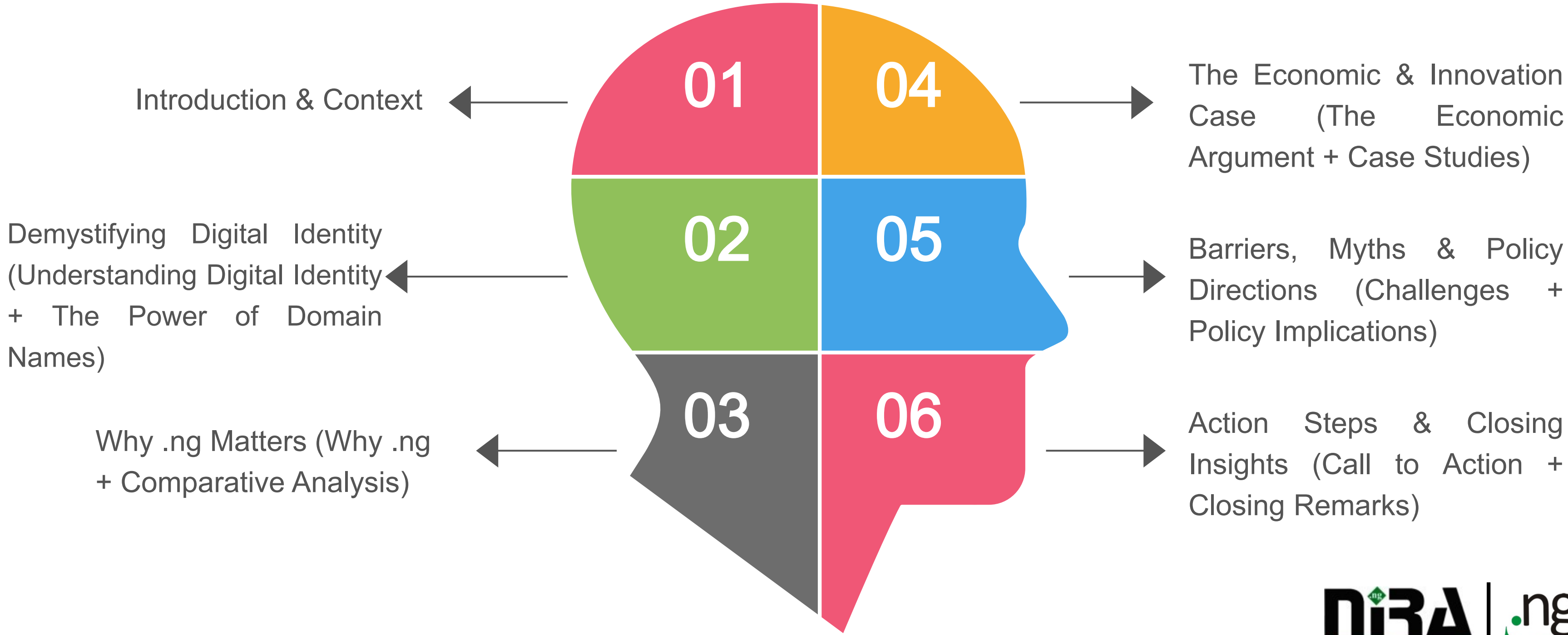


Owning Our Digital Identity: Why .ng Domain Matters for Innovation and Security

**ConNovate
2025**

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Areas of Emphasis



OUR STORY



The .ng domain is Nigeria's country code top-level domain (ccTLD), representing the country's online identity.



Just as a passport or national ID symbolizes an individual's nationality, the .ng domain symbolizes the online presence of Nigeria.



Over 229,000 registered .ng domains.



2005

A Not-for-Profit, Non-Governmental Self-Regulating body that manages the .ng ccTLD. Membership – based organization.



