



TLDCON 2021
15-16 SEPTEMBER

.AM 5TH ANNIVERSARY MARKETING EVENTS



Lianna Galstyan

External Relations Manager
.am/.AM ccTLD Registry
Internet Society NGO



"Round Table" discussion

"ζωγ-Net contest" of websites with local content

"Wiki-ζωγ Campaign" of local content articles

Registrars Competition - most number of .ζωγ registrations

Social advertisement

ROUND TABLE DISCUSSION

A "Round Table" discussion with the participation of all stakeholders to identify the challenges of the adoption and use of the “.հայ” domain, as well as to develop a roadmap for its advancement.



Participants:

- THE MINISTRY OF HIGH-TECH INDUSTRY,
- THE MINISTRY OF EDUCATION, SCIENCE, CULTURE AND SPORTS,
- THE OFFICE OF THE DIASPORA COMMISSION,
- THE LANGUAGE COMMITTEE,
- WIKIMEDIA ARMENIA,
- "YOUNG PROGRAMMERS" NGO
- REGISTRARS



"WIKI-ՀԱՅ CAMPAIGN" OF LOCAL CONTENT ARTICLES

532

new written articles within the contest

A contest campaign for the development of Armenian topics, organized jointly with "Wikimedia Armenia" Scientific-Educational NGO, the aim of which is to create and update topics related to the Armenian history, culture and science in the Armenian Wikipedia. Thanks to the participants of this campaign, it would be possible to present our history and culture in all its diversity, to inherit it to future generations in a true way.



35 PEOPLE - OVER 1.120.000 BITES



THE BEST ".հայ" WEBSITES CONTEST

A competition for the best ".հայ" websites in 3 nominations:

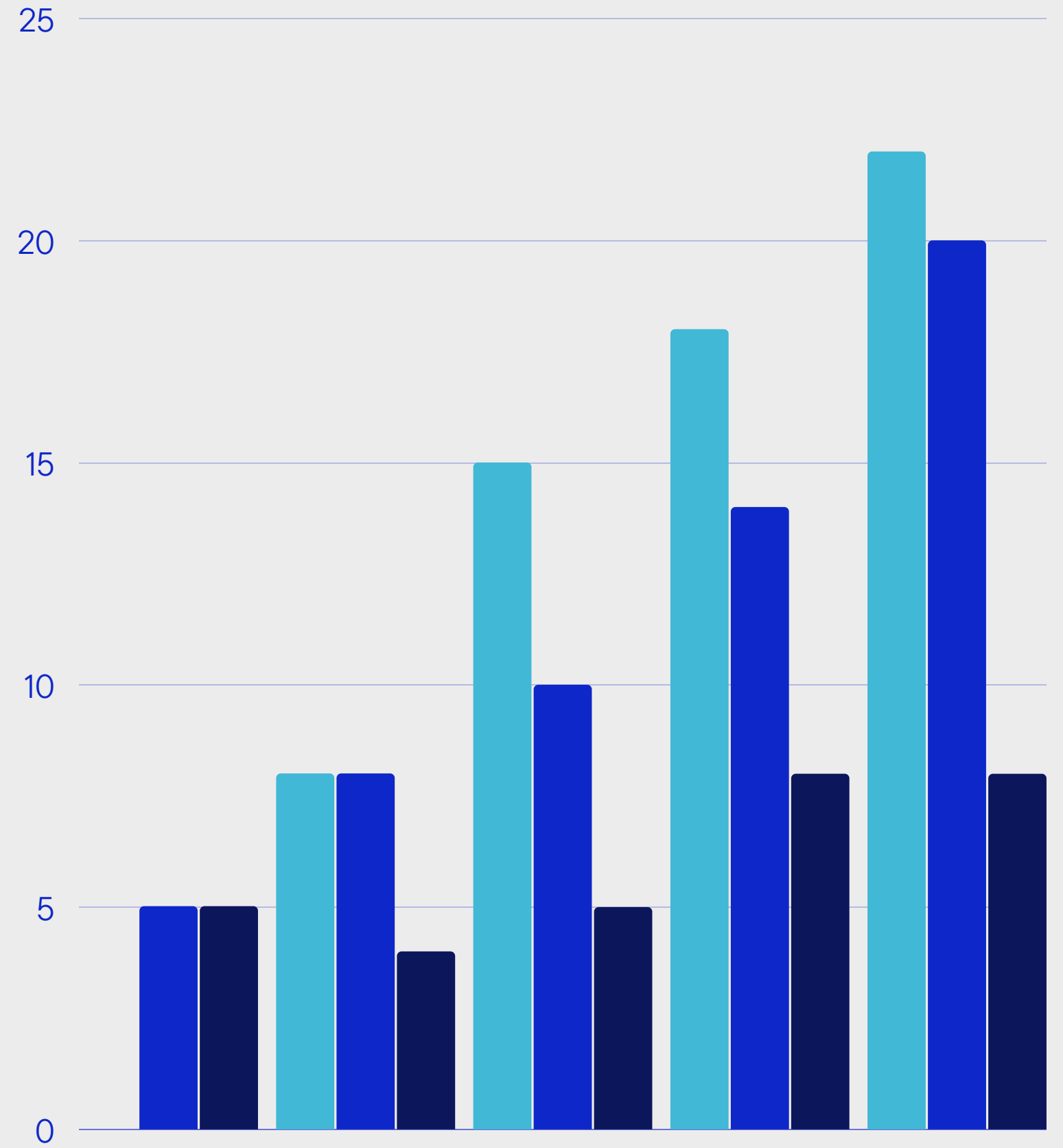
- **"Best Design",**
- **"Best Armenian Content",**
- **"Best User-friendly Website and Application".**

A special committee to evaluate the nominations.



REGISTRARS COMPETITION - MOST NUMBER OF .ՀԱՅ REGISTRATIONS

A Competition for the Registrars for the highest number of registrations under the “.Հայ” domain.





SOCIAL ADVERTISING



A Competition with the participation of the students from the "Innovation Ethnic Regional Center" for the best video promoting ".հայ" domain names.

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THANK YOU!

