



Marketing Working Group

Tour de table

.am/.հայ Registry – ccTLD



Registry highlights and trends

- Celebration of the 25th anniversary of .am domain
- Youth IGF
- ArmIGF 2019
- EEDNS Forum
- Universal Acceptance Technical Training
- Regithon 2019
- Hardware update
- Current zone size - 37063
- Growth rate of previous year (5.2% for .am, 307% for .հայ)
- 4 new Registrars
- New billing system for Registrars
- Decreasing of IDN domain names annual fee.



Marketing initiatives

Accomplishments

- .am zone growth rate - 5,2%
- .հայ zone growth rate - 307%
- Growing registration numbers by Residents of RA

Priorities going forward

- Working group on marketing of .am and .հայ domains.
- Donation of .am and .հայ domains to outstanding persons as a marketing step.
- Study of the financial possibility of decreasing of .am domain registration fee.