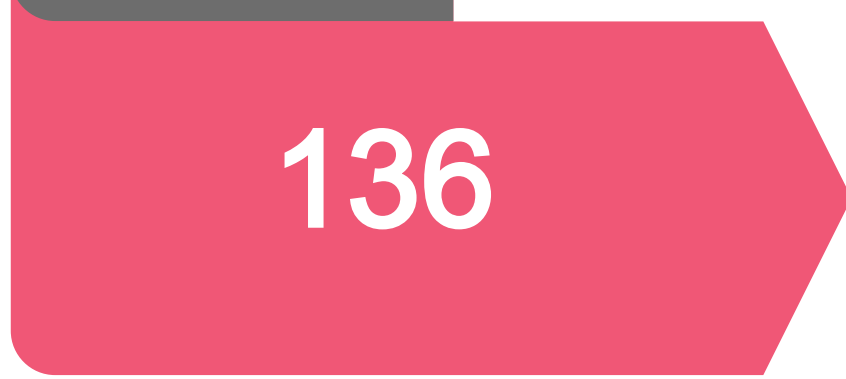
Vision

To be a leading ccTLD registry by delivering exceptional services and harnessing valuable partnerships.



Mission

To administer the .ng ccTLD in a value-driven manner for all our stakeholders.



136

Accredited Registrars



Wake-Up Call for Digital Ownership

In 2015, a visionary Nigerian tech entrepreneur launched an innovative e-commerce platform. The idea was bold, the team was driven and the business model was ahead of its time.

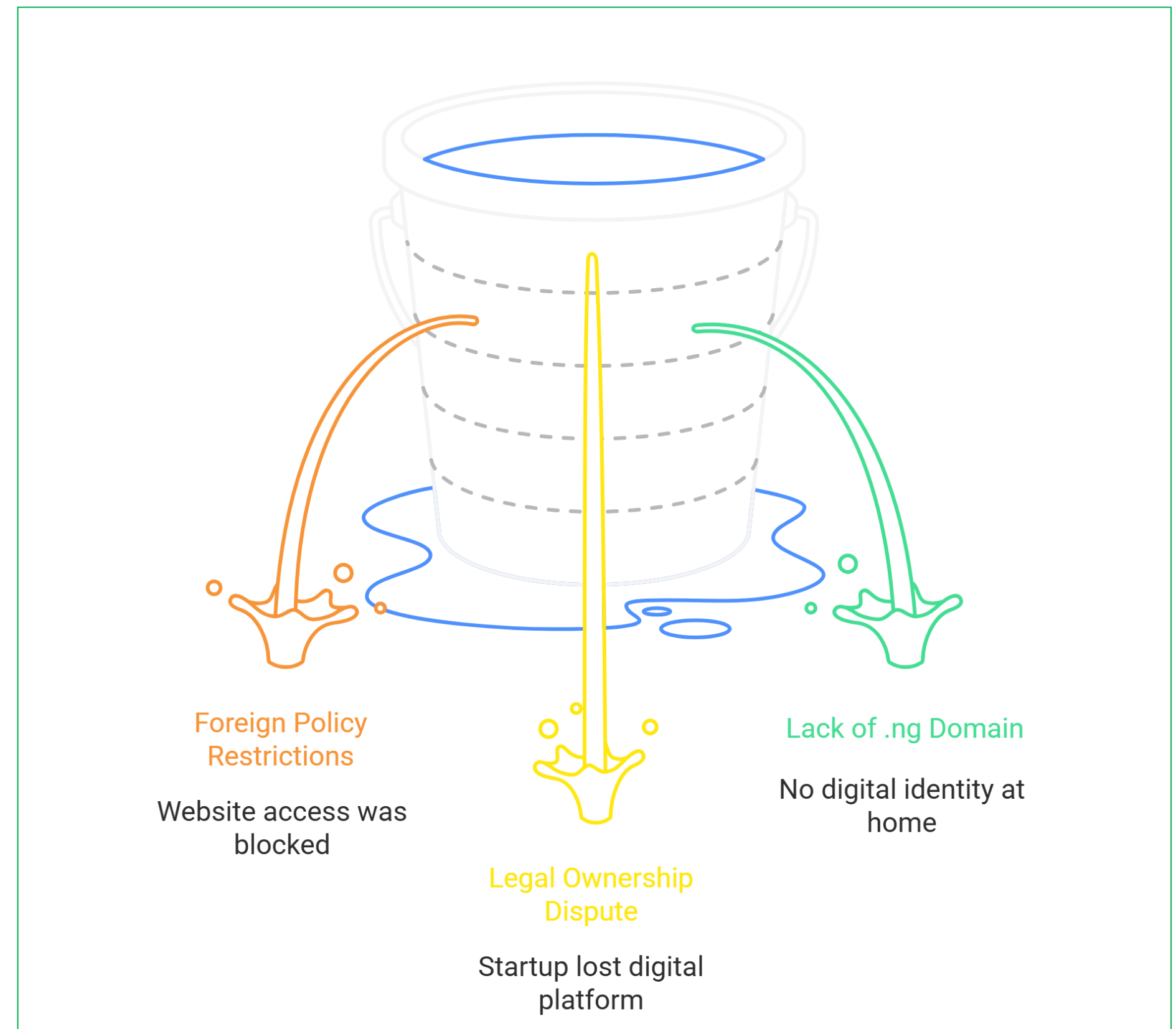
Everything pointed to success except for one overlooked detail: the domain name was registered under a foreign Top-Level Domain (TLD).

