



DNS BELGIUM

A not-for-profit model

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dnsbelgium

.be

.vlaanderen

.brussels



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WHO WE ARE

OUR ORGANISATION

Founding members

.AGORIA

BELTUG
Be Connected

ISPA

Effective members



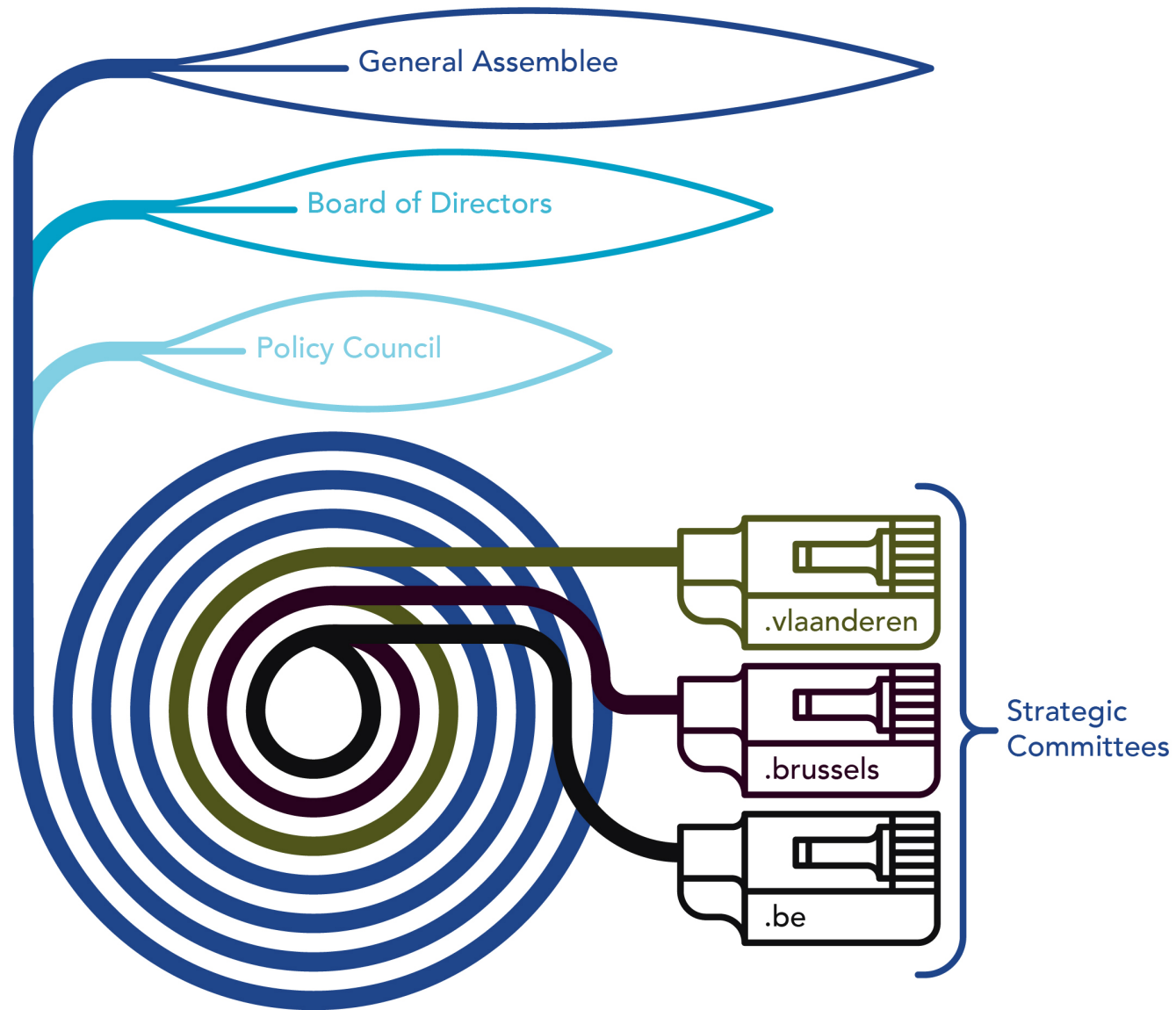
fe web
federatie van webbedrijven

"B : A / M ! BELGIAN ASSOCIATION OF MARKETING

comeos
for commerce and services

bereas

OUR ORGANISATION



KEY FIGURES



35
Employees



Domain names

+1,65m .be
±8,000 .brussels
±6,200 .vlaanderen



±400
Registrars



±20,000
New registrations
per month



€+7m
Income



2

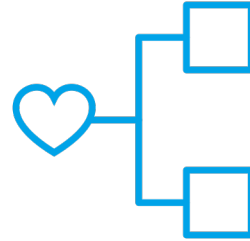
WHAT WE DO

WHAT WE DO



Manage the **registration** of
.be, **.vlaanderen** &
.brussels domain names

- Determine the rules for usage of domain names
- Work with a network of registrars
- Keep a database of domain details



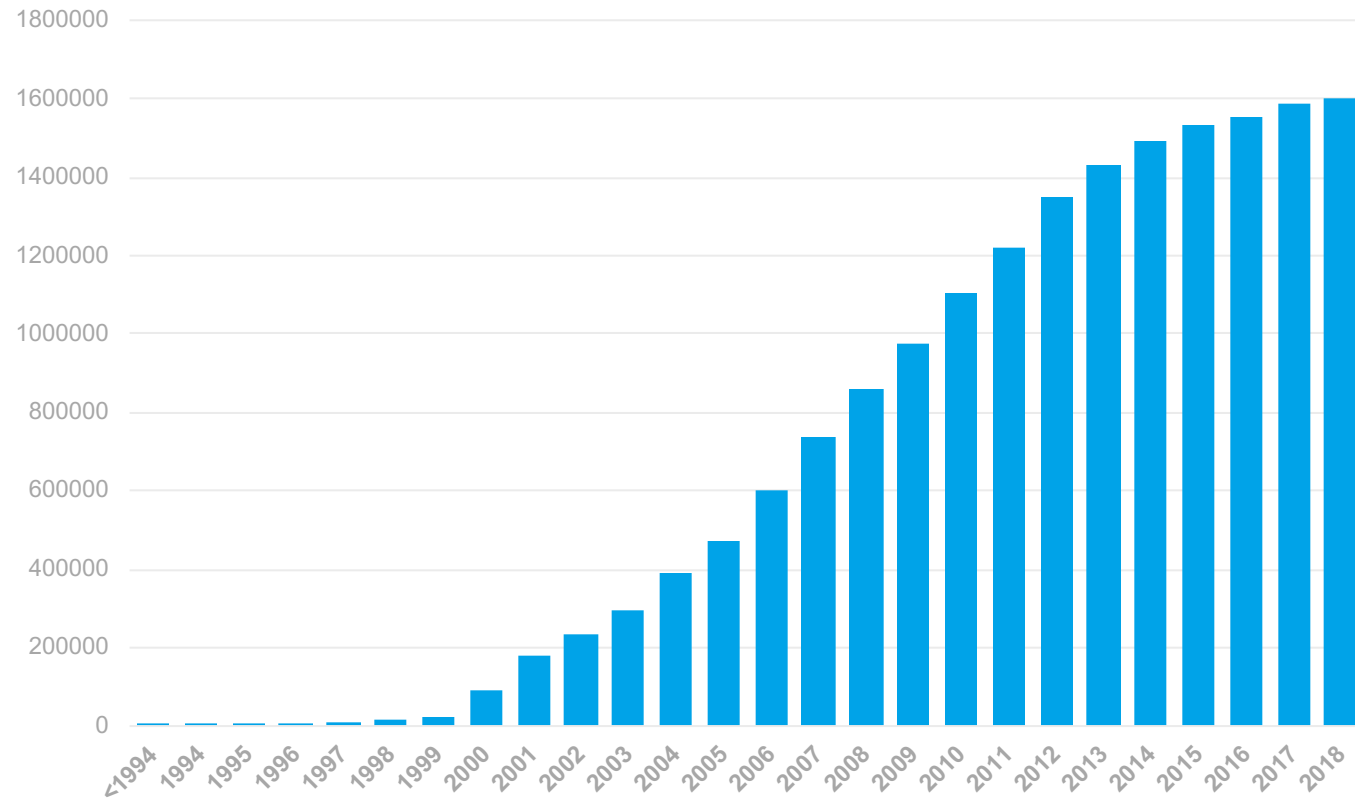
Operate at
the heart of
the Belgian internet

- Direct you to the correct site/mail whenever you type a .be, .vlaanderen or a .brussels address



Promote the use of
internet in Belgium
in a sustainable way

EVOLUTION .BE DOMAIN NAMES

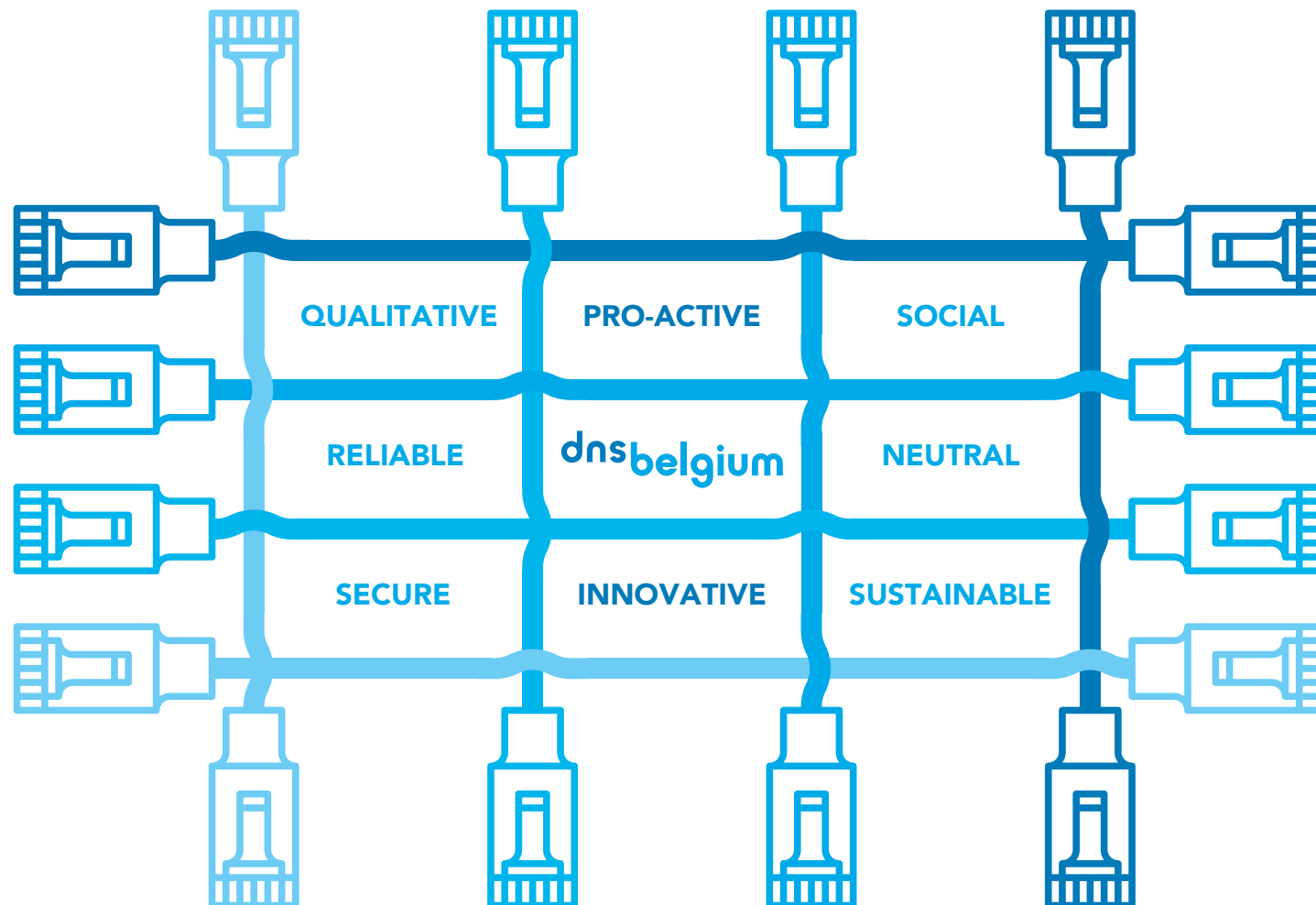




3

VALUES - STRATEGY

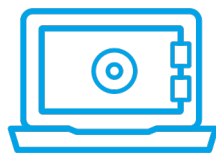
VALUES



STRATEGIC OBJECTIVES



Operational
excellence



Cyber security



Sustainability in
its broad definition



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STRATEGIC FOCUS

OPERATIONAL EXCELLENCE – CYBER SECURITY - SUSTAINABILITY

OPERATIONAL EXCELLENCE



CYBER SECURITY

Notice & Action procedure

- Collaboration FPS Economy
- Fraudulent .be domain names, serious crimes
- Block domain name within 24h

DNS Labs

- R&D project to find fake online shops
- Collaboration universities
- Query logs to find patterns

Bad WHOIS

- Manual check on newly registered domain names
- Registration details incorrect
- Gradual automation

Abuse tool

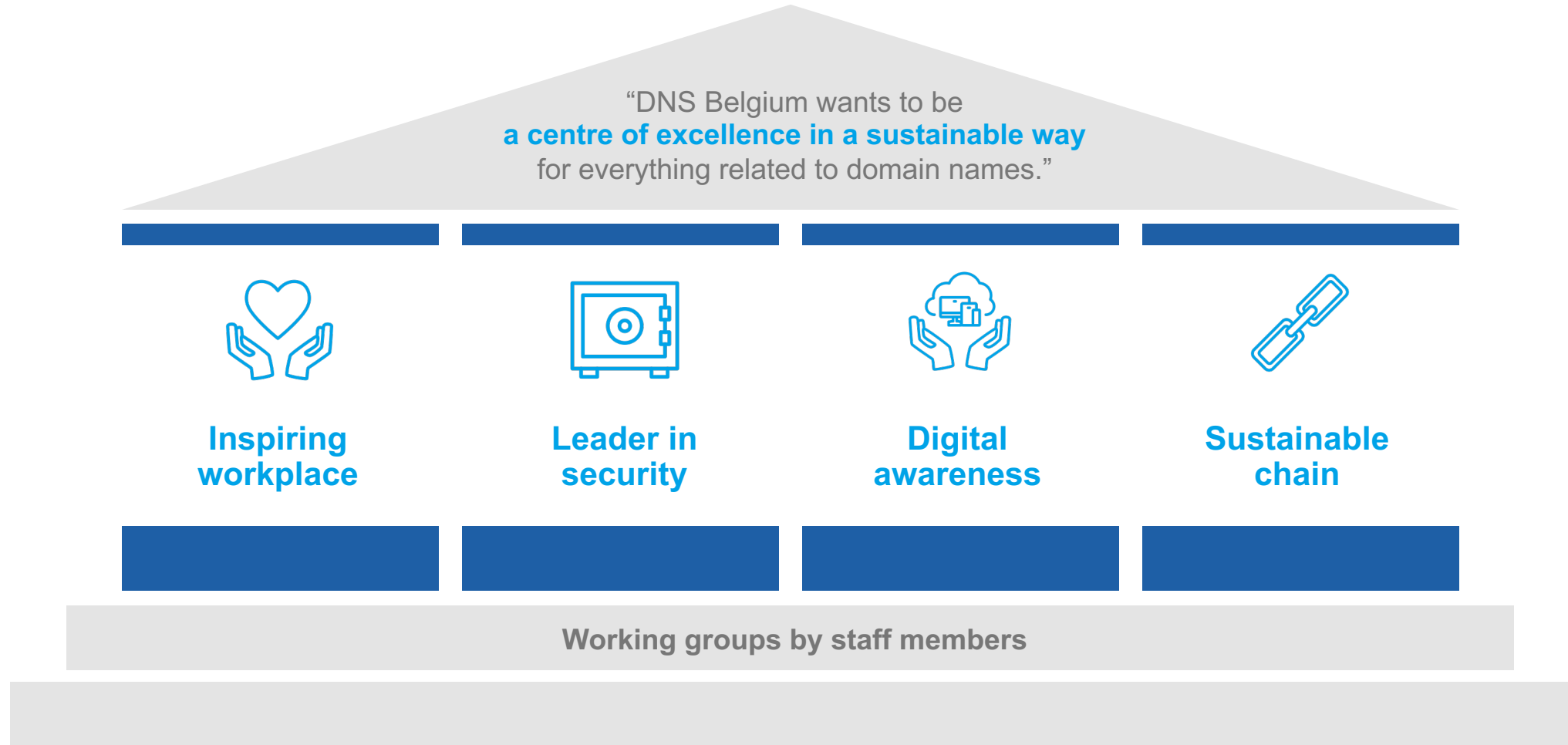
- Contact users whose website is on list of phishing sites

DNSSEC

- Security extension on the DNS
- Since Aug 2010 for .be

SUSTAINABILITY STRATEGY

FOUR PILLARS





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SUMMARY

EVERY MODEL HAS IT'S PRO'S AND CON'S

SUMMARY



Little financial challenges



Focus on mission and values = simplicity



No compromise vs 'customers'



(almost) No political compromises



No channel conflicts

THANK YOU / DANK U / MERCI / DANKE / ARIGATÔ
/ OBRIGADO / GRACIAS / GRAZIE / HVALA / TAKK /
KIITOS / CHOKRANE / SPACIBO / XIÈXIÈ / ...

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