

# Africa gets its own domain name - finally - 20 Feb 2017

BY LOUISE MARSLAND

After years of wrangling through the courts, the .Africa domain name will finally be available to brands and individuals from mid-2017. This follows the resolution of a court case in the United States. ICANN awarded the [.Africa domain](#) to South Africa's ZA Central Registry in 2014 and a US court has just upheld that decision after challenges.

It is so important for brands and individuals proud of our heritage and wanting to promote Africa as a brand, to have our own domain name. It's taken far too long to get to this point. But we are here now and it is a hugely positive step, so look out for a flurry of landgrabs for the .Africa domain this year.

And among all the positive investment and developmental and marketing communications news we have this week, there is also a red flag being raised by the [UN World Food Programme](#), warning that the drought in Somalia is devastating and urgent action is needed to save lives to avoid famine throughout the entire country. There is a small window of opportunity to prevent a catastrophe.

Have a great week!

**Louise Marsland**

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