Years later, due to unforeseen foreign policy restrictions and a legal ownership dispute, the website went offline. Just like that, the startup lost its platform, its customers, and its credibility. The dream unraveled not because the idea failed, but because the foundation wasn't rooted in Nigeria.

What was missing? Digital ownership.

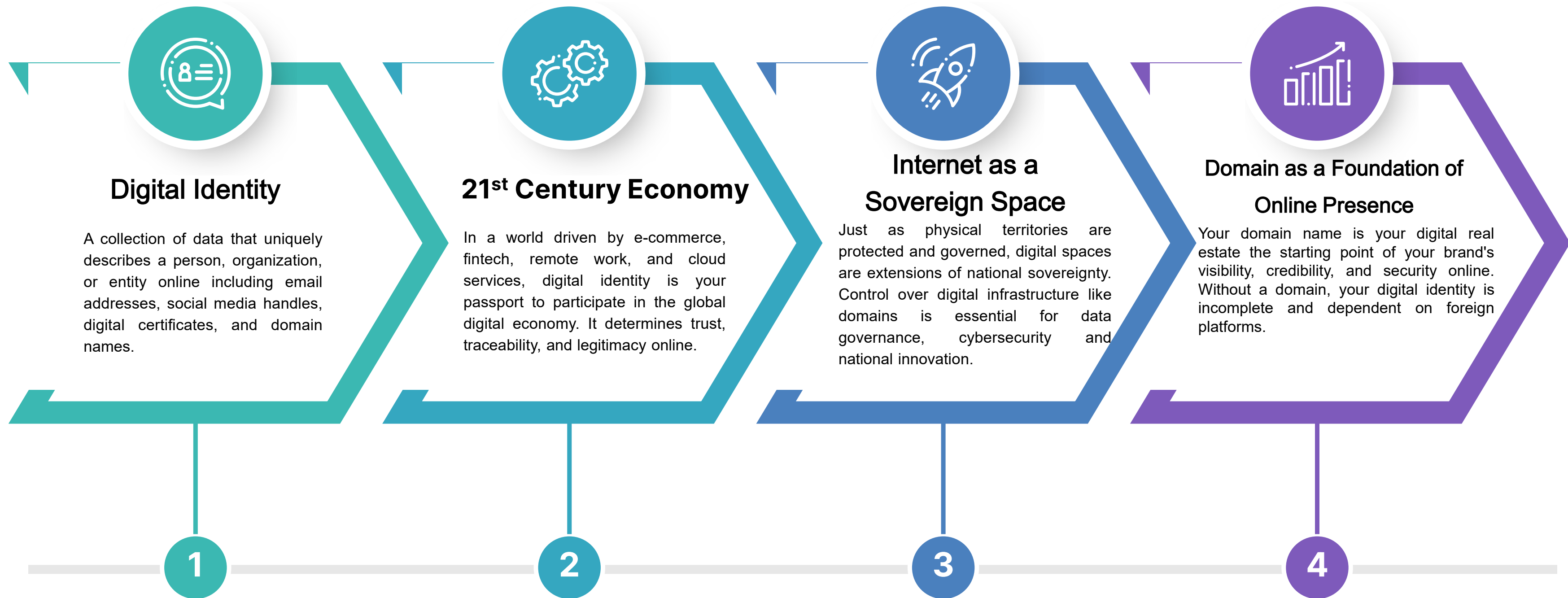
What was overlooked? A .ng domain, a digital identity tied to home.

This is not just a story. It is a cautionary tale.



Where you build matters just as much as what you build.

Understanding Digital Identity



Will You Own Your Digital Identity... or Lease It Forever?

Initial Online Presence Search

What happens: Founder searches for domain availability, often on popular global platforms.

Mindset: Driven by convenience and global brand perception (e.g., ".com" or ".org").

Implication: ccTLD (.ng) may be overlooked due to lack of awareness or assumptions about cost/credibility.

Long-Term Consequences for ccTLD Adoption

What happens: The business grows using gTLDs, bypassing the .ng ecosystem entirely.

Implication to ccTLD:

- ✓ Reduced adoption rate of .ng
- ✓ Lower national digital sovereignty and visibility
- ✓ Missed economic benefits such as local hosting revenue and registry income
- ✓ Increased dependence on foreign infrastructure for brand presence

Business Conception & Name Selection

What happens: Entrepreneur decides to start a business, brainstorms name ideas, and checks availability online.

Mindset: Focus is on creativity, uniqueness, and memorability.

Implication: Domain choice not yet considered; no impact on ccTLD at this point.

Registration of a Generic TLD (gTLD)

What happens: Business registers a .com, .net, or .org domain.

Mindset: Belief that generic extensions are more "international" or more easily accessible.

Implication: Loss of potential national identity; business data and traffic route via foreign infrastructure.

Case Study Microsoft's Actions Impact Russian Companies



Choose the Right Name – Secure the Nation

Using a .com or .org is like renting space in another country, you are subject to their laws, their DNS infrastructure and their economic priorities.



www.dangoteindustries.com ✓
www.dangoteindustries.org ✗



www.ngxgroup.com ✓
www.ngxgroup.net ✗



Guaranty Trust Bank

www.gtbank.com ✓
www.gtbank.org ✗



www.fidelitybank.ng ✓
www.fidelitybank.com ✗



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FLYAIR PEACE
... your peace our goal

