

AGENDA 2017

Building the 30 Billion .KE Ecosystem



Vision and Mission Statement

- Our **vision** is an internet which is flourishing and safe.
- Our **mission** is to ensure our members run growing and commercially successful businesses by reinforcing trust, fostering innovation and stimulating growth in the digital economy.



Our strategic objectives 2016/17:

- **Business**

- Ensure the 1,000,000 2017 target is attained by DRAKE members as per the [National Broadband strategy](#)
- Ensure that .KE gains GDP relevance
- Communicate & Own .KE

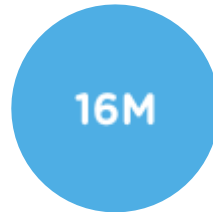
- **Ecosystem**

- Create an ecosystem that provides 10,000 jobs annually.

GLOBAL DOMAIN MAP

TOP DOMAIN COUNTRIES BY CONTINENT

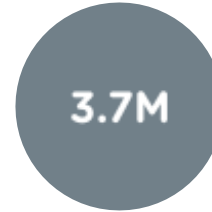
20%



EUROPE

GERMANY (de)
POPULATION
80.6M

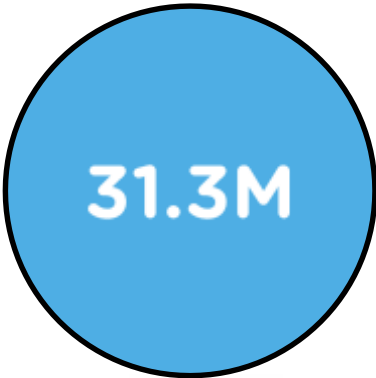
