



.africa

About

As the official registry for the .africa geographical top-level domain, Registry Africa is dedicated to managing and promoting .africa with the highest standards of integrity and security. .africa aims to unite Africans near and far under one domain name, promoting ecommerce, technology, and online growth.

gTLD

.africa

gTLD type

Geo

Registry Operator

Registry Africa

Contact

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gTLD

What motivated you to apply for a new gTLD?

There were two motivations. One, several members of the African Union Commission (AUC) made declarations calling for the establishment of modalities to launch the dotAfrica project. Second, the African Internet Community strongly advocated for the .africa domain, to be managed by ZACR, driven by a desire for a unified digital identity that would reflect Pan-African pride. .africa was not included in the previous round, and there was a general feeling for the continent to have its own digital identifier. This was seen as a catalyst for connecting Africa to the world and the world to Africa.

How are you using the gTLD?

We are strategically leveraging the .africa gTLD to fulfill our core mission of establishing and nurturing a vibrant and trusted digital identity for the African continent. Our primary uses include:

- Providing foundational infrastructure. We maintain the technical and operational backbone for the .africa domain name system, ensuring its stability and accessibility for registrars and registrants globally. This involves managing the registry, resolving domain name queries, and implementing robust security protocols.
- Facilitating domain name registration. We accredit and manage a network of over 70 registrars worldwide who directly offer .africa domain registration services to individuals, businesses, and organizations. This global network ensures broad availability and competitive pricing for .africa domains.



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NEW gTLD PROGRAM: NEXT ROUND

- Promoting the .africa brand and value proposition. We engage in marketing and outreach initiatives to raise awareness about the benefits of using a .africa domain. This includes highlighting its significance for establishing a pan-African online presence, building trust with African audiences, and enhancing regional relevance.
- Fostering community and collaborations. We work closely with African governments, businesses, technical communities, and Internet stakeholders to promote the adoption and development of the .africa domain as a key component of the continent's digital ecosystem. This involves participating in industry events, supporting local initiatives, and fostering dialogue around Internet governance in Africa.
- Ensuring Compliance and Policy Enforcement. We establish and enforce policies related to the registration and use of the .africa domain to maintain the integrity and trustworthiness of the TLD. This includes addressing domain name disputes and ensuring adherence to international best practices.

How has your organization benefited from operating a gTLD?

Some of the benefits to our organization include:

- Revenue generation and sustainability. As the registry operator, we generate revenue through the registration and renewal of .africa domains via our network of registrars. This ensures the financial sustainability of our organization and allows us to reinvest in the infrastructure, promotion, and development of the .africa domain.
- Establishment as a key stakeholder in Africa. Owning and managing a continental TLD positions Registry Africa as a central and influential stakeholder in the African Internet ecosystem. This allows us to actively participate in shaping the region's digital future and to collaborate with governments, businesses, and technical communities.
- Brand recognition and authority. Managing a recognizable TLD has enhanced our organization's brand recognition and authority within the Internet governance landscape, both regionally and globally.

gTLD



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How has having a gTLD changed or impacted your business?

Before acquiring the .africa gTLD, we operated in a different capacity within the Internet ecosystem. Owning the TLD has transformed us into a crucial infrastructure operator for the African digital space. We are now responsible for the proper functioning of a significant part of the Internet's addressing system for the continent.

Operating a gTLD requires building and managing a global network of accredited registrars. This has fundamentally changed our business operations, requiring us to establish and maintain relationships with entities globally to facilitate domain name registration.

A significant aspect of managing .africa is the development and enforcement of policies governing domain name registration and use. This has necessitated the development of expertise in Internet governance and policy formulation.

“Managing and operating the .africa gTLD has brought significant benefits to Registry Africa and enabled us to offer unique value to the African digital landscape.”

– Registry Africa, Registry Operator