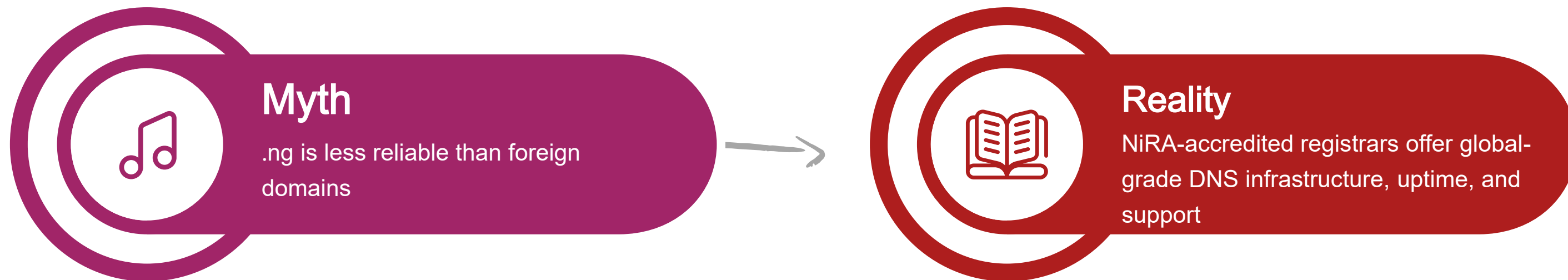
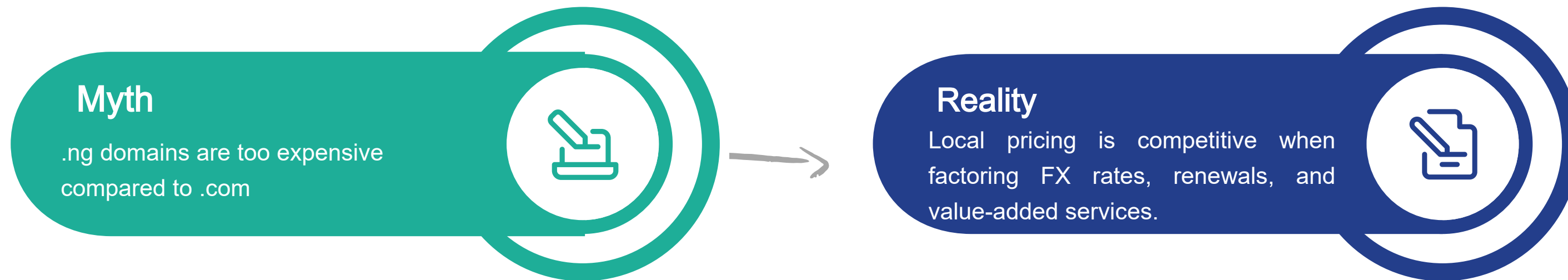
www.flyairpeace.com ✓
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15%

Challenges and Myths

Perceived Cost Barriers



Quality of Service and Infrastructure

Why .ng ?



Innovation and National Branding

- Builds a unique Nigerian digital identity
- Enables local tech innovation and supports startups
- Promotes Nigeria's image in the global digital space



Security and Sovereignty

- Enhances control over national digital infrastructure
- Reduces dependency on foreign systems
- Supports national cybersecurity frameworks



Data Hosting and Control

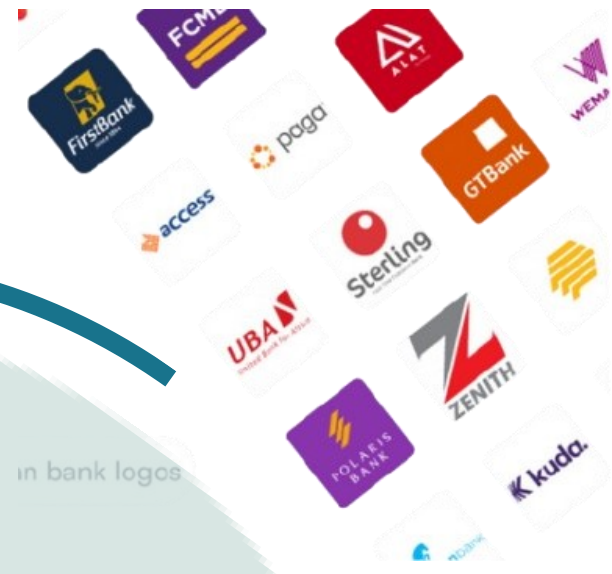
- Encourages local hosting and data retention
- Helps comply with national data protection laws (NDPA 2023)
- Protects user privacy and reduces latency for Nigerian users



- **Estonia:** Built a digital nation with e-residency and local domains.
- **China:** Enforces .cn for government and strategic sectors.
- **Rwanda (.rw):** RICTA partnered with government MDAs to integrate .rw domains into public service digitization, boosting adoption among SMEs and public institutions.

The Economic Argument





What We Must Do



For Government:

- Mandate .ng for public institutions.
- Incentivize local hosting and DNS.

For Businesses:

- Adopt .ng as a mark of trust and innovation.
- Educate customers on digital sovereignty.

For Developers & Creators:

- Build on .ng. Own your narrative. Shape your future.

The internet is the new territory. Let's plant our flag.



Thank You