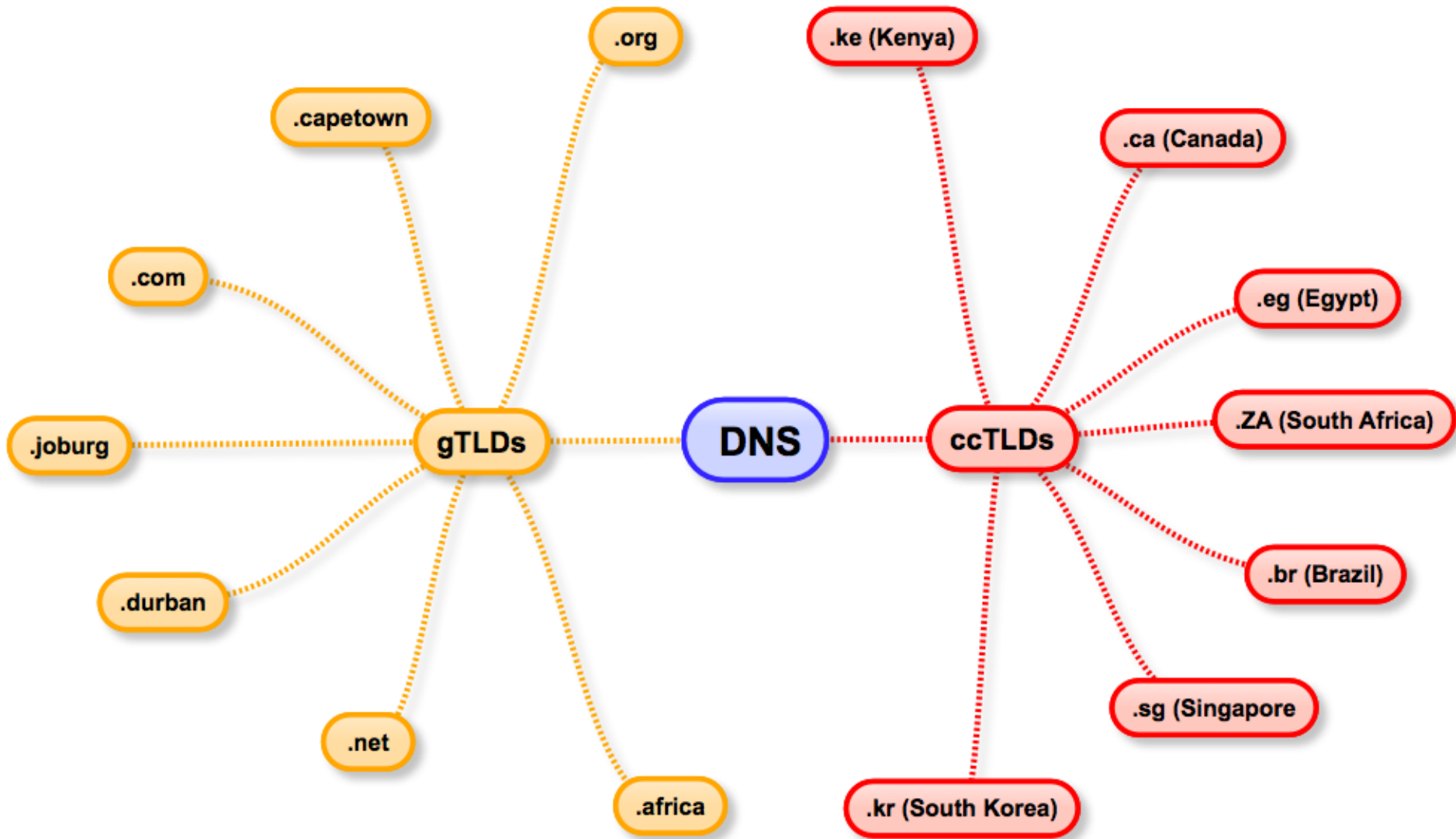
# What is the Domain Name System?



The Domain Name System (DNS) helps users find their way around the Internet. Every computer on the Internet has a unique address called its "IP address" (Internet Protocol address).

Because IP addresses (which are strings of numbers) are hard to remember, the DNS allows a familiar string of letters (the "domain name") to be used instead. So rather than typing "192.0.34.163," you can type "[www.yourname.org](http://www.yourname.org)."

# DNS structure



# Why register a domain name?



In this game, a name means a lot more than you may think!

- **360.com** (sold for \$17,000,000 in 2015)
- **Insure.com** (sold for \$16,000,000 in 2009)
- **Sex.com** (\$14,000,000 in 2006)
- **Fund.com** (\$10,000,000 in 2008)
- **Porn.com** (\$9,500,000 in 2007)
- **Fb.com** (\$8,500,000 in 2010)
- **Business.com** (\$7,500,000 in 1999)
- **Diamond.com** (\$7,500,000 in 2006)
- **Beer.com** (\$7,000,000 in 2004)

# Why register a domain name?



- A name online gives you unique identity
  - Email, web ID
  - E.g. [www.yourname.org.za](http://www.yourname.org.za), [info@yourname.org.za](mailto:info@yourname.org.za)
- The world reaches you easily online
- Participation in e-commerce is enhanced
- Easy to attract potential customers online
  - Search engine optimisation, online advertising
- A name gives you exclusive online real estate

# Key domain name principles



- Holding a domain name is a license not a right
- Registration is on 1<sup>st</sup> come, 1<sup>st</sup> served basis
  - Registry does not sit watching against name theft or abuse
- Registration & renewal process is usually automated
  - Exceptions exist for restricted domains (e.g. ac.za)
- Registration & renewal through registrars/ISPs



# There are important risks...



- Beware of legal risks involved in, say, a .com name:
  - US jurisdiction means any legalities will be settled in USA (California) courts...using US law...and US lawyers...and US dollars
  - On the flip side, .ZA legal get settled in the familiar SA courts...using the familiar SA law...
- Beware of the economic risks:
  - Your local ISP is likely to be a reseller of .com or .net, and therefore charges higher prices than if they were accredited registrars

# Why register .ZA?



- .ZA gives you a clear South African online ID
  - Everybody recognizes you're South African (**while .com & .net say you're somebody somewhere in the globe**)
- Registration is automated & therefore fast
  - We have an EPP central registry (ZACR)
- Our registration fees are very competitive
  - Co.za, Net.za, Org.za & Web.za wholesale fee = R45
  - Ac.za, Gov.za, Nom.za fee = free!

# Why register .ZA?



- We have a proven dispute resolution system against cybersquatting & intellectual property abuse
- You join the biggest & fastest growing namespace in Africa with **more than a million registrations!**
- You invest in the local ICT industry (because your fees are used in South Africa)



## In fact, you may even get yourname.za!

Will you be interested in a shorter web address i.e. [yourbusiness.za](#) instead of yourbusiness.co.za?

What does such a shorter .ZA web address give you?

- A shorter URL, which makes for faster navigation?
- In the Internet naming conventions, the higher up the ladder you're, the better (yourbusiness.za is better than yourbusiness.co.za)
- If you're interested, then let's hear from you!

# How do I register .ZA?



1. Choose your name
2. Choose your .ZA 2<sup>nd</sup> level domain (co.za, net.za, etc)
  1. Check if the name is available
    - See “Whois Services of .ZA domains” at [zadna.org.za](http://zadna.org.za)
  1. Choose your registrar/ISP to register the name for you
    - ZACR has +400 accredited ISPs/registrars
    - Registrars charge you bundled fees



**THANK YOU 😊**

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