

# Nigeria Internet Registration Association (NiRA)

## Premium Domain Auction Guidelines

*October 2019*

### BACKGROUND

The NiRA Executive Board of Directors intends to auction Twenty (20) Premium Domain Names in accordance with the provisions of the NiRA Domain Name Policy, in conjunction with other NiRA Policies and guidelines. Please find the Premium Domain Auction Guidelines below as approved by the NiRA Executive Board.

This would be the second round of the Premium Domain Auction for the year 2019, and the third round overall. There will be other rounds of this Auction in the future, where more names will be put on offer.

### NAMES TO BE AUCTIONED

The list of twenty (20) Premium Domain Names to be auctioned will be displayed in an alphabetical order as collated from the pool of suggested domain names from NiRA Accredited Registrars.

### Action Process

1. The Auction will take place using Twitter Platform
2. The Auction process will happen over a period of 50 days which include weekends. Working days have been taken into consideration for payment periods only.
3. Registrars' submissions on behalf of bidders will be in a spreadsheet format.
4. Interested bidders will deposit the sum of ₦25,000.00 (Twenty-Five thousand Naira Only) per domain through their preferred NiRA Accredited Registrar. If the bidding is not successful, NiRA will refund the amount, less bank charges to the Registrar whilst the Registrar retains 20% of the deposit, which is ₦5,000.00 (Five thousand Naira only) as their administrative charge.
5. The deposit will be administered using the following criteria
  - i. The bid deposit will form part of the payment for a successful bid.
  - ii. The deposit will be forfeited if a bid succeeds and it is not paid for within the stipulated time frame (2 days)
  - iii. The deposit will be forfeited if the bidder fails to make any bid within the stipulated bid time (1 day).
  - iv. The deposit will be refunded via the NiRA Accredited Registrar, if the bid does not eventually succeed. The Registrar retains the administrative fee.
  - v. The deposit will only be refunded for unsuccessful bids when all bidders have paid for their bids.

- vi. **The deposit for unsuccessful bids will be refunded, less any associated transfer charges (bank and other charges), via the respective NiRA Accredited Registrars.**
- 6. Only names put on offer by NIRA can be bid for.
- 7. Prospective Registrants will submit their Twitter handle to their NiRA Accredited Registrar, pay the deposit for the intended domain name to their NiRA Accredited Registrar and obtain the Registrar Hashtag and sequential number for that domain, from their Registrar.
- 8. NiRA Accredited Registrars will submit their bid hashtag, the list of prospective bidders for each domain, together with the assigned sequential number, and deposits paid, to NiRA.
- 9. NiRA would circulate the Premium Domain Auction Guidelines to NiRA Accredited Registrars and NiRA is available to respond to questions before the bid process begins.
- 10. The NiRA Accredited Registrars are to explain the auction process to prospective Registrants/Bidders.
- 11. NiRA will publish the list of Bidder/Registrant information under the Accredited Registrar to avoid fake bidding.
- 12. Each bid will open with a reserved price of ₦100,000.00 (One Hundred Thousand Naira only), and thereafter subsequent bids cannot be less than ₦10,000.00 (Ten Thousand Naira) increment on preceding bid.
- 13. Bids will be transparently monitored by all, via the Twitter timeline with appropriate hashtags. **NiRA will also monitor using the Tweet Binder Application.**
- 14. Bids cannot and must not be deleted. **Deleted bids remain valid.**
- 15. Successful Bidders must pay the balance to their Registrars within two days.
- 16. The Registrar of the successful Bidders must remit the balance for the successful bid less the commission/administrative charge due to the Registrar immediately, as the release of the domain name is dependent upon complete payment to NiRA.

#### TWITTER BIDDING PROCESS

- 1. NIRA will declare bids open, with a tweet from **@NiRAWORKS** with **BIDSOPEN** and hashtag **#NiRAAUCTION3**.
- 2. All bids must be tweeted to **@NiRAWORKS** with the Registrar hashtag, Registrant's sequential number, domain bid amount, the domain name and the hashtag **#NiRAAUCTION3**. For example, if the 5th Registered Bidder for the domain catfish.ng, registered to a Registrar using the hashtag **#Best\_NIRA\_Reg** wants to bid ₦100,000.00 (One hundred thousand Naira ONLY) for the domain name catfish.ng, They tweet **@NiRAWORKS #Best\_NIRA\_Reg 05 100,000 catfish.ng #NiRAAUCTION3**.
- 3. Any bid that does not conform to the outlined format is null and void.

