Business Strategies in Latin American ccTLDs 2007-2009

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This presentation is based on the "Statistics report of domain names in LAC" made by the LatinoamerICANN Project. (http://latinoamericann.org).

Preliminary exploration of this data brought about more doubts than certainties. Due to this, we thought it important to share them here in order to strengthen and enrich the base of what we hope will turn into a deeper research.

It is essential to point out the work of Erick Iriarte in the recollection of this information which was previously inexistent or scattered.
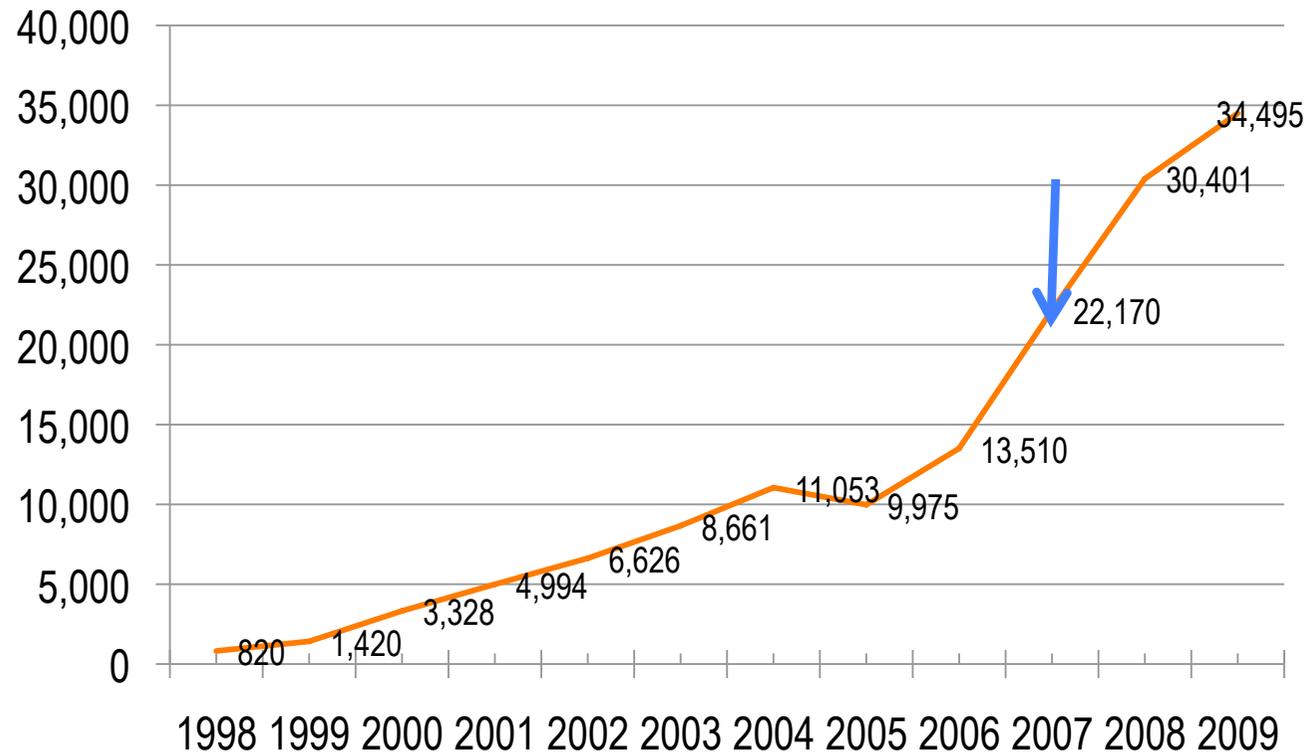
Some of these doubts are related to other ccTLDS' and I trust some of our colleagues here and Erick himself will be able to help me answer them.

Why is it relevant to analyze marketing strategies?

ccTLDs .pe

In 2007 is when NIC .pe just started to do "business" in the domains

What was the commercial activity of the region?

- Only 30% had a job position related to marketing
- However 50% had a "domain marketing strategy"
- Only 25% had agreements with Registrars
- 30% use EPP
- 100% sold their domains in a direct way through the web
- 90% had portfolio management for renovations
- Only 25% had a Brand strategy
- Only 25% carried out customer satisfaction surveys
- Only 25% did advertising in addition to their own websites

Business 101

The first and most important question in any business is "what need are we satisfying?":

It is identification or identity? Or both of them?
Do the local domains compete with the generic ones? Or are they complementary?

I think this question is not clearly responded in our countries. In search of a answer it is important to also ask ourselves: "What for?...What is the objective of what we do?:
Is it domain registration itself or Internet development in our countries? And is this how we measure this development?"

