

# News @ .eu

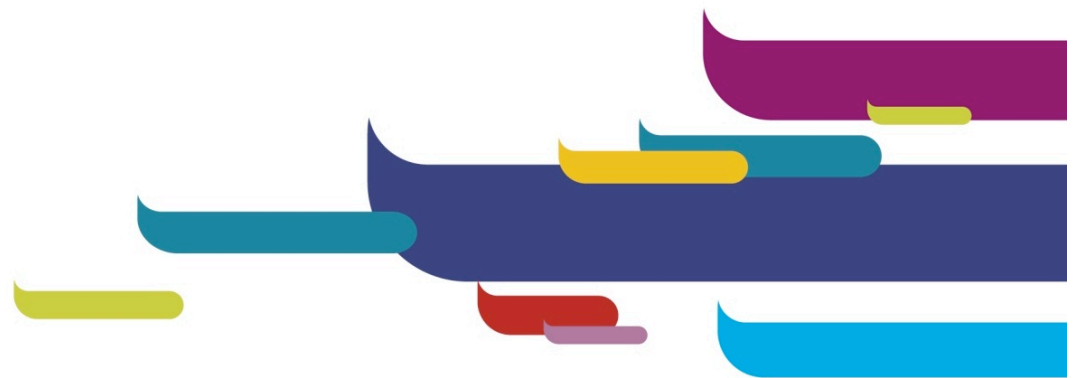
Peering Day, Vienna, 4 March 2014

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EURid, Regional Manager Central Europe



# .eu in one minute



# .eu worldwide

Nr 11 among world's biggest TLDs



Source: EURid Q3 2013 report

# CEE: strong region

Country	.eu/1000	ccTLD/1000
Netherlands	29.3	317.4
Luxembourg	27.8	147.8
Malta	25.7	n/a
Cyprus	17.1	n/a
Austria	16.5	143.4
Czech Republic	14.5	102.8
Germany	13.8	190.1
Estonia	13.4	53.5
Belgium	11.9	127.4
Slovakia	7.3	55.5
Sweden	7.1	138.8
Lithuania	7.0	52.8
EU	6.7	79.9
Ireland	6.5	39.8
Denmark	6.1	222.3

Country	.eu/1000	ccTLD/1000
Poland	6.1	63.8
Slovenia	5.5	53.5
France	5.3	40.6
United Kingdom	5.2	167.8
Hungary	4.4	63.8
Greece	3.7	34.6
Italy	3.5	42.8
Latvia	3.3	51.8
Bulgaria	3.1	n/a
Finland	3.0	60.9
Spain	2.2	36.6
Portugal	1.2	55.1
Romania	1.2	32.5
Croatia	0.7	18.2

# Registry-registrar relations

- ❑ Account management and support in all official EU languages
- ❑ Marketing tools incl. Co-funded marketing
- ❑ Sales promotional schemes
- ❑ Bet on quality and security
- ❑ Researches:
  - <http://www.eurid.eu/en/about-us/publication-insights-research-reports>
  - EURid-UNESCO World Report on IDNs
  - Website usage trends among TLDs



# EURid-UNESCO World Report on IDNs

- ❑ IDNs include characters from non-Latin scripts, such as Cyrillic or Greek
- ❑ Multilingual Internet and cultural diversity of cyberspace
- ❑ Only 2% IDNs in the world in contrast to the increasing multilingual content online
- ❑ If IDNs: 99% correlation between script of DN and of associated website content
- ❑ The first standards compliant IDN email sent in 2012
- ❑ IDN gTLDs to boost the market?
  - Update internet infrastructure and improve user experience on apps
- ❑ .eu: over 4 years experience, no increase in disputes observed, landrush

# Who uses .eu?

- ❑ 2014 website categorisation report in collaboration with Leuven Statistics Research Centre
- ❑ Domain names from zone files of .com, .net, .org, .biz, .info, .pro and .mobi gTLDs and .eu ccTLD
- ❑ Random sample: 5 000 per TLD, associated web site categorised into one of eight categories
- ❑ 37.8% of .eu websites used for business
  - 30.5% of websites under gTLDs (.com, .biz and .net)
- ❑ PPC websites down from 20.6% in 2011 to 11.8% in 2013

# Focus on security

- ❑ Promoting DNSSEC
  - E-learning, seminars
  - DNSSEC discount for each correctly signed domain name per month
- ❑ ISO 27001 security standard certification



.eu in daily life:  
emultipoetry.eu



# More than just a domain name?

perfect choice for your pan-European event... such as...

...<http://www.peeringday.eu/>

Thank you  
and see you at our booth!

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