1.8%



SOUTH AMERICA

BRAZIL (br)
POPULATION
200.4M

2,235,714%



OCEANIA

TOKELAU (tk)
POPULATION
1,400

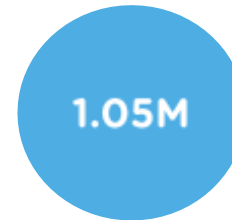
6.8%



**NORTH AND
CENTRAL
AMERICA**

CANADA (ca)
POPULATION
35.1M

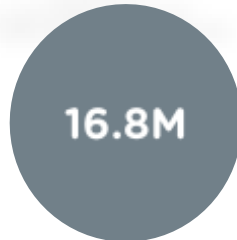
2%



AFRICA

S. AFRICA (za)
POPULATION
52.9M

1.2%



ASIA

CHINA (cn)
POPULATION
1.35B

1%



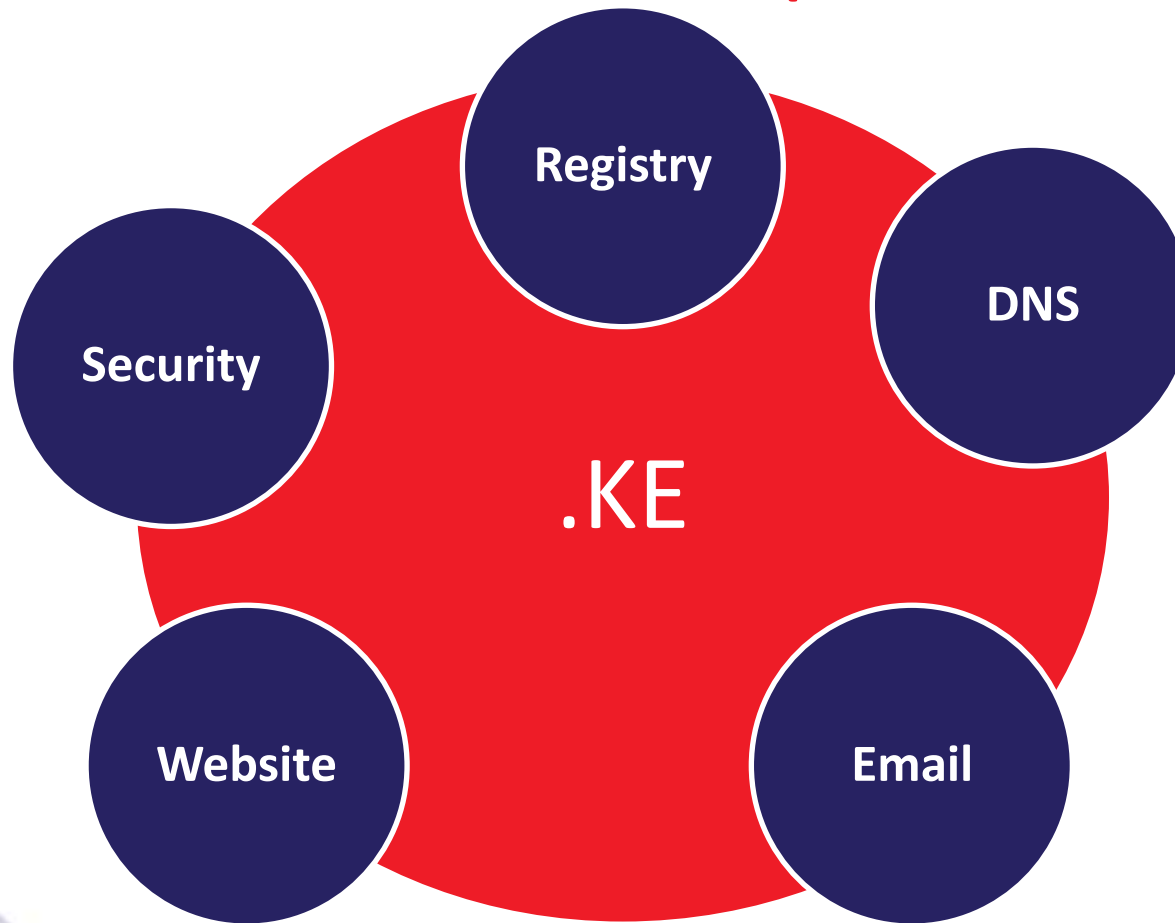
MIDDLE EAST

IRAN (ir)
POPULATION
77.4M

LESSONS – The .TK Anomaly

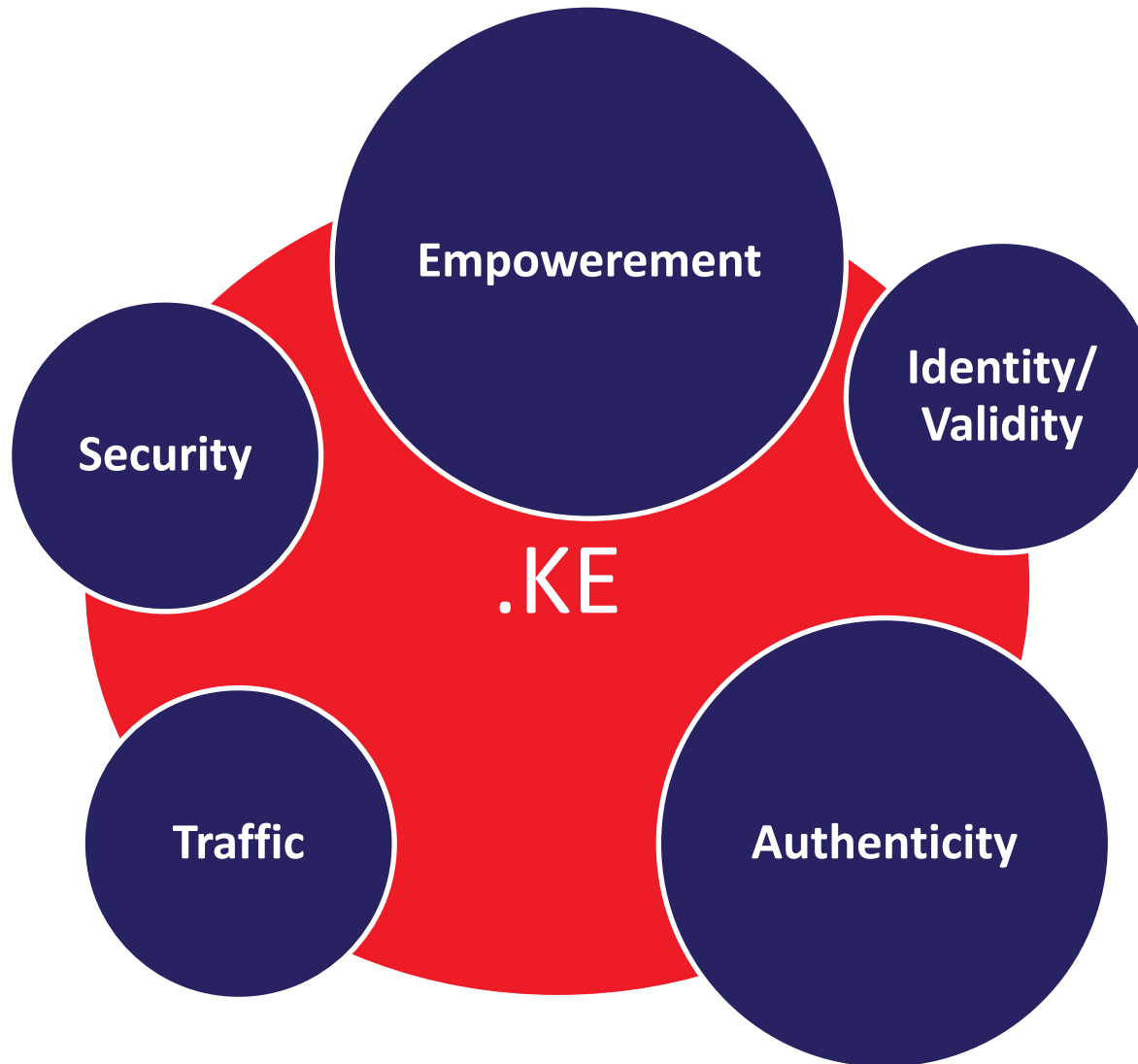
- 1. Price** – RRP model adopted across all members vs freemium
- 2. Market** – Current revenue average per registrar mapped to 300USD/domain. Value addition initiatives launched to raise this to 1000USD/domain.
- 3. Numbers** – joint marketing initiatives to capitalise on domain adoption. Product automation already deployed.

The .KE Backbone (Our Role)

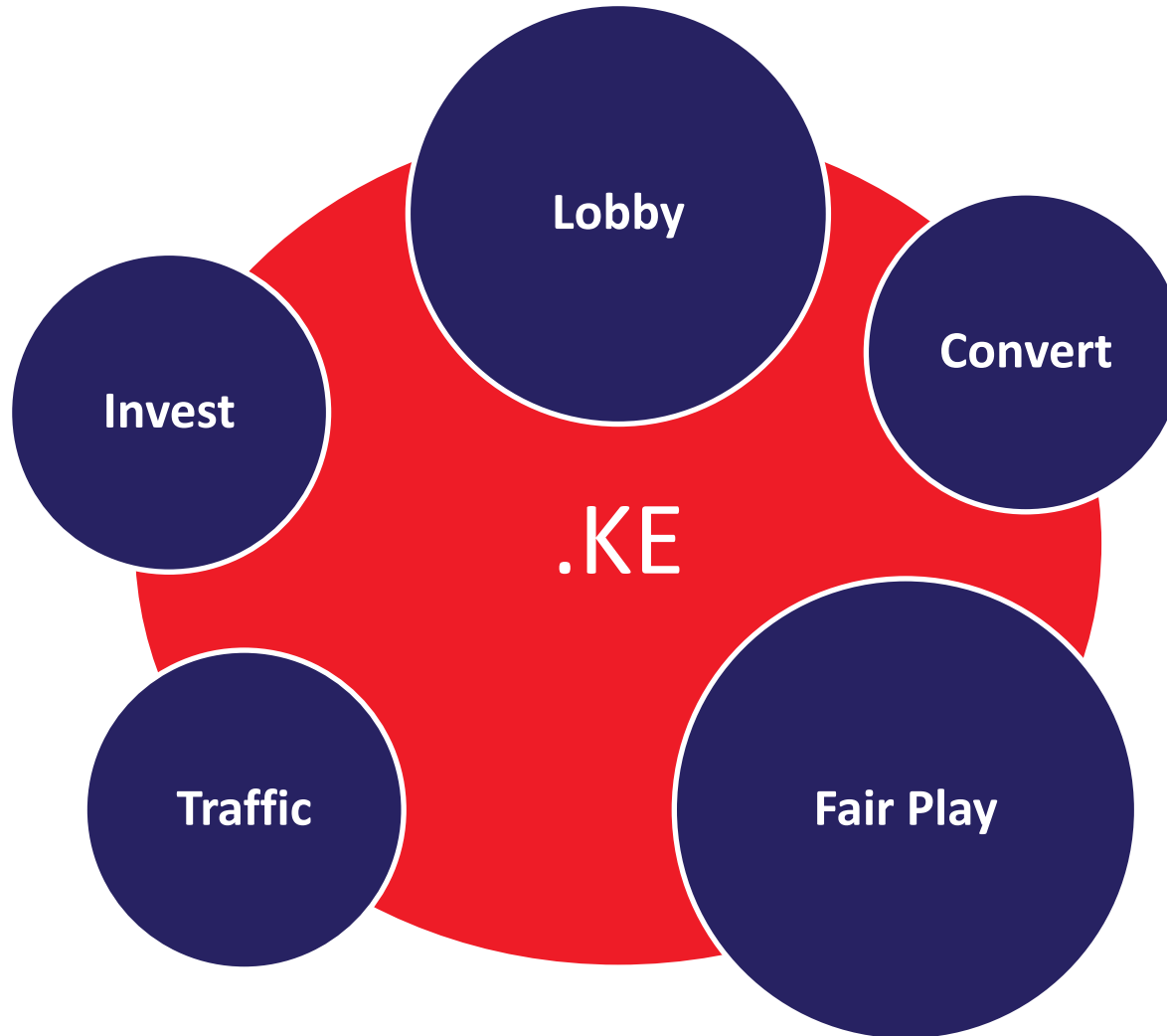


Domain names are one of the key building blocks of the internet – the essential component for every email address and website.

The .KE USP



DRAKE ROLES



DRAKE ARMS