Country	ccTLD	Domains			Growth 2007/2009	Ranking			2009/2007
		2007	**2008**	**2009 ***		**2007**	**2008**	**2009 ***	
Argentina	.ar	1.508.684	1.789.929	1.863.296	24%	1	1	1	0
Brasil	.br	1.231.848	1.533.652	1.692.145	37%	2	2	2	0
México	.mx	231.166	277.640	307.772	33%	3	3	3	0
Chile	.cl	198.273	233.008	246.051	24%	4	4	4	0
Venezuela	.ve	58.204	95.166	147.761	**154%**	5	5	5	0
Perú	.pe	22.170	30.401	34.495	**56%**	6	6	6	0
Colombia	.co	20.752	24.864	25.867	25%	7	7	7	0
Uruguay	.uy	14.087	18.115	20.002	42%	9	8	8	-1
Ecuador	.ec	14.890	17.895	19.169	29%	8	9	9	1
Costa Rica	.cr	6.952	12.134	11.778	**69%**	11	10	10	-1
República Dominicana	.do	10.338	10.331	10.308	**-0,3%**	10	11	11	1
Paraguay	.py	6.579	8.282	8.862	35%	12	12	12	0
Guatemala	.gt	6.339	6.837	7.202	14%	13	13	13	0
Panamá	.pa	4.520	4.940	5.129	13%	14	14	14	0
Nicaragua	.ni	4.264	4.804	5.096	20%	15	15	15	0
Bolivia	.bo	3.736	4.659	4.941	32%	18	16	16	-2
El Salvador	.sv	4.226	4.159	4.295	2%	16	17	17	1
Honduras	.hn	3.950	3.927	4.014	2%	17	18	18	1
Cuba	.cu	1.434	1.470	2.229	**55%**	19	19	19	0
		3.352.412	4.082.213	4.420.412					
			22%	32%					

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This gives us evidence that beyond changes in policies or prices there is another dynamic, or structure that explains the growths of the domains in this countries.

Domains and Economics indicators

Country	ccTLD	Domains 2009	2007 GDP Mill $US	2008 Population en Habitants	2007 GDP x Person en $US	Ranking Domains 2009	GDP 2007	Population Habitants	GDP x per. 2007
Argentina	.ar	1.863.296	373.485	39.746.000	9.397	1	3	4	1
Brasil	.br	1.692.145	816.262	195.138.000	4.183	2	1	1	8
México	.mx	307.772	763.828	107.677.000	7.094	3	2	2	3
Chile	.cl	246.051	102.741	16.770.000	6.127	4	6	7	4
Venezuela	.ve	147.761	161.571	27.912.000	5.789	5	4	6	5
Perú	.pe	34.495	77.614	28.214.000	2.751	6	7	5	12
Colombia	.co	25.867	133.572	46.702.000	2.860	7	5	3	11
Uruguay	.uy	20.002	24.247	3.342.000	7.255	8	10	19	2
Ecuador	.ec	19.169	22.463	13.801.000	1.628	9	13	8	15
Costa Rica	.cr	11.778	23.137	4.550.000	5.085	10	11	17	7
República Dominicana	.do	10.308	34.260	9.890.000	3.464	11	9	12	10
Paraguay	.py	8.862	9.136	6.230.000	1.467	12	18	15	16
Guatemala	.gt	7.202	22.765	13.677.000	1.665	13	12	9	14
Panamá	.pa	5.129	17.619	3.391.000	5.196	14	14	18	6
Nicaragua	.ni	5.096	5.024	5.677.000	885	15	19	16	19
Bolivia	.bo	4.941	10.933	10.028.000	1.090	16	16	11	18
El Salvador	.sv	4.295	16.271	7.224.000	2.252	17	15	14	13
Honduras	.hn	4.014	10.400	7.322.000	1.420	18	17	13	17
Cuba	.cu	2.229	46.925	11.244.000	4.173	19	8	10	9
Correlation		1	0,718	0,682	0,513				

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Domains growth does not seem too far from what corresponded to us according to the economic variables, it seems there is a certain determinism

Domains and others indicators for development

Country	ccTLD	Domains 2009	Number of Sites Google x Domain	Number of IPv4 x Domain	gTLD/ccTLD	Internet users x 100 Hab.	2006 Human Develop Index
Argentina	.ar	1.863.296	55	4	8%	18%	0,860
Brasil	.br	1.692.145	320	18	25%	17%	0,807
México	.mx	307.772	426	70	52%	17%	0,842
Chile	.cl	246.051	221	19	9%	29%	0,874
Venezuela	.ve	147.761	103	25	26%	12%	0,826
Perú	.pe	34.495	716	50	126%	16%	0,788
Colombia	.co	25.867	800	165	177%	10%	0,787
Uruguay	.uy	20.002	284	33	65%	21%	0,859
Ecuador	.ec	19.169	456	40	66%	7%	0,807
Costa Rica	.cr	11.778	728	127	181%	21%	0,847
República Dominicana	.do	10.308	294	39	51%	17%	0,768
Paraguay	.py	8.862	293	16	35%	3%	0,752
Guatemala	.gt	7.202	407	58	86%	8%	0,696
Panamá	.pa	5.129	733	220	587%	6%	0,832
Nicaragua	.ni	5.096	449	33	17%	2%	0,699
Bolivia	.bo	4.941	1.344	84	85%	5%	0,723
El Salvador	.sv	4.295	962	91	80%	9%	0,747
Honduras	.hn	4.014	394	24	26%	4%	0,714
Cuba	.cu	2.229	713	47	14%	2%	0,855
Correlation		**1**	**-0,414**	**-0,344**	**-0,232**	**0,342**	**0,346**

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The amount of domains in each sample country does not show significant correlations with the Internet or Human development indicators.

Thanks

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