

Beat: Technology

## DOT AFRICA IS THE BEST OPTION FOR AFRICA IN THE CYBERSPACE

### 54 OCUNTRIES UNITED UNDER . AFRICA

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**USPA NEWS** - It is now possible to own an Internet address, or domain name, ending with .Africa. Already, more than 8000 of the continent's and world's biggest brands, businesses and individuals have registered for this exciting new Internet address. Diverse organisations ranging from banks to media companies are registering .africa domain names. "Leading continental and international brands are snapping up .africa domain names because they recognise the importance of being associated with Africa's bright future online.

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Diverse organisations ranging from banks to media companies are registering .africa domain names. "Leading continental and international brands are snapping up .africa domain names because they recognise the importance of being associated with Africa's bright future online. With many positive stories coming out of Africa, brands understand that .africa domain names are valuable virtual real estate," says Lucky Masilela, CEO of the ZACR, the non-profit company tasked with administering the new .africa domain name on behalf of the continent.-----

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54 countries in Africa are now united under a single, continent-wide domain name, staying true to the Oliver Tambo and Abuja Declarations of the 1990s. These written resolutions stated that ICT will be central to Africa's future wellbeing and .africa is surely amongst the top African-led ICT initiatives of the last twenty years.-----

"Initiatives like .africa help harness the power of new technologies to solve old problems. .africa is unique in that it gives Africans an important sense of pride to help motivate them to achieve the very best for their continent and themselves. ZACR appeals to all Africans to take ownership of .africa, because it truly belongs to us all," concludes Masilela. .africa domain names are now available and anyone can register through companies listed here: <http://Registry.Africa/registrars>. Source : Registry Africa

#### Article online:

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