

dotAfrica domain launch scheduled for May

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The introduction of the [dotAfrica](#) domain will shine a light on our amazing continent. For too long, Africa has been termed the 'dark continent'. With this new domain there is a single way to engage an entire continent with goods, services and information relevant to them and celebrate the birth of the Bright Continent.



In May 2014, the launch of the [dotAfrica](#) (.africa) generic top-level domain (gTLD) will see hundreds of applications by government, brands and companies staking their claim to virtual real estate, anchoring Africa as a continent serious about technology and its growing online presence.

After a successful application to The Internet Corporation for Assigned Names and Numbers (ICANN) in 2012, the ZA Central Registry (ZACR) was awarded the privilege of administering the proposed dotAfrica domain. The launch programme for the new domain is currently in its first phase or Pre-Sunrise phase. During this phase, government officials submit their selection of reserved names to be protected for the economic growth of their countries and is performed through the Reserved Name List Portal.

The second phase of the launch programme or Sunrise phase, will be split into two simultaneous periods, namely the *Sunrise Application Period* and the *Landrush Application Period*. Sunrise applications will take priority over Landrush applications.

The third phase or General Availability will allow for applications from the general public and will operate on a first-come, first-served basis. During the first 30 days of General Availability the ZACR will offer Rights Protection Mechanisms in the form of Claims.

For more information on the launch of dotAfrica, visit the Bright Continent microsite at www.dotafrica.org.

For more, visit: <https://www.bizcommunity.com>