4. Bids must be progressive in nature, that is, no subsequent bid shall be less than any previous bid for the same domain. For example, if someone has bid N100,000.00 (One hundred thousand Naira ONLY) for a domain, if another Registrant tweets a bid of ~~N~~99,999.00 (Ninety-Nine Thousand Nine Hundred and Ninety-Nine Naira ONLY) for the same domain, the lower bid is considered invalid, even if it is higher than some of the previous bids, (say N99,000.00). Bids cannot be deleted. At any point in time, subsequent bids must be in increments of a minimum of N10,000.00 (Ten Thousand Naira Only).
5. Bids will happen simultaneously over a period of 24 Hours for all the 20 domains on offer.
6. NIRA will declare the bids closed, with a tweet from **@NIRAWORKS** with **BIDSCLOSED** and hashtag **#NiRAAUCTION3**.
7. Successful bids are the highest acceptable bids above the reserve price and in conformity with this guideline.
8. Offers will be made via the NiRA Accredited Registrar to the winner (highest bid above the reserve price) of each domain name on offer, to make full payments within 2 working days.
9. Where a winner fails to make payment within the allotted time, an offer will be made to the next successful Bidder via his/her Registrar.
10. The process is repeated until all successful bids have been paid for, or all deposits forfeited.

## **REGISTRATION VALIDITY**

All successful bids would have the requested domain names transferred by NiRA to the bidder's Registrar for a period of one year without additional payment to NiRA.

## **DOMAIN NAME REGISTRATION GUIDELINE**

All transfers shall be in conformity with all NiRA policies, procedures and guidelines

## **REGISTRATION RENEWAL**

The cost of renewal will be in accordance with NiRA policies. Bid winners shall be responsible for the renewal of the successful bid domain name at the expiration of the registration period. Renewal will be via any NiRA Accredited Registrar. If the domain is not renewed after all the grace periods have elapsed, the domain shall be forfeited and the domain name withdrawn. Such a domain name (if not encumbered by trademark considerations) shall be reverted to the Premium Domain list.

## **AUCTION TIME-LINE**

The Auction will run in accordance with the timeline outlined below:

<b>S/N</b>	<b>Description of the Activities</b>	<b>Commences</b>	<b>Days</b>	<b>Concludes</b>
1	Auction committee approves the names to be auctioned	17/10/2019	3	20/10/2019
2	The list of names to be auctioned, together with the auction guideline is sent to the Executive Board for approval	20/10/2019	2	22/10/2019
3	An email is sent out to NiRA Accredited Registrars, to explain the Auction process.	22/10/2019		22/10/2019
4	A list of fifty (50) desired domain names is sent to NiRA Accredited Registrars by the NiRA Secretariat.	22/10/2019		22/10/2019
5	NiRA communicates the Auction process to the public. NiRA Accredited Registrars also communicate the Auction process and guidelines to their clients	22/10/2019	3	25/10/2019
6	The Registrars return with a list of their preferred domain names to NiRA Secretariat	25/10/2019	10	04/11/2019
7	NiRA collates domain names and selects twenty from Registrars' lists as the bid names to offer for Auction.	04/11/2019	3	07/11/2019
8	The Registrars submit their bid hashtags, and list of interested bidders for each domain, along with the allocated sequential numbers to NIRA and remit the deposits paid. The Registrars display on their websites the bidders' twitter handle and the hashtag for each domain	07/11/2019	7	14/11/2019
9	The complete list of bidders and their Twitter handles/Sequential numbers is published on the NiRA website.	14/11/2019	3	17/11/2019
10	Bid is opened at NiRA Office via Twitter	8.00am on 18/11/2019	-	8.00am on 18/11/2019
11	Bidding period.	8am on 18/11/2019	1	7.59am on 19/11/2019

12	Bid is closed at NiRA Office via Twitter.	7.59am on 19/11/2019	-	7.59am on 19/11/2019
13	Payment offer is made to the successful bidders, until all bids are paid for via NiRA Accredited Registrars	19/11/2019	2	21/11/2019
14	First set of Registrars remit payments to NiRA less commission.	22/11/2019	4 (working days)	27/11/2019
15	Offer is made to the next successful bidders to pay until all bids are paid for via NiRA Accredited Registrars.	28/11/2019	2	30/12/2019
16	Next set of Registrars remit payments to NiRA less commission.	02/12/2019	4 (working days)	05/12/2019
17	Refunds to all unsuccessful bidders via NiRA Accredited Registrars, less bank charges, are made to their Registrars. Registrars are to submit Account details for this.	06/12/2019	3	10/12/2019
18	Fully paid up domains are released by NiRA to the Registrars for the period of one year.	06/12/2019	-	06/12/2019

\*Note: Provision has been made for payment days to fall on working days.

## **AUCTION MANAGEMENT**

The Auction is managed exclusively by the .ng Registry Staff. All enquiries and comments regarding the Auction and the associated process and procedures should be sent via email to [admin@nira.org.ng](mailto:admin@nira.